{NAME}

In Lesson Six, an unusual practice led to a surprising increase in subscribers. Subscribers (those that follow you and make purchases from you), of course, are more valuable than leads (those that simply visit your page).

You are building a niche business, and you’re marketing to your list. It’s different if you’re going to do pay-per-click marketing and you’re going to invest $20,000 a month in pay-per-click. Or if you’re doing broad-based affiliate campaigns and you have 1,000 affiliates.

But for most of you, you’re building a home-based business that you can run from your laptop, that’s going to generate you better than a full-time income. To do this, you only need a few hundred subscribers a month. You don’t need a lot of subscribers to generate an income of a quarter-million dollars or more.

The bottom line is, all these people that had 10-15 subscribers, they’d been trying to build for a year, they can’t figure it out, and here this marketer is, the new kid on the block, and he has it figured out. He almost couldn’t even say he figured it out, because, initially, he still didn’t know exactly what he was doing.

He was doing what he’d been taught, which was to create a squeeze page and drive traffic to it. He was just innovative, and pretty aggressive, about driving traffic.

At that time, there were only a couple other people teaching traffic and both of those people were fairly expensive to get into to work with them. So there was nobody for the common person to find out how to build a list. So this marketer wrote a book on how to build a list and the thing sold like hotcakes.

In the next lesson, we will find out more about this book, and why it sold so well.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}