

List + Sales = Business

A Special Report by
Dr.Mani Sivasubramanian

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The Magic Formula

The formula for online business success is simple.

Build a List.

Make Sales.

Voila! You have a business.

How To Build a List?

Pick a niche.

Create something valuable to offer prospects as a gift.

Invite them to join your list to collect the gift - FREE.

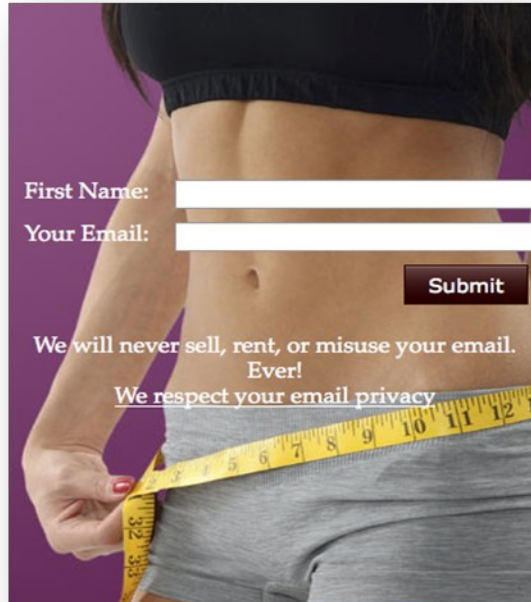
Put up a registration form that adds them to the list.

Your List Building Process

Sign up with a service like **Aweber**.

Generate the code for an opt-in form (it's easy).

Your form will look like this:



First Name:

Your Email:

Submit

We will never sell, rent, or misuse your email.
Ever!
We respect your email privacy

(No, it isn't complex. I just used one of the readymade templates available inside Aweber to create this)


Offer Your Gift

Try and come up with a gift that's a digital download.

Post it on your website, with details on how to collect it.

Send the web address of this page in your first email to new subscribers.

This way, they need to opt-in and confirm their registration to get it.

<p>Think THIN!</p>  <p><i>The Carefully Hidden Secret To Shed Your Extra Pounds And Lose Weight... Easily!</i></p>	<p>Click on the link below to download Your FREE Special Report!</p> <p>HERE'S HOW TO DO THIS...</p> <p>Place your mouse cursor over the link below. Click on the RIGHT mouse button. From the pop-up box that appears, select "Save Target As", then save the PDF report to your computer and open it using Adobe Acrobat Reader (it's free) to review the contents of "THINK THIN"</p> <p><u>DOWNLOAD THINK THIN - CLICK HERE</u></p>
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What Have We Done Until Now?

1. You have a list of subscribers.
2. Each subscriber has a free gift of value.
3. You have their goodwill and trust.
4. They look forward to more value from you.

That's the seed of a potentially successful business.

Now, Make Sales

Choose something to sell your prospects.

Be sure it is valuable, worth the price, and useful to them.

Ideally, it should solve a problem or relieve pain they are feeling.

Promote that product to your prospects.

Some of them WILL buy. You'll have sales.

How To Make Sales?

Start off by selling other people's products, for a commission.

Affiliate marketing networks like **Clickbank** and **Commission Junction** list many.

Use their tested and proven promotional material like banners, ads, email copy etc.

Carefully check your affiliate links, so you get paid for sales you generate.

Let's talk about how and when to sell next.

How And When To Sell?

1. Sell prospects at first contact. Yes, as soon as they hit your website, even before they opt-in to your list, if you like.
2. Soon after they join your list. Your opt-in form will redirect subscribers to another page. Host the ad or banner on that page, with an invitation to buy.

Like this...

Here are some weight loss links you'll find interesting...

[Burn The Fat](#)

[Workouts To Burn Fat](#)

[ZoneDietAtHome](#)

[Truth About Losing Belly Fat](#)

And some articles on weight loss...

(There's more...)

How And When To Sell? (Part 2)

3. Make an offer in your welcome email. The one in which you send them the link to download their free gift, remember? Yes, that one!

4. Repeat the offer on the gift download page. After they've picked up the gift, tell them where to go (the sales page), and what to do there (buy).

5. Sell again within the 'gift'. No reason why you cannot include a pitch for a valuable product or service within your freebie, right?

6. Keep selling in your follow up communication. Each email you send your prospects in the future is another sales opportunity. Make use of it.

List + Sales =

So... you've got a list of subscribers.

You're making them offers - and some subscribers will buy.

You can keep reminding them about it - and more will buy.

You can find other things to sell them - and more people will buy.

You can sell them subscriptions or memberships - and they'll keep paying you every month, or every week.

That's when you have a BUSINESS.

But...What's **Missing**?

It looks so very simple when it's explained this way, right?

Surely something is missing!

Well, yes. You see, to first start building your list, you need to find **prospects who are interested** in the field you are entering.

**Traffic (targeted, eager, hungry human traffic)
is the lifeblood of any Internet business.**

Let's talk about a simple way to get a lot of it... next!

Simple, Fast Traffic

What if...

- * you could run an ad on a service
- * get it seen by thousands of people
- * have some of them click on the ad to visit your site
- * attract these visitors to join your list
- * and have this all run automatically, for as long as you want?

Let's take a look at my recent experience...

An Easy, Quick Case Study

On July 14th, 2010, I picked up some ads from a popular affiliate program and ran a campaign for traffic.

By July 16th, barely 48 hours later, these are the statistics:

Ad impressions (No. of times my ad was viewed):

60,548

Number of clicks on my ad (and visited my site):

806

New subscribers who filled the form to join my list:

49

Cost for the ad campaign: **\$12.00**

Yes. Your eyes didn't fool you. I only spent \$12

*(This is raw data from an unoptimized campaign. I'll tweak it to be **at least 3 times better** in attracting opt-ins!)*

Can YOU Repeat This?

Of course you can!

I have absolutely no reason to believe otherwise.

Unless you don't do ANYTHING
Or don't KNOW what to do.

I've showed you all the other steps to take.

Except how to drive the traffic and you will find that
inside a wonderful course called...

"Underground Traffic Blueprints" that I encourage
you to buy and study.



[CLICK HERE for more details and to buy UTB](#)

About The Author



Dr. Mani Sivasubramanian is a heart surgeon who uses his infopreneur business to fund heart surgery for under-privileged children.

He lives in India and treats little children born with congenital heart defects. Heart surgery is expensive. Many of his patients, from poor families, cannot afford the cost of treatment.

So Dr. Mani decided to try and help sponsor the operations.

This was the concept behind an online adventure that started in 1996. Ten years later, Dr. Mani's team have raised over \$130,000 and funded heart surgery in 47 children, with many more to follow.

He's well on his way to achieve an ambitious mission - to make high quality heart health care accessible and affordable to every Indian child.

Join this dream project – here:

<http://www.CHDinfo.com>

<http://www.47Hearts.com>