

**Mining Your Opt-In List:**  
"3 Ways To Make More  
Money From Any List"



In this report, we're going to be talking about ways to "mine" your opt-in list. Specifically, we're going to talk about 3 ways to make more money from **ANY** list.

That's right, **ANY** list.

- If you've already got a large and loyal list, you'll be able to take the three strategies that I'll be sharing and easily put them into practice to earn additional profit from your list... without being pushy or full of hype.
- If you've got a small list, you'll learn how to maximize your profit from the subscribers you have... even though you might not have a lot of subscribers, you'll learn how to get them to spend more money with you.
- If you've just started out and don't even have a list yet, you'll learn how to best monetize your list from the very beginning and see quick results from your new list members.

So, regardless of whether you're a beginner, a seasoned veteran or someone in between, this report is going to be full of useful information for you.

Over and over again I get the same comment and question asked to me. In its basic form, it is this ...

*"Jimmy, I notice that you don't send out mailings for every new product on the market. I appreciate your integrity in not over-hyping things and not bombarding us with offer after offer. But, I'm wondering, how do you make as much money as you do with your lists WITHOUT using the in-your-face tactics that others use?"*

That's a great question. And that's a question that I'm going to answer for you today. I have an entire list of ways that I get my list members to spend money with me without playing mind games or selling my soul to hype up the latest offer of the week.

In this report, I'm going to share three of my favorite ways to make more money with any list... the stealth way.

They are –

- ⇒ The Resource.
- ⇒ The Password.
- ⇒ The Cycle.

By using any of these techniques you'll be able to turn a passive list into a profitable list and still be able to sleep with a clean conscious at night! 😊

**SPECIAL REPORT -**

**Mining Your Opt-In List  
3 Ways To Make More Money From Any List**

So, let's go ahead and talk about these three strategies. And the first one that I want to share with you is what I call...



**Strategy #1 - "The Resource"**

**Mining Your Opt-In List Strategy #1 -  
"The Resource"**

This is one of my very favorite ways to generate profit from my lists.

The basic idea is this: you find completely free resources that are related to the topic or theme of your list and you send out mailings to your list members informing them of the free resources.

In order to really make this work, there are three keys...

**Key #1 is to find free, but USEFUL resources.**

You should never provide a resource to your list just for the sake of having something free to give them.

If someone gives me a free sack of horse manure, I'm not going to appreciate that, even if it is free.

The key is to find free resources that are genuinely USEFUL to your subscribers. Something that offers legitimate benefit to them, whether it is information or software or a tool. The key is to find free, but USEFUL resources. That's key #1.

**Key #2 is to find useful, but INCOMPLETE resources.**

That is, these resources should be useful to the subscriber by themselves, but should be enhanced by purchasing a recommended product or service that supplements the free resource.

The classic example would be offering a free report that teaches "How To Write An Ebook" and then promoting a recommended ebook compiler software program to assemble the completed document.

The thing that makes a free resource profitable is that it is limited in what it offers. While it does provide legitimate value to the recipient, it also lacks something that could make the freebie better. Just remember that you are looking for resources that share valuable benefit to your subscribers, while at the same time they can be maximized if the subscriber decides to buy something in addition to the free resource.

Key #1 is to find free, but USEFUL resources.

Key #2 is to find useful, but INCOMPLETE resources and..

**Key #3 is to find incomplete, but UPGRADABLE resources.**

Incomplete, but upgradable resources. And that simply means that there is an offer attached to the freebie that can be purchased. And, of course, this purchase would be made through YOUR affiliate link, thus earning you a commission by simply giving away free resources.

Did you catch that? That's the entire premise here, and very few people understand the power here of using their list in this way to produce profits.

We have been programmed to think "sell, sell, sell" with our lists.

We have this idea in our minds that we should send offer after offer to our subscribers and let them buy from us.

And while those are things that we do from time to time, you can also earn a great deal of money by giving away free resources that lead to paid offers through your affiliate link.

You'll be surprised at how extremely appreciated and effective this can be.

**In my experience, one of the easiest ways to make money from a list is not to try to sell them on some offer, but to give them something.**

And that something is one of these free resources that we're talking about here.

*You give them a strategically designed freebie and let the freebie convince them to buy something.*

Folks, I'm telling you the truth, it's still the most neglected vein of gold in your list mine here. Most folks just aren't tapping into it and they are **leaving money on the table.**

I can tell you this –

***I've been using this strategy for years and it consistently pulls in several thousand dollars every single month from using it.***

So, you send these resources.

Now, you may be thinking "what kind of resources?" There are just dozens of different things you can send out that offer legitimate value, are designed to point towards an offer and can earn you profit as an affiliate when users upgrade.

There are things like...

- Customized ebooks that you can brand with your affiliate link and give away to your list.
- Customized ecourses that you can load to an autoresponder and begin offering for free.
- Customized reports and ezine articles that you can publish, coded with your affiliate link to the author's site.
- Trial versions to services and membership sites that you can give away and if the person decides to stay on as a permanent member, then you get a commission.

An example of this would be [Aweber](#) - the autoresponder that I personally use. They offer a free trial that you can pass on to your readers (through your affiliate link, of course).

- Traffic generating tools that are free, viral services like Traffic Swarm, where you benefit with free traffic by referring others to join so they can get free traffic.

Here are some to look into:

[Traffic Swarm](#)

[Blog Rush](#)

[Forum with Free Advertising](#)

See how easy that was? ;-)

- Software programs that are either available in a LITE version with less features that can be upgraded, or a full version that can be used for a limited number of times or days. And if they want to use it after the trial version is over, you, as the referring affiliate, get the commission.
- Digital coupons that can be redeemed for free goods are available all over, and if you send the coupons to your list and they decide to order something, you receive the commission.
- There are newsletters that have affiliate programs tied in. You send them new subscribers and they reward you with commissions if those subscribers buy something.
- Many people have affiliate program links for their blogs. You send traffic to their blog through your affiliate link and you earn commissions from sales generated.
- Some membership sites have 1-3 day free trials that you can promote as a free resource and then earn a commission if the person decides to remain a member.

There are all kinds of free resources that you can provide to your list members that genuinely do provide value and also provide the opportunity for you to profit on the "backend" as many of your subscribers make purchases for offers that are promoted in and around the free resource.

I encourage you to visit Google.com and search for these freebies that you can use. And then, start using them. There is money to be made here by giving away free stuff.

Now, real quickly, I want to talk about some tips for success in using these freebies, because there are some specific things that you can do to make the most of giving away free stuff.

**We want this to be as successful as possible for you.**

We want the absolute highest percentage of conversion here for you, so there are some things you can do to maximum your profit from using free resources.

Let me share 5 tips for success with these freebies...

**1. USE VARIETY IN YOUR DELIVERY.**

The first thing you want to do is use variety in your delivery. And what I mean by that is use two different kinds of mailings in giving away these free resources: scheduled and unscheduled.

Obviously, as you find new free resources that fit the criteria we've talked about, you'll want to pass them on to your list. Specifically, you'll want to do this when the resources are first released because they are new and unseen, and if there is a deadline that accompanies the resource you'd want to pass it on as quickly as possible.

This would be through unscheduled mailings. You don't have the resources yet, but when they become available, you'll mail them out.

The few people that use free resources like I've described generally use them in this manner.

**But, there's another really good way to use them and that is through SCHEDULED mailings.** When you come across free resources that don't expire and have information that is going to be relevant and useful for an extended period of time – I.E. ebooks or ecourses or reports – then you can load several of them to an autoresponder to send out automatically.

So, when someone joins your regular list, they get their standard "welcome to my

*list*" message. And they also get, on a predetermined interval, a series of free unadvertised bonus resources. You might send them out something every 10 days or so through an [autoresponder](#). You don't have to do a thing once you've set it up. It automatically sends out your messages for each of these freebies to every member at the time you determine.

Do you see what happens here?

As more and more people join your regular list, you get more and more free resources into circulation. ***It's all on autopilot.*** You increase your list effectiveness and generate more profits on these backend commissions and you *aren't doing any extra work at all to do it.*

So, that's one tip.

## **2. THE KEY IS CONSISTENCY, NOT FREQUENCY.**

The next tip for success is this: the key is consistency, not frequency. And what I mean by that is you should never overload your list with free resources. In other words, don't send them out a new resource every day or every few days. I would recommend a minimum time period of 10 days between free resources and possibly even 14 days. No more than 2-3 times per month. In some cases, I even limit it to once per month.

And there is a good reason for this.

- 1) Firstly, you don't want to compromise the value of your resources by providing anything that isn't up to par. You want only the best free resources and you simply aren't going to be able to knock out really good, high quality resources every few days.
- 2) Secondly, even more than that, you don't want your readers so consumed with free stuff that they never buy any paid offers. If you give them too much free, they won't need any paid. So, there has to be balance here. Save your mailings for the best.

And keep track of them. See which resources are actually converting the most subscribers into customers. Continue to use those. Likewise, with the ones that aren't getting many people to actually buy, remove those from your scheduled autoresponder mailings and replace them with other free resources.

Again, you'll be able to fine-tune the process and make the absolute most money you possibly can with your free resources.

One other thing I want to mention is I don't recommend that you let your readers know these resources are an ongoing thing. I don't tell my subscribers that I plan to continue sending them free things.

Again, there are a couple of reasons: first, it broadcasts to them that more free stuff is on the way, which can lead to passive sales. Why should they buy when they may find what they need for free in the next mailing? And, secondly, it takes the surprise element out of it. I like to surprise my subscribers with these free resources and actually use the unexpected nature of my mailings as a benefit.

### **3. HELP YOUR SUBSCRIBERS MAKE THE MOST OF IT.**

Okay, on to tip #3 and that is to help your subscribers make the most of it. You'll want to explain to your readers how they can actually use the free resources that you are providing in order to get the most benefit from it.

For example: let's say you are providing your subscribers with a free website traffic generating service. You benefit by getting them to use the service, so how can you make certain they actually use it?

By explaining how to make the most of it. Give them a short article with 7 tips on how to use the service. Give them simple ideas on how to be successful with it.

Here's the thing: when you offer additional insights like your own personal experiences, then you have ADDED VALUE to the resource itself. You've made it more useful, right? And that makes your subscribers more likely to actually use it.

Think about this: YOU are to a great extent in control of how many people use the free resources that you provide, simply because you can HELP them use the resources.

Anytime you can provide additional insight into how to make the most of the free resources you are distributing, then you will automatically increase your results as more of your readers take you up on the free offer.

#### **4. POINT OUT COMPELLING BENEFITS IN YOUR EMAIL AD COPY.**

Tip #4 is to point out compelling benefits in your email ad copy. That is, when you send out your mailing for the free resources, whether it is a scheduled or unscheduled mailing – doesn't matter, be certain to point out the specific benefits to the reader in your message itself.

Don't just say "this is a great free resource to help you drive traffic to your website." Instead say, "the free built-in viral aspect of this tool can literally pull in thousands of extra website visitors each month."

Don't just say "I used this and got a lot more traffic to my own site." Instead say, "Within 72 hours of using this tool for the first time, I saw my traffic increase by 528%!"

What's in it for the reader? Why should they grab the freebie? Why invest their time to even take a look?

It's all about benefits. You gotta "sell" people on freebies today. That's what will make the difference here. Many people give away free stuff at their websites, so folks aren't nearly as likely to jump as they once were.

But, results always speak for themselves. Results are the greatest weapon in your arsenal when it comes to producing profit with any kind of email marketing and specifically when using these free resources.

What are the results? When you used it, what happened? Did you learn some great strategy that helped you to increase your sales? Did you drive more traffic to your site? Did you lose weight fast? Did you learn to play guitar in 2 days?

What are the results? Point out the benefits in your email message itself.

#### **5. CREATE GOODWILL AND LOYALTY BY USING THE "GIFT FACTOR".**

Okay, let's move on. The next tip is to create goodwill and loyalty by using the "gift factor". The point here is to stress to your readers that this is an "unadvertised gift" to them simply to say "thank you" for being a loyal subscriber.

Point out that you really are trying to help them become more successful in their

endeavors and you are providing this free resource to help them do that.

Listen – and I’m very serious here – ***there should always be a relationship between your subscriber and you.*** And that is a give and take relationship. You should always strive to provide genuine help and aid to your subscribers. Sure, a list is a pot of gold, but it’s also a pot of real people who have real interests, real needs, real wants and real dreams.

Paul Myers said something several years ago that I thought was the most profound thing I ever heard about lists.

He said something like this: How many people read your mailings?

And his answer was simple: One person at a time.

These aren’t just numbers or names in a database. We get so caught up in "*how many subscribers do you have on your list*" that we sometimes forget that those subscribers are real people on the other end of the email.

I can guarantee you this –

***If you look out for your subscribers, they’ll look out for you.  
If you invest in them, they’ll invest in you.***

Point out that you are genuinely interested in helping them out. Give them the free resources – yes, to make you money on the backend – but, equally as important, to help them out on the front end.

So, that’s strategy number 1. Let’s move on...



## Strategy #2- "The Password"

**Mining Your Opt-In List Strategy #2 -  
"The Password"**

This next strategy that I want to talk with you about is a variation – an extension – of the first one. It's taking the core idea of resources to another level.

**I can guarantee you this: if you set this up properly, then you'll see results.**

Don't let the simplicity of this strategy fool you. It is incredibly powerful, it is incredibly effective, and ultimately, it is incredibly profitable.

I call it "*the password*". It's not going to take much to explain it to you. It isn't complicated, but it is a force to be reckoned with.

If you try nothing else I've presented in this report – well, you'd be kind of crazy if you tried nothing else, but let's assume you're a bit loony – if you try nothing else in this report, then try this strategy. The "*password*".

Let me explain how it works as kind of an overview and then I'll quickly tell you how to set it up.

Here's the basic idea: you setup a password-protected "private membership area" at your website. You stock it with free ecourses, ebooks, articles, resources, etc. As little or as many as you want. And then you send out a mailing to your list providing them with a free username and password.

Now, let's talk about this for a few minutes. Let's talk about how to set it up, how to use your mailing and how to make money here.

### **First of all, what will you need?**

You need at least ONE ecourse – now that can be YOUR own ecourse or an affiliate program ecourse that you are authorized to customize with your affiliate link and

load to your own [autoresponder](#). So, you'll need this ecourse.

And you'll want to add something to this ecourse. You'll want to write a short FIRST message that you'll insert into your autoresponder sequence BEFORE the actual ecourse begins. This "welcome message" will include several key elements...

1. First, you'll want to thank the person for accessing the private membership site.
2. Secondly, you'll want to remind them of their username and password, along with the member's login page.
3. Thirdly, you'll want to tell them that the ecourse lessons are coming beginning tomorrow. Let them know that these lessons are a part of their free membership. That way they will expect and anticipate your messages, instead of wondering why they are receiving them.

So, that's the ecourse.

You'll also want 2 or 3 free ebooks that you can customize with your own affiliate links inside.

There are dozens of re-brandable ebooks online, so look around for some that you can code with your information so you'll earn commissions if anyone buys the offers inside.

Another resource you will want to include in this private membership area is free articles. Gather 7-10 articles – really good articles – from other publishers who give permission to reprint them. Make sure you get permission to include them in the member's area you are putting together.

There are many places to find these articles ...

- [GoArticles.com](#)
- [SubmitYourArticle.com](#)
- [EzineArticles.com](#)
- [FreeAffiliateArticles.com](#) (all of the articles on this site are brandable)

Just to name a few.

There are other things you may want to include as well, such as freeware – which is free software, free resources that you've found online and even audio interviews if you are able to get your hands on them.

NOTE: You can purchase "private label rights" articles, mini-courses and products at places like ContentGoldmine.com, Nicheology.com and EasyPLR.com and use those materials as well.

All total, you'd like to have 20 or so really good, completely free resources in your private membership area.

And the better "themed" all of these resources are the better. Marketing is good, affiliate marketing is better. Making money online is good, generating website traffic is better. As themed as possible. Of course, you want the theme of your private membership site to be very closely related to the topic of your list itself.

So, those are some items you need to assemble.

Visit Google.com and do some searching. You should be able to find everything you need within a few hours of searching.

### **Setting up your membership area comes next.**

You'll want to do some very strategic things here to get the site setup so it produces the most results for you.

1. The username and password. First things first, you'll want to setup a universal username and password for your site. This will be the username and password you send out to your list members. Don't worry about setting up multiple accounts; just setup ONE username and password combination.

Almost every hosting company in the world offers the ability to password protect portions of your website at no additional charge. It's a simple process to setup in most cases. Usually, you simply login to your website control panel and select the password protect function. Then, you select a particular folder on your site to protect and you enter the username and password. You're done.

Check your hosting company's user guide or FAQ for more details on how to set it up at your specific site ... or contact their support team.

2. The signup form. Next, you'll want to setup a signup form for the autoresponder ecourse. Now, here's where the fun begins. You setup this signup form - which, by the way, you obtain from your autoresponder company where you have the ecourse loaded. If you don't have an autoresponder, then I recommend [Aweber.com](http://Aweber.com).

Anyway, you set this signup form as the entry to the private membership site. So, in order for the subscriber to access all the goodies, they have to submit their name and email address into the signup form FIRST.

That's going to kickoff the "welcome message" that we talked about earlier, along with the ecourse lessons.

Now, let me mention something important.

On your "welcome message" be certain to give them the MAIN page link to the membership site and NOT the signup form page again. After they have completed the signup form, they won't need to ever see it again.

So, if your signup page is at index.html and your main member page is at index2.html, make certain in your welcome page that you send them directly to index2.html for anytime they login in the future.

3. The navigational pages. Next, you have the navigational pages themselves. I would recommend having a separate page inside your member's area for each of the TYPES of resources you are giving away. In other words, one for ebooks, one for articles, one for resources, etc. Pick your 3 or 4 types and make pages within the membership site for those items.

On these navigational pages, you'll want to include several things...

- Bookmark this page. You'll want a note on your main members' page that reads "bookmark this page". When members bookmark your site, they will have an easy way to get back to it anytime they want.
- Banners. You may want to include banners and buttons on the pages of your site that lead to money-generating offers, whether your own or affiliate programs you are a part of. Just as a cautionary note ... don't overload the

site with these. One per page is plenty.

- Resource links. Of course, you'll want links to the free resources you are giving away. I'd recommend writing a 1 paragraph description of each of the resources as well, so the visitors can quickly access the things that are most important to them. Naturally, you'll need to upload the files that you are hosting on your own site and link to them.
- What's missing? Another thing you may want to do is put in a short form or an email address they can contact to let you know what they would like to see in the site. Let them give you suggestions on what you could include as you add more to the site. At first glance you may not realize the importance of this: but, it can be extremely profitable if you pay attention. Think about it: if your list begins to let you know that they want more traffic-generating resources, what have you learned? You've learned that they are highly interested in generating website traffic. That's valuable information to have, because it allows you to structure your promotional mailings and even your membership site to include offers for products or services related to the most requested topics. More sales are certain to follow.
- Other lists. I always try to get people onto as many different automated lists as I can. If you offer other ecourses, reports, announcement lists, etc., then I recommend you mention them throughout this private member's area so visitors can join.
- AdSense® ads. You can post Google AdSense® ads or other similar revenue-generating ads and when a member clicks on them from within your site, you'll be compensated. (This may not be possible if your entire site is password protected, but is possible if ads are posted on some areas that are not.)
- Contact information. Always include a place for visitors to contact you, especially if they find that a link is not working. You'll want to keep all links active.

So, that's basically what it takes to setup this free private membership area at your site.

If you don't know how to do some of these things, then ask your techie to do them for you. If you don't have a techie, visit [Eance.com](http://Eance.com) and hire someone to do

them. These are simple tasks, so it shouldn't cost more than \$50-\$100 to have someone do the setup for you.

**Then, you'll want to do your mailing to your list.**

After you have everything setup, then you'll want to actually send out a mailing to your existing list about this free site you have available for them.

There are three things you want to remember in putting together your mailing, if you really want to see results from it...

1. Complimentary. First, there is "complimentary". You want to stress very quickly that this private membership site is completely FREE of charge. Let them know that it's an exclusive site that you put together to reward your subscribers.
2. Curiosity. There is "complimentary" and secondly, there is "curiosity". As with many of your promotional mailings, you want to create an air of mystery, some intrigue. You want curiosity. You want the reader to become interested enough to take a closer look.
3. Clarity. "Complimentary", "curiosity" and thirdly there is "clarity". You want to be clear on your instructions. Provide them the link to the signup form - but, don't tell them it's a signup form. Provide them a link to the site, along with their username and password. Let them know when they arrive at the link a popup window will appear asking them to insert their username and password.

It's not difficult, but it is proven to produce results.

Here's a sample mailing you can modify for your own use...

Dear Paula,

Included in this mailing are your new USERNAME and PASSWORD to a private "member's only" site I just launched.

That's right, you've already got a username and password... my compliments.

It's my way of rewarding all of my subscribers by giving them something "extra" without asking for something extra!

To login, go directly to <http://www.linkhere.com>

When prompted, enter in the following information...

Username: myguest  
Password: 984132

Inside the member's area you'll have immediate access to ecourses, ebooks, reports, articles, software, tools and more.

Drop by today and pay special attention to the "surprise" I mention on the "ebooks" page.

Best regards,  
Jimmy D. Brown

See how that does all three things?

Let me ask you a question – could YOU resist checking this out? Could YOU resist logging in to the member's area? Of course not... neither could I.

And neither can your subscribers.

**Now, let's look at what you have accomplished.**

So, you've taken a day out of your life to set this thing up. Let's see what you've gained here.

1. Loyalty. The first thing you've gained – and make certain you don't overlook it – is loyalty among your subscribers. When you GIVE to your list, they give you something back ... their loyalty. One of the biggest mistakes people make with their lists is always trying to extract from it instead of investing in it. I can guarantee you this, when you give to your list they'll remember it. And that alone will increase responses and results in the future.

I'll give you a quick example: when everyone is promoting the latest "sure shot" opportunity, who do you think they'll join through – someone who is always trying to make money from them ...

or YOU, the guy or gal who just gave them a free membership site.

I've had MANY people over the years actually EMAIL me and ask me if I was an affiliate in a certain program because they wanted ME to be the one to earn a commission off of them. That's loyalty. And you get it by giving.

2. Greater open rate. Another way you benefit is by creating a greater open rate. An "open rate" is simply the percentage of your subscribers who actually open your email message. And, if you start providing them with free stuff like this membership from time to time, what do you think will happen? They'll start opening your emails every time they get them... because they never know what you've got to offer. I'm not talking about freebie hunters - although you will, invariably have some of those - I'm talking about people who recognize the value in your mailings, whether it's a freebie or an offer that has your seal of approval on it.
3. Automated follow-ups. And, of course, there are actual built-in ways to profit. Those autoresponder messages - that course that goes out lesson after lesson - it's designed to get people to buy a product or service. So, while it DOES provide quality information and it DOES educate the subscriber, it also encourages them to buy something. And if they do, you'll be the one to earn a commission.
4. Backend commissions. What about those customized ebooks they are downloading or those customized reports or those affiliate links to free resources? You've got a ton of built-in profit generators just waiting for your visitors to bite into. They all have quality, useful free benefits... but they also all point towards something that costs. And you profit when they buy. It's a great big web. Your job is to get them there and then let the tools do the selling for you.
5. Interaction. And the last benefit I want to talk about - as if these weren't enough - is interaction. By setting up a membership site like this, particularly for your list members, you get to interact with them and they with you. In other words, you build a relationship. You get to find out what their wants and needs are ... and you help them to fill those wants and needs, both FREELY and FINANCIALLY. You give and you receive.

And I assure you, over the long haul, the rewards are far greater than the investment of time.

So, there is yet another great way to get more response from your lists. It's another great way to get more of your list members to become both loyal readers, but also active customers.

So, what's next? Let's move on to our final strategy.



## **Strategy #3- "The Cycle"**

### **Mining Your Opt-In List Strategy #3 - "The Cycle"**

And the final strategy that I want to share with you is what I call "the Cycle".

This is probably one of the least used list marketing strategies out there as far as a way of getting more results from the same set of subscribers.

What we're going to talk about in the "cycle" are ecourses. Unless you've missed something along the way, then you know that using ecourses is a great way to convert browsers into buyers. An ecourse, also known as a mini-course, is a set of themed lessons delivered automatically at predetermined intervals to the email address of subscribers.

**Offering these email mini-courses for people to request  
is one of THE best ways to convert them from  
a reader into a responder,  
a browser into a buyer.**

So, certainly by this point you've seen the importance of using ecourses.

Now, the typical way that most people use ecourses is this: they go to lengths to get people to opt-in to the ecourse.

For example:

- They put notices at their website.
- They setup popup windows.
- They mention the ecourse on their "thank you" pages.
- They recommend the ecourse in their regular newsletter mailings.

- They point to them in their ebooks.
- They really make efforts to get the reader to request a particular ecourse.

And, what happens? Their audience either joins or doesn't join. Pretty simple. And, of those that join, they either buy or don't buy the offer inside the ecourse.

### **And, after the 7 lessons are over, what happens?**

Nothing.

When someone joins an ecourse in most cases, after the lessons of that ecourse are completed, it's over. They either bought or they didn't buy.

Nothing more.

Now, here's where this "Cycle" strategy comes into play.

You've worked hard to get someone to opt-in to your ecourse, so why not make the most of it?

How about this: How about preloading SEVERAL different ecourses into the same autoresponder sequence and promoting the reader from one ecourse to the next?

You don't advertise this up front to the reader. You go about doing the same thing as you always did ... try to get them to request the initial ecourse.

***But, you've got, let's say FOUR ecourses preloaded to the autoresponder. Now, what do you have? You have MULTIPLE opportunities to get the reader to buy MULTIPLE offers.***

Here's how it would work -

First, the reader begins receiving the initial lessons that they requested. Let's say it was "7 Ways to Build a List". They receive all seven lessons.

Then, about two days after the final lesson from that ecourse arrives in their inbox, they receive an automated message from you that lets them know that 7 more lessons are on the way to them in another ecourse entitled "7 Ways to Make

Money From Your List."

Do you think they'd like that? They just learned how to build a list and now you're offering to show them how to make money from the list.

**And, you immediately have more content coming their way that hopefully will convert them into paying customers.**

Of course, you let them know that they can unsubscribe if they like and they won't receive the messages. Most will be glad to get more useful content.

*Now, what do you have?*

Instead of an ecourse that is over in 7 lessons and your opportunity to sell them is over in 7 lessons, you have preloaded content that could be delivered for the next six months or even a full year ... all on autoresponder.

All you need to do is get the person to opt-in to the list, entice them to join and request the first ecourse and just like that you have an automated salesperson working for you for months to come to get them to possibly buy a half dozen or more different products, each earning you money.

Much, much better than simply giving away ONE ecourse.

Instead, you have automated contact and interaction with the same set of subscribers for a prolonged period of time.

**It is mathematically impossible not to see an increase in profits in using this strategy.**

You are virtually guaranteed to see more money from this strategy, and possibly a substantial amount of extra profits.

See how powerful this can be?

Now, like anything else, there are keys to making this a success. Let me share a few of them with you.

**Key #1 is to use related ecourses.**

What makes this so effective is the use of ecourses that fit together in some way like several pieces of the same puzzle.

*I always try to make certain the featured ecourses flow from one to the next in a harmonious manner.*

There needs to be some theme that moves from one ecourse to the next. It can be a BROAD theme such as "marketing" or "business opportunities" or "fitness" or "relationships".

As long as each ecourse you use relates in some way to the previous ones, you should see a natural progression of your subscribers from one to the next, with only a very small percentage of unsubscribes.

It's important also that you use your IN BETWEEN messages, the message that you load on your autoresponder that lets the reader know another series of lessons is on the way – it's important that you use this to make the transition between ecourses.

Explain how the next series of lessons fits with the ones they've just completed.

**Key #2 is to "preview" the next ecourse.**

Also in this "in between" message, you'll want to give a quick "preview" of the next series of lessons.

Again, as we've talked about earlier, the idea is to build intrigue, to create interest and even anticipation.

- A) If the titles of the lessons are benefit-laden, then share the exact titles of the lessons that are forthcoming.
- B) If not, then write your own bullet list of benefits that the reader can expect in the coming series.
- C) Let them know of any "shocking" or "revealing" secrets that will be unveiled.

Preview the next ecourse so they will remain an active subscriber and so they will look forward to the next lesson.

**Key #3 is to conceal future ecourses.**

And what I mean by that is DON'T tell the subscriber that you've got 6 ecourses in the pipeline.

They should never know that another ecourse is on the way until your "in between message" arrives for the next ecourse.

*As far as they are concerned, these are the last ecourse lessons they'll be receiving.*

Again, it goes back to something we talked about earlier ...

...you don't want them to forego any paid offer in lieu of looking for free information that may be available in the future.

**Key #4 is to make it easy to unsubscribe.**

Always give them an opportunity to remove themselves, especially during the transition between ecourses.

While most will remain active and continue receiving the lessons, you do want to provide a way to opt-OUT to those who are not interested in further mailings.

It's the law of the land.

**Key #5 is to mix in personal comments.**

One thing that really enhances this strategy is to actually put your own personal comments at the beginning of one, several or all of the lessons that are included in these mailings.

Explain how the current lesson really impacted your life. Share some specific results you had in using the information. Give some additional ideas or feedback. Point out something the reader should pay particular attention to.

These personal comments can really make a difference in whether or not the subscriber actually reads the message. It is absolutely critical to you that they consume as much of the content as possible in these ecourses.

- A) They have to, firstly, feel like the information is of value to them or they won't be as likely to make a purchase.
- B) And, secondly, they have to actually be exposed to an offer inside the lessons in order to respond to it.

Both of those are contingent upon them consuming the content, upon them actually reading the content.

You can, to a degree, get more of your subscribers to read the content by mixing in these personal comments at the very top of each message, before the actual lesson begins.

This strategy can be one of the most powerful ways of profiting from email, and I certainly ranked it at the very top for the best way to use ecourses to generate income.

***I don't know of anything else that comes close to its effectiveness in converting casual browsers into paying customers.***

Use "the cycle" for all of your email mini-courses and see how you can continually earn more and more profit from the same set of subscribers over months and even years to come.

## **Closing Thoughts**

So, there you have it – “how to mine your list”, specifically by using these three techniques for making more money from any list without using hardball, in-your-face tactics.

- Instead of using psychology, why not use personality?
- Instead of using hype, why not offer help?

I think you’ll see a staggering increase in loyalty, open rates, response and, ultimately, profit.

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### **About the author**

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