

“Giveaway List Building” On Autopilot

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“Giveaway List Building”

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Introduction

This report is aimed at everyone who is interested to start an online business in the internet marketing niche. If you aim at building your business in any other niche, you'll not get the proper List through these Giveaways, but it may likely be interesting for you to learn how you could use Giveaway events in your own niche to build your subscriber base – thats all for what we are here!

If you are a seasoned or experienced marketer, this report may only be interesting for you in case you never considered Giveaway events to build your list, and to give it to your subscribers for their benefit.

Why should I participate in Giveaway Events?

Of course, I mean as contributor aka joint venture partner here. As jv-partner you also have the benefits of a regular member to claim whatever gifts you choose – that may be for educational purpose or the resell products which you can take and sell yourself with 100% profit.

Anyway, this report is aimed at you who wants to build a solid foundation for your business by building a subscriber base, build a relationship with them and offer them the products with which you can earn a living or at least start to earn your first dollars.

Its all about traffic and these Giveaways get massive amounts of traffic because many established marketers drive hordes of new people to these Giveaway events everyday. Some large Giveaways at Christmas and Easter get a million and more visitors.

The other advantage you have is that these sites are well established and automated. It is very easy compared to other ways to collect subscribers. I.e. You don't need to have a very professional set up to start with because you ride on the credibility of other established marketers.

So, lets start to get the details..

How do the Giveaway Events work?

In essence, Giveaway events are joint ventures with the aim to build and expand the subscriber base of all JV-partners involved. They work actually like online swap meets. Many people come together with their own free products to give away. The premise is that the value of everyone (in form of gifts and traffic) involved will be what gets people to the events in the first place.

The hosts of the Giveaway events invite joint venture partners, who are primarily list owners in the same niche, to contribute a digital product of certain kind as a gift. They in turn do also invite JV-partners to get a better listing for their gifts.

The host of the event then pools all the gifts contributed collectively by the partners in one page or member's area. This is where the visitors will go to download any gifts of their choice, and each product they click on will go to the product's individual sign up page. (This is one of the things we will discuss to beat the competitions opt in rates).

You and your partners prepare an opt-in page for visitors to sign up to your mailing lists to download the gifts. So in this effect, anyone who wants to download your gift must opt in to your mailing list to download your gift.

While the gifts are given away at zero-cost, the only requirement is that the visitors must sign up for your mailing list to receive them.

On the launch day and during the limited time event, you and your partners endorse the Giveaway event to your individual mailing lists and through other promotional methods. This is very important because the more people you bring in, the better the location of your product.

Say you have invited 100 people who each signed up for the free Giveaway, your product may be placed on the first page compared to someone who hasn't promoted and he is on page 11 of the download pages.

Who do you think would get the most traffic? Aside from that, the host of the Giveaway will most likely offer a one time offer, at which you will earn commissions. This is another reason why you want to invite people to the Giveaway events.

In this collective effort, as long as your gift is displayed there with a link to your special opt in page to download the product, and people are interested in it, you can receive plenty of sign ups in a short time span!

In the coming pages, I will teach you a good approach that most people take, and a better approach that will blow away your competition.

But lets get on to the actual steps you have to take..

What do you need to get started?

Getting started with your first Giveaway event is very easy. It only takes a few steps to set up, and if you are starting from scratch, you will only need about \$20 - \$60. The best part is, once you invest into your initial event, you will already have most of the tools to join 2, 5, or even 20 more events without any additional cost. Here's what you'll need to get started:

1. Domain name & web hosting.

Unless you already have a suitable sub-domain or sub-directory, you will do well to have your own domain name to set up your own opt-in page with the download to your free product.

Because of service and price, I recommend getting a domain name at:

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

Recommended hosting with Hostgator
(top service and features, unlimited sites from \$4.95/m):

<http://secure.hostgator.com/>

Its not advised to save on hosting costs and specifically, if you're not experienced, you may need the service of a good provider.

However, if you feel skilled enough, I found the best free hosting without any ads at 000Webhost.com with enough web space and bandwidth.

If you need instructions for these steps, become a free member of my Video Vault with presently about 280 instructional videos. Go to the following page where you'll also find some other goodies and sign up for the videos:

<http://infobiz.info/bonus1/index.html>

2. Your own gift.

You're going to need a gift to start building your own mailing list. This is something you CANNOT do without! Your gift can be software or a PDF-report that you have the rights to give away. You can get resell rights or private label rights to other products and use them for this purpose. I will recommend a few sources later in this report.

3. One Time Offer and/or Backend offer.

While this is somewhat optional, I strongly advise you to have your own individual One Time Offer and/or Backend offer otherwise you'd be leaving money on the table when you can actually sell useful stuff to the subscribers in the process of building your list.

You will get better results if it relates to your free product. You wouldn't really be enticed, if you purchased a refrigerator and they offered you a discount on shoe polish.

You can offer an affiliate product as your one time offer, another product that you have resell rights to, or even a product that you created on your own. Again, I will give you some resources for these later depending on your budget.

4. Auto Responder account.

This is the thing, which is going to be responsible for building your database of prospects and potential customers. I also call it "asset". If by any chance you have yet to get yourself an auto responder account, here are some reliable auto responder services you can choose from, and more importantly, they have high delivery rates:
<http://www.aweber.com/>
<http://www.getresponse.com/>

Again, if you're skilled, you may set up your own auto responder on your own domain and save the monthly costs of about \$25.

[For a smaller one time fee you can get the popular "Auto Responder Unlimited" from here.](#)

Don't underestimate the power of auto responders. Imagine that your phone only worked 40% of the time. These are your automatic salespeople!

Again, as you can see, there are a few things that you will need to successfully participate in Giveaway events, but it really isn't much. Depending on what you would like to give out, that will determine the price you will pay, but also the reward you stand to receive.

Create the Autopilot System

Ok, now that you have everything that you need; a free giveaway product, a domain and hosting for your opt-in and download pages, an auto responder (account), and your backend offer, you are ready to rock and roll with your first Giveaway.

The first thing you have to do here is find out what the latest Giveaway events are. I have put up a site that will show you which Giveaway events are happening and coming up. You can find it at: <http://infobiz.info/gway/summer08/>

The whole point here is to sign up as a JV (joint venture) partner or contributor.

This will allow you to get paid for all the people that you bring into the Giveaway site using your affiliate link as well as get paid for the one time offers and contribute your own give away product like we spoke about before.

Now we can actually focus on one of the most important parts of joining a Giveaway event to begin with, which is to build your own list of people to market to.

The best way to do this would be by developing a simple, yet powerful squeeze page system.

If you are not familiar with what a squeeze page is, it is simply a one page, short web page to capture people's names and emails.

However, there is a formula to optimize its effects. People who are interested in downloading your product will click on your link and then go directly to your squeeze page.

In a nutshell, here is what the squeeze page giveaway system should do:

1. Get people to enter their name and email address and click submit to get to your gift (this form is generated through your auto responder service).
2. Once they click submit, they will be taken to a confirmation page letting them know that they will be getting an email from you@youremail.com (this is your email address) with a link to confirm their email address to get your free gift.
3. When they click on the confirmation link, they are redirected to the page you set up where they now can download the actual product.
4. On this download page, I highly recommend that you include a link to an affiliate product that you are selling. The image and link should be below the download link to your gift so that they don't miss it! About selecting the right product(s) we'll talk a bit further down.
5. They will receive another email giving them the download link once again and a small endorsement of the affiliate or resell rights product that you included on your download page.

As you can see, it is a system, so that the same thing happens every time for everyone who wants to claim your gift and enters your Squeeze page. Each step leads them to this action.

Just think about some of the ways that I detailed in this report. You see numbers, or steps, to follow, which makes things a lot easier than throwing a bunch of stuff at you and you get stuck not knowing where to begin. I try here to show you everything in a way that you get your own understanding and knowledge about the processes.

However, I can't detail all steps out for the purpose of this report, but if you need more advice or instructions, shoot me an email with your questions: support@infobiz.info

Now go and test your system to make sure it is flawless!

A Successful Gift Offering

Now that you have a system created to capture your visitors and begin to monetize your free gift, the main thing is to get people to click on your free offer to begin with.

There are only a few things that you really need to consider when putting it together.

Since you have already signed up to these Giveaway events, log into the system and start looking at the layouts of the gifts that are already there.

Do they have a picture of the contributor?

Do they have a compelling headline?

Are they telling people the value of the free products?

If you look at this for yourself, which are the ones that you are more inclined to clicking on. For me, those things would include a high quality ecover so that it looks rich and more valuable than the others.

Red lettering always sticks out to me, and draws my eyes to it.

A few other tips is to do something that others aren't, like giving people resell and giveaway rights to your product.

This gives them flexibility to do different things with your product, but also adds a viral element that others will now get their hands on your stuff. Hopefully, they too will be placed in your system!

Also, always let there be an element of curiosity to keep people wondering what's inside.

Lastly, use scarcity to your advantage, such as while still available, or only to the first 100 people, or something to that measure.

Monetize your List Building System

Now you should think about everything which you've set up in your system in the light of useful products which you could add into the process as a One Time Offer, Backend Offer, Follow up Offer:

1. Your gift
2. Your focus in the auto responder follow up messages to build a relationship with your subscribers
3. What type of products you have available or want to acquire to monetize your system – aka get cash in your pocket.

The easiest products are Resell Rights because they usually come with a ready website, where you do not have to make major changes to. On the other hand you have to choose well because some of these products are flooding the market and if everyone knows them it is not easy to make a buck with them.

Private Label Rights can be handled mostly the same way, but they have the advantage that you can change everything like the product, the website, you can put your own name on them and so you can differentiate your product from all others on the market – you can make your own unique product and you can charge your own price and you can sell Resell Rights to them as well.

Hint: If you join even only one Giveaway through my site as contributor, you can choose from my available exclusive gifts the “Maximum Profit PLR” which is a good guide on using PLR products to boost your profits.

Another option is to create your own ebooks or software to offer in your system. For this subject we would need another guide – shoot me an email to support@infobiz.info

Then last not least you have Affiliate Marketing to monetize your system. It means to promote other peoples products. To learn the trade go to [Affiliate Marketing Formula](#) – the only free course which really delivers what you can put into action instantly. The advantages are that you don't have to think about product creation, support/management, website and maintenance. You should definitely know the product as well as the owner's support quality not to lose credibility. Choosing the products and vendors well is the key. At <http://Clickbank.com> and <http://Paydotcom.com/> you can find a great variety of products.

Accelerate and leverage for your greater Success

As you can see, Giveaway events are some of the best methods of generating traffic, subscribers, and profits online - and they are free.

The initial work may take some time (though not much), but they get easier as you go.

Make sure to give quality stuff, because that is what your subscribers will come to expect from you and they will jump whenever you tell them to.

“Wow, I am getting this for free, imagine what I get when I buy from her/him”

Also, do your part in promoting the Giveaways before they go live. You can use forums, articles, or even email signatures all are ways at no cost. I'm not a great friend of traffic exchanges, but for this purpose (free stuff – [Traffic Swarm](#) and [Croc Ads](#) work well for me) they work quite well. This will assure you to get a top spot where your gift will be seen the most. Another free site is the [Free Advertising Blog](#) where you can post your ad without any traffic exchange (without having to view other ads)

Finally, now that you've gotten your system done and tested and your product ready, do the same thing over and over and over again. Why do one when you've already done most of the work. Repeat it easily by copy and paste.

Conclusion

I hope you have enjoyed reading and implementing the steps in this report as much as I have in creating it. It is my only goal for you to get you started to earn some bucks and finally succeed online, and specifically with the powerful list generating method of Giveaway events. Except for the prerequisites (domain, hosting and auto responder) which you require anyway for your business everything is free of cost.

I would like to hear your thoughts on this report. Please let me know what you think. I may post your testimonial on one of my sites, so don't forget your name and your domain name (advertise your site).

The information that I wrote in this report is good enough for you to start profiting from it right away. However, I understand that you may need a little more details and more of a step by step guide as to how it's all done.

For that very reason, I have saved the best for last. I do offer a reasonable priced coaching in which I do a mix of phone, email, chat and my own products (no extra cost) at \$79/hour. The first 20 minutes are free for you - If you feel that my approaches and strategies are not fit for you, we can part there without any cost to you – of course as friends.

I enjoy very much to teach and see others progress. If you can't afford my cheap coaching now, try me by email. I'll try to help anyway!

Thank you once again for taking action by reading this report. I know that it will bring you huge results with just a little effort, and will be a crucial part of your list building and online profits!

Live life to the fullest and have fun with your business,

Juergen Kosel

P.S. I'm planing to update this report very soon with more informations and resources and I'll distribute it again through my Giveaway-update List. If you have not signed up yet, [please come here](#).

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