

# **Your First 100 Subscribers, Your First \$100 Online**

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*By Jason Fladlien*

### Intro

Here's why most fail in Internet marketing - they have no clear goal to work toward. And, on top of that, they don't break things down so they are easy to accomplish.

Let's end that. Your goal is simple - 100 people on an email list, and your first \$100 in profit generated through Internet marketing.

Why such a simple goal? Because this is where it all starts. If you figure out how to put 100 people on a list, then you can do the same thing to make it 200... 400... 800... 1600... or more. It's up to you.

Same thing with the cash. That's why this works, and why it's something you should focus on if you've been struggling to make any money online at all or build an email list.

In this report you're going to be shown a very simple, easy to execute plan to accomplish this.

### Free Gifts

This is not rocket science. It's not especially creative at all. But by golly it works. To build an email list, you must give an incentive for people to sign up for your mailing list.

In other words - a bribe. The best bribe is a simple free report... much like the one you're reading right now.

Free reports are about the easiest thing in the world to create with the right approach. Let's talk about one such approach that anyone can use.

They're called email interviews.

## 100 Subscribers & \$100

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Here's how it works. You create a list of a half dozen questions or so around one central theme. For example, let's say we wanted to create a free report on "How to write sales letters that make you money!"

What would we do? We'd find as many people in that niche who sell stuff on how to write sales letters. Then we'd send them all the same basic list of questions. It might look like this:

1. Explain how you got your first success with writing a winning sales letter
2. What is the biggest mistake people make when writing sales letters?
3. What is the most critical factor for creating a winning sales letter?
4. What is the biggest emerging trend you see for using sales letters in online marketing?
5. What is your formula for writing headlines for your sales letters?
6. Why is mastering writing sales letters so important to Internet marketing?

There you go. You simply email each of the people you found who are experts in writing sales letters and you ask them to write a few paragraphs for each answer, and send it back to you when they're done.

Also, let them know you will allow them to put in a one paragraph "call to action" at the end of the answers where they can promote their latest product as long as you can use your affiliate link for the promotion.

See what we did there? Killed two birds with one stone. You've created a free report that allows you to get emails... and the report is also MONETIZED so you can make affiliate commissions. Cha-ching!

### Create Your "Email Capture" Page

Simplicity is your best bet here. Two reasons... it's easier for you to set it up and get going, and it often converts the best.

Let's show a few quick examples:

First look at this one - <http://mst20.com/kapow/>

It's a subhead, a main headline, a one sentence call to action and a form JUST asking for an email. That's it. Typically converts at 40 to 55% for good, targeted traffic. Took a couple minutes to create.

Let's look at another - <http://goldmembercoaching.com/profit-equation/squeeze.html>

It's a headline... subhead... one sentence call to action and a form JUST asking for an email. Again, simple... But damn does it convert well. And it took almost no time to create.

So just take this model for your squeeze page and you're good to go. Nothing more to it!

### Hit the Forums

There are lots of ways to get MASSIVE traffic... but they also require a lot of expertise to pull off. That's why most people who are starting out or who are not real good at marketing can't use them effectively.

Let's keep it simple!

The first way to get traffic is through forums. Specifically, we want to find forums where the people in those forums would be very interested in the subject of your free report. Also, these forums must allow you to have a "signature".

A signature is simply a little blurb that is automatically added to the end of each of your posts you make in that forum.

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So sign up for that forum, and then log into your profile and create your signature. Make it two sentences, with a clickable link. That link leads to your squeeze page.

For our example above, it might be something as simple as: "free report reveals how to write sales letters like a pro in no time. Click here to get the free report..."

Then, just set up your "daily posting schedule". This might be a half hour to an hour a day where you go into the forum and create new posts that offer value, or respond to posts that others created where you offer your own commentary or value.

Don't be a spammer. Don't be blatant about your free report at all. Don't even mention it. Just contribute worthwhile commentary. A paragraph or two ought to do it. Your signature does the selling for you.

Ideally you want to do this with as many active forums as possible and very soon you will see sign-ups. Sometimes on the very day you started.

### Write Articles

There is a huge shortcut you can use here. Think about it - you can chop up bits and pieces of each email interview you did - and turn them into articles. Then you can write additional articles if you wish.

Regardless, submit those articles to Ezine articles (<http://ezinearticles.com>) and Go articles (<http://goarticles.com>)

Why articles? Because at the end of each article you're allowed a 2-3 sentence resource section, where you can promote your free report. These articles get searched and read, and you will get subscribers.

Some articles get thousands of views over their life span, resulting in hundreds of clicks, and sign-ups for you.

### Comment on High Traffic Blogs

Find blogs in your niche that are ranked high in the search engines. This means they probably have good traffic.

Then you simply find posts and add in your own commentary... providing value first. Then at the end say something like "we talk about this in my free report more in depth at..." and put in your link.

Repeat the process.

There you go. You follow this very simple and basic plan... and just do it day in and day out... and you will be amazed at how easy it is to actually have success online.

And of course, nothing is stopping you from creating multiple free reports with this method.

It's really up to you and how bad you want it.

Also, what's great is once you get that list going and sales coming in, it frees you up to innovate and try new traffic methods, experiment with new techniques, and learn new skills to enhance your business model.

## **Resources**

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>