



The Six Figure Mentors & Digital Experts Academy



7 Part Video Training Series Transcript



Brought to you by:

GREG FIONA
The Laptop Lifestyle Experts

"List Building" for Profit

As a winning Member of Six Figure Mentors you have a unique opportunity to earn multiple income streams as an authorised affiliate (reseller) of our many varied products and services. Today's video gives a clear path how to do that using a strategy called "List Building".

Watch today's video and then [submit your membership application!](#)

In addition, download our ['List Building For Profit Report'](#) << Click there

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Stuart Ross: Hello everybody. This is Stuart Ross coming to you with yet another video and really looking forward to sharing this one with you because I think you're going to like what we're talking about – which is making money on demand.

Now, let me ask you a question, how different do you think you'd feel about making money if you knew, without absolute certainty, that you could make money from writing an email and hitting send? Okay. Now I have to tell you, if somebody told me this would be possible back in 2006, 2007, when I was busy cold calling, chasing people, commuting, traditional sales, turning up at meetings all the time, working long hours... I probably would have laughed at them and thought they were a little bit crazy.

Because of course, we're programmed and we're brought up to believe that making money should be really, really hard.

Now, don't get me wrong, this isn't like some of those get rich quick schemes that you see online. What I'm talking about is a real formula. It's a real system. What I will do, and I promise you, is I will jump on to the flip chart in a moment, and I'll share with you exactly how this formula works, exactly how this process works, in order to be able to make money from sending an email.

But before I do that, I do just want to share a quick story with you.

I'm going to go back to November of 2008. I'm in the Maldives sunning myself. If you haven't heard of the Maldives, most people have, but if you haven't, I know I certainly hadn't having said that, a few years ago, then look it up on Google, just search Maldives and check it out. You'll want to go there, I promise you.

Anyway, I'm on this Maldives Island. It's a tiny little island. It took me about 7 minutes to walk around the whole thing and I'm scuba diving in very shallow waters, wasn't going too deep. I was a bit scared. I was snorkelling and I was going out on kayaks, and everything else. Just really enjoying the first holiday I'd pay for since working for myself online, as an affiliate marketer.

I kind of went on that trip thinking, I'm not going to work, I've been working really, really hard, building my online empire. About 11 months I've been working in the business and I thought to myself, I'm not going to work, I'm just going to chill out.

I did have this itch, I suppose, it was about six days into the holiday and I thought I'm just going to jump onto my laptop and check my emails and see what's going on.

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Cut a long story short, I'm on the beach trying to see my screen, got my cap on and trying to avoid the glare. I'm reading my emails and I get an email from a guy called Mark. Mark is a guy I'd met at a training seminar, who was launching a new product about growing your business through Facebook. He was selling, or going to sell at this time, this course for US\$297 dollars (about £200), and he said to me: "I want you to be an affiliate for it." This was in his email. "Stuart, I'd love you to be an affiliate for my product. It's US\$297 and I'm **paying 50% commission.**" In other words, I'd get 150 bucks (about £100 if you're in the UK) for each sale I made.

Now what I'd been doing for about eight months at that time, because I didn't start this at the start, was I had started a process called List Building. You may have heard of the phrase? If you've been on line for any amount of time trying to make money, you'll have definitely heard of this.

You may have heard of the phrase 'the money is in the list' too. Now, although I don't believe that is strictly true, it's pretty accurate and it was certainly proven to be accurate for me whilst I was in the Maldives.

You see what happened was, I got my affiliate link from Mark and I decided that, whilst I was away I might as well just send a little email out. I had a list at that time, I'd built a list of around 8,000 subscribers. Funny enough, I hadn't done that much with those subscribers, because when I first started list building, when I first built a few thousand subscribers, I didn't get that much response from it. I'd send through some marketing offers and some promotions and I hadn't had that much of a result.

About two months before I went to the Maldives, I started doing something a little bit differently, which I'm going to share with you in a minute, which changed everything. Which is why I say: "the money is in the list" isn't strictly true.

Anyway, back to the story, I'm signed up to this affiliate program. I was trying to be a bit sneaky because I'd promised my girlfriend that I wasn't going to work, but I couldn't help myself.

I signed up and I sent out this email, spent about 45 minutes writing this bloody email. I wanted to get it right and I kept changing and tweaking it and changing it.

I eventually got an email that I was happy with and just as my battery was starting to run out.

I ran to the beach bungalow, we were staying in one of those bungalows on the stilts. I plugged in my laptop and I'm like, phew, the laptop hadn't cut out - and I sent this email to my list of subscribers.

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Now, what I did was I ended up shutting that laptop, running back down to the beach, continuing to sun myself and enjoy myself and I just said to myself: "Look, there's no point in checking out what's going on." I didn't bother checking any stats because I just wanted to enjoy myself. I'd been working a lot of hours leading up to that holiday or vacation. I just decided to leave it.

Now after eight days of being at the Maldives, it was unfortunately time to leave.

We left by sea plane, flew to Male airport, got off the sea plane, then got on our next connection flight which flew to Dubai. When I got off at Dubai, I had about a three hour stop over between flights, and decided to check my emails.

What I did is I logged into my email and I had an email from Mark saying:

"Hey, mate. Well done, you've done awesome with the promotion. Can't wait to send you a big fat check."

But he didn't tell me how much it was!

I logged into what you call a ledger, a commission ledger, and to my amazement, I was absolutely blown away. I'd generated just under US\$15,000! I think at the time that was **about £9,000 in commissions from sending one email**, literally one email and that was the result.

Which virtually **paid for that holiday in its entirety**.

I just had to double take. I'm like thinking this is crazy. I'd been doing list building for a little while, I'd been sending out email promotions and frankly I'd been struggling up until that point. Like I said, I changed something that I was doing a couple of months before, which is really crucial, which is why we're going to talk about it in a moment. Which really made the difference to enable me to get that kind of result.

So, what I'm going to do is I'm going to jump onto the flip chart and I'm going to share with you this formula, this process, this list building method, that enabled me to get such a significant result. And since then, has enabled me to do millions and millions and millions of dollars in online sales, through this very concept.

So, if this sounds interesting, if you're ready **to learn how to make money on demand through email marketing**, then come with me and let's jump onto this flip chart and take it from there.

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Okay, here's how the [list building for profit works](#).

I'm sure, if like me, you like the idea of making money on demand, then this is going to be very interesting for you.

The first thing I do want to talk about is the process that most people follow online when it comes to making money or often trying to make money. It's a lot less effective than the list building model, and I'll explain why.

First of all, most people understand that they're going to need place ads in order to get visitors to their website, in order to get visitors to their offer.

Like I've said in previous videos, you can put websites together, you can get traffic to that website, and then you put links in it, you can put banners in it, ads in it and then obviously drive those visitors to whatever offer it is. Whether it's an affiliate offer, or somebody else's offer, that's fine, that's what a lot of people do. They have ads placed online, not only on their own website, you could have ads on the likes of Facebook, if you've gone on Facebook you'll see the ads running down the side.

If you go onto Google and you do any search, you'll see ads that run across the top, ads that run down the side.

When you land on websites, you'll see those banners and people are clicking those banners and of course you can be responsible for those ads, you can put those ads online. It's something we teach you to do, very, very easily, and very, very quickly, in order to start driving traffic. Once you get those people clicking those ads, the most common procedure for people is they then send them straight to an offer.

It doesn't matter whether we're talking about an e-book, whether we're talking about a download, whether we are talking about a physical product, maybe as an affiliate on Amazon for example. Whether we are sending them to our own products and services, it's the same process. This is what most people do. They place ads and they have people go and visit their offer.

Now the result of that is really two things. There's only two results that can happen. The first result is the ideal result. Number one is that they buy and as a result of that you obviously make money. The second option which happens about 99% of the time is, the individual visits that site or that offer or that product, they decide not to buy there and then, and they disappear this is option two. You make zero dollars or zero pounds. Okay. Like I said that is probably for most people 99% of the time.

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List building changes this whole process. It makes it a very, very different business model altogether. That's what I am going to share with you right now. Hopefully that make sense?

Placing ads to an offer is fine - somebody buys or somebody doesn't. In other words, either you get paid or you don't.

Now the list building process is different, like I said, and this is how it looks. It starts the same with ads because that is the only way you're going to get leads and traffic to your products, your services, your offers, your affiliate promotions etc.

The difference is this time rather than sending them to the offer, what you're sending them to is a lead page. These are often called squeeze pages, lead capture pages. That's these one page websites you've seen a million times, where there's a box on there and it asks for an email address.

Okay. The reason that people enter their email address is usually because you are offering something of value. This's what we call in the industry a 'lead magnet'.

Lead magnets come in all sorts of shapes and sizes. They could be videos like you are watching right now. The chances are you entered your email address on one of our lead pages to receive these videos. It could be a report that could be downloaded. It could be an email series. Just a follow up of emails proving tips and value. It could be a free software download. There is lots of different things that can be offered.

The thing for you to understand is the whole idea of a lead magnet it is to get an email address so you can build a subscriber base.

Now the mistake that I made and I talked about this earlier is that I did what most people do when it comes to list building. I understood that I needed to get a lead page and I understood that I needed to get people to enter their email addresses, but what I did then was I just basically promoted stuff.

And what most people see that as spam.

We have all heard of it, so it's like: I entered my email address on this web page and I am now just being spammed with offers being told to buy this and buy that. You know I didn't really know any different. I understood that I should be list building (according to the gurus) and that's what I started doing and then I started promoting affiliate offers, and honestly, I got very few results.

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In fact, when I first started doing this I found it harder to make sales with list building than what I did just doing what I said before, having an ad that went straight to an offer, so this kind didn't work out for me.

About two months before I went to the Maldives. I came to learn the real process.

The **process that actually worked**.

Now what I said about list building and the phrase the 'money is in the list' and I said that I don't think that is strictly true and that's why because you know I was building a list of subscribers and I wasn't really making any money of it.

But a couple of months before I went away to the Maldives, I started doing something differently.

What I started doing is this:- **providing more value**.

Okay, what I mean by that is rather than just sending promotions I continued to provide value.

Again, so many people get hung up on this and they think well, I don't know what value I would provide to a list of subscribers. Particularly affiliates will often say that.

The great thing is if you select the right products to sell the people that own the products, the people that create the products, will most likely have videos, report, tutorials, information and what you can do is you can continue to educate your subscribers about the product, the services and the information in a way that helps them.

If they're trying to overcome a challenge or a problem, for example, you can be the person who continues to feed them value through their email inbox. Where you're educating and informing them around the actual topic itself, and again a lot of people say well I am not an expert any particular area, which is why affiliate marketing is so powerful. You don't have to be!

Again, you're just that middle man.

All you need to do is understand the process and then what you can do is you can take value from the product owner's websites, from their information, you can have articles or reports written. You can find videos on the likes of YouTube. You just continue to provide value to that individual. Rather than just sending out offer after offer after offer. This is what I started doing just a couple of months

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before I went to the Maldives. In fact, I didn't do any promotions for about two months. I just kept on providing value.

Now the result of that as you start to provide value - this is what happens - **your subscribers start to know, like and trust you.**

So rather than being like everybody else online who's just spamming and trying to make the sale – you're different. It's a bit like the cold calling of the internet. Just spam, spam, spam. Sending email after email after email.

When you're providing content, you're building a relationship with them.

Again, that's why I said to you that strictly speaking the money isn't in the list. The money, this is important, **is in the relationship with the list.**

This is where the money is!

The better the relationship you can form with your list of subscribers, the more results you're going to get. The more money you're going to make. This is how it works. It's the same process. You have got ads out there online or you've got blog post. You've got articles out there. Your linking through to your lead page. You're offering a lead magnet. A free report. A free video. A free video series. Whatever. They're entering their email address. They're going onto your list.

You're not promoting and spamming and trying to make the sale. You're providing value to them around the area they're interested in. You then get them to **know like and trust you.** You build a relationship with them, like I did when I was in Maldives.

When you start making promotions, they want to hear from you. They open your emails. The reason being is you have built that rapport with them.

Think of it in the offline world. There's nothing worse than walking into a store and somebody jumping on you trying to make the sale. It's just irritating. It's the same online. If you just go into somebody's website, and the minute you go there they are trying to sell you something and the minute you open their emails they are just trying to sell, sell, sell, sell. You're going to put them in your spam folder. You're going to pay no attention.

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Now with this method and **this is the key thing you should understand** - by doing this, you've created a situation where you can generate leads or you can generate traffic, I should say, to any particular promotion on demand. You can send that email. You can promote it to your list of subscribers.

You can say: "hey, here's an awesome product or an awesome offer you should be checking out. This is what it's all about click the link and find out more." And the result of that is you then send them to your offers. They are well informed about the offers you're promoting because of this step and as a result of that, more of them buy and you make a lot more money, and you do it in a way that's a lot less tacky, a lot less cheesy, a lot less pressured than the hard core sell.

Now I don't know about you, but for me this just makes total sense. I went through an experience in business where I was doing the chasing, the cold calling. I realised that wasn't what people wanted. I know from my own experience when I first started looking online for example, about how to make money myself. I didn't want to just be hyped up and sold. I wanted to be educated. I wanted to be trained and what we're doing with you, is this very process. We're continuing and will continue to provide value.

What we want to do is we want to help you to make an informed decision on whether we can help you or not. And how much nicer is that? How much of a more pleasant process is that, than just being another person on the internet trying to spam links all over the place. Spam offers all over the place. Sending emails into people's inbox that are probably going to land in spam at the end of the day.

By knowing you're helping people, providing value, and then, as a result of that being able to run a profitable business - I think there's no greater business model in the world.

So, if this sounds interesting here are a **couple of things you need to know**:

[1] The first thing is obviously there's a learning process behind it.

How do you set up these pages?

What sort of lead magnets do you promote?

How do you create or find lead magnets as an affiliate?

How do you provide value?

How do you continue to provide value?

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How do you set up an auto responder? In other words, how do you set up the database of email addresses so you can start collecting those email addresses?

How do you follow up with them?

What is it you have to do?

How do you pick promotions that are actually good quality promotions?

What sort of products should you be selling? In other words what offers should you be making?

What is it that people are going to be buying that's going to put money in your pocket?

All of this is covered in our introductory module and if you want to get access to that it's US\$29.95.

Not only that, it's completely refundable. Completely risk free to you.

You're going to get access to a bunch of tutorials, much like this that're going to go into this information in a lot more detail. More e-books and reports that you can download.

[2] On top of that, we're going to allocate you a Business Coach who works for the Academy here at Six Figure Mentors and Digital Experts Academy who you'll be able to get on the phone with and ask any questions of.

Work your way through the module, and make sure you really get all this to, of course, make an informed decision as to whether you want to use the business system to get yourself profitable online.

So anyway, again I hope you've enjoyed this video. I've certainly enjoyed doing it for you. I look forward to seeing you in the next one. Take care.

You can make an application here, knowing there's a 30 day money back guarantee if you decide it's not for you:- <https://gregandfionascott.com/apply-now>