THE
MONEY
IS IN THE LIST

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Best of all, you can profit immediately!

Hello, Marlon here.

Today I want to drill down more on this fact: The money is in the list. You find people in the habit of buying stuff.

You get them on a list.

You give them reasons to buy from you. It's not complicated.

But let me tell you a conversation I had with a friend the other day.

He imported his list into Sendgrid. But since it's 10,000 or so emails, he gets charged $10 each time he emails the whole list.

I personally use Sendgrid for some of my lists and love them. However, I have a small list on there. If you have a larger list, you might want a company where you aren't charged more if you mail your whole list.

The autoresponder you use to email your list matters. And each person's situation is a bit different.

You have a lot of "fancy pants" autoresponders like Drip that do all kinds of cool stuff. But can only realistically be used for your buyers as the cost is too high.

Or you have to put new contacts through a few emails then delete bucketloads.

I don't like that approach personally.

So I want to talk about affordable options for you:

1. **Aweber is free from 0 to 500emails**
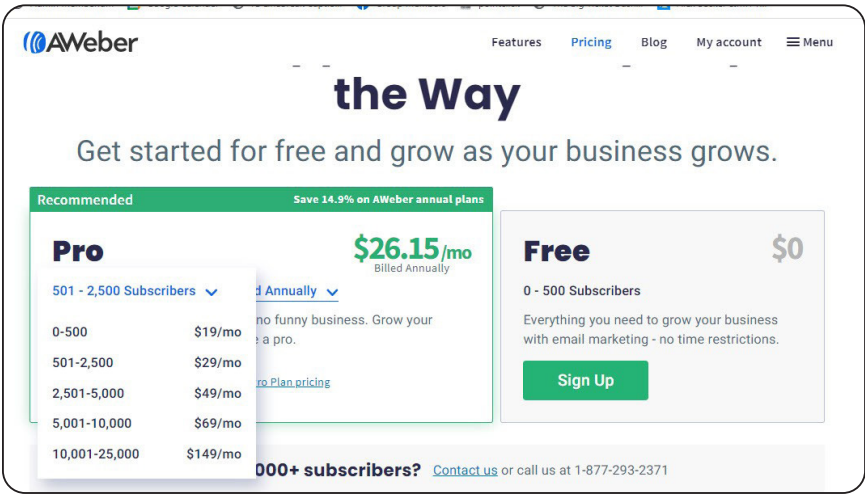
It's a very old, reliable, rock-of-Gibraltar email system. The issue on Aweber is it's going to be hard to import an older list even if it's clean. My friend tried this but a large portion of his list didn't qualify to be imported.

2. **Getresponse**

Getresponse is reliable and another old, established company. However,
after having paid for their service every month for something like 25 years, they booted me off because my modest-sized list of affiliates on their service had too many bounces.

I've known the founder Simon since age 19. So I messaged him on LinkedIn and let him know I wasn't exactly pleased.

3. **AmazonSES**

   It's a slick and cheap service IF you don't get spam complaints. Man, I really dislike their spam policy.

   But if you have a CLEAN list that won't get complaints, you can import it without double opt ins. They have a really good pricing plan of .10 per 1,000 emails sent at the time I'm writing this.

   So 300,000 emails in a month would only be $30 if I calculate it right.

4. **Sendgrid**

   I imported some old but clean lists and get 0 spam complaints and have 0 problems.

   Good deliverability.

   A LOT of thingstolike. But yeah, if you have a larger list that is modestly profitable, you'll be charged because their pricing plan works on volume of emailssent.

   Let's say you have a list of 10,000 emails and email it daily. That's 300,000 emails on the month.

   They're going to charge you $250 a month.
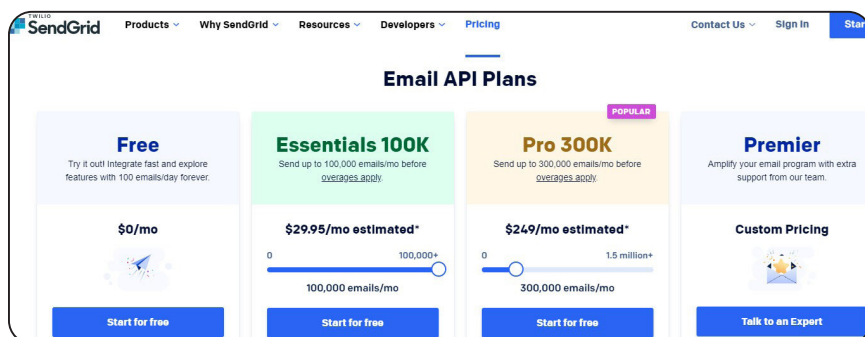
I have a small list so I don't have a problem. It's pretty pricey for a bit larger list.

5. **Sendlane**

   I don't know much about Sendlane other than that Jimmy Kim runs it and Jimmy understands our business.

   So they're a marketer-friendly service.

   However, as I read their pricing plan, 10,000 contacts is $249 a month. I'm not a fan of that pricing.

   10,000 contacts on Aweber is $69 a month. But it goes to $149 when you go to 10,001 contacts at the time I'm writing this.

   I've used Aweber for 20 or 25 years. I love that I can send out emails without 1,001 worries, rules and restrictions.

6. **Automateyourwebsite.com**

   This is my private label. And it's a really great all-in-1 value. It's not the latest bells and whistles. But for the "whole package" it's a great value.

But Marlon, I Don't Have a List To Mail

This is why I conducted the <u>Internet Marketing Dreams Fulfilled seminar.</u>

It took me 2 hours to present all the ideas and 54-pages to write a report on them. It's available for purchase here.

But I want to give you some simple, actionable things here that you can do.

1. Always be promoting afreebie

   You've heard this. But you need good ones that get people to opt in. Your freebie can be a template, checklist, free report, video or videos. It's amazingly easy to do this.

   But not many do it well.

   I myself have opt-ins but greatly under-use them.

   Pro tip: Put your freebies out on Facebook periodically. It's a great idea to always be promoting some freebie.

   You do NOT have to write an ebook. A checklist, template or video works just as well and better in some cases.

   Make the thank you page an offer.

2. Make salesIMMEDIATELY.

   TIP: You catch more flies with honey.

   What I mean is, it's sometimes better to promote a freebie and make your offer in the upsell or on the thank you page.
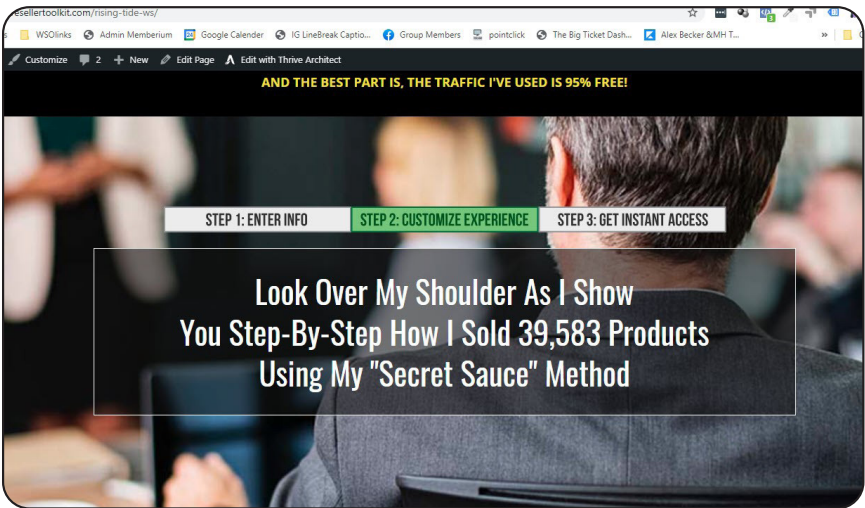
Here's one of mine:
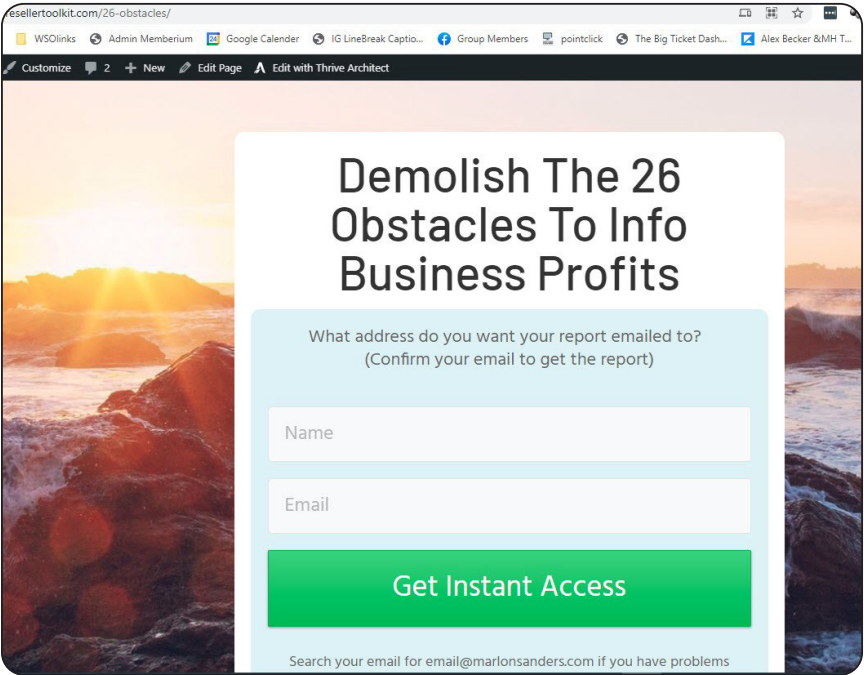
I just posted the offer on Facebook as I write this:

Marlon Sanders
Just now · 🔒

If you want this freebie report, drop me a "26".

Demolish 26 Obstacles!

How to Blow Away Every Single Obstacle Between You And The Income You Want

Lack of focus, overwhelm, confusion, no time, no money, no credibility, hate video, no tech skills, no plan – ALL GONE!

👍 Like   💬 Comment

When people type "26" in comments, I'll give them the email capture page URL. Type a unique comment to each person. Do NOT copy and paste the same message or the FB robot will zap you.

After you opt in, it goes to my offer:

3. Put your freebie on a cart with a checkboxbump

Here's an example:

This is a simple Thrivecart page.

And these little puppies almost always are profitable for me.

Notice the red dotted line box where you can check to add "Create & Sell $47 Info Products".

People check the box. I getpaid!

Love that.

I use [this software](#)to set these up as it allows $0.00 offers. Some carts don't do that.

4. Use Canva to make your freebie

   If you want to dress your freebie up, use [Canva.](#)

   ASIDE: As a "meta" comment, let me point out several things here.

   That link to Canva is an affiliate link. You want to keep your affiliate links handy where you can find them and always be using them.

   Second, recommend products as an affiliate that you love and use. I LOVE Canva and use it a lot. There's a free version that has 90% of the firepower you need.

   Third, if I were really smart, I'd have a tutorial video on how to use Canva to make ebook pages, checklists and templates.

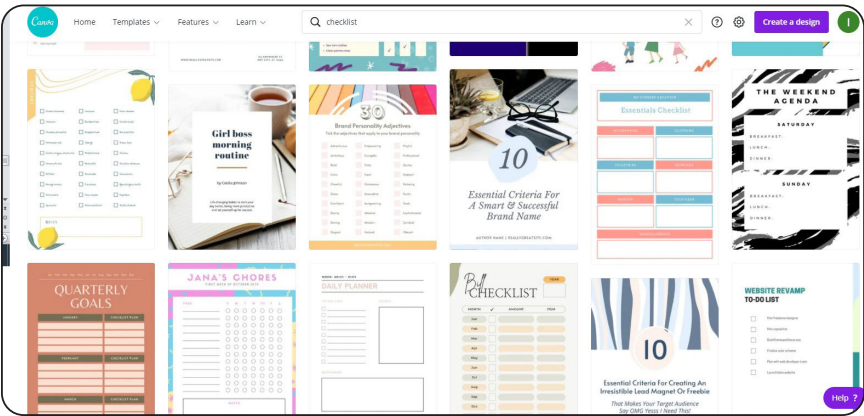Just type in "checklist," and you'll get access to a bunch of cool templates:
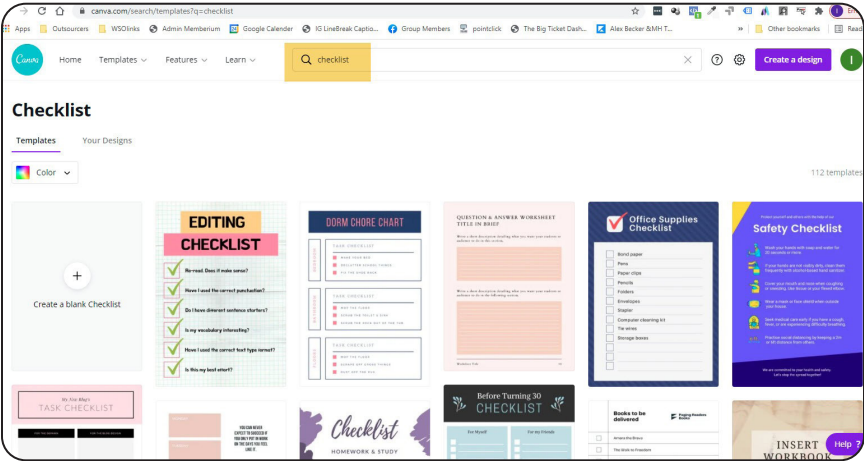
And check these out:

In 10 minutes while I was writing this, I picked one out and made this coollooking freebie:
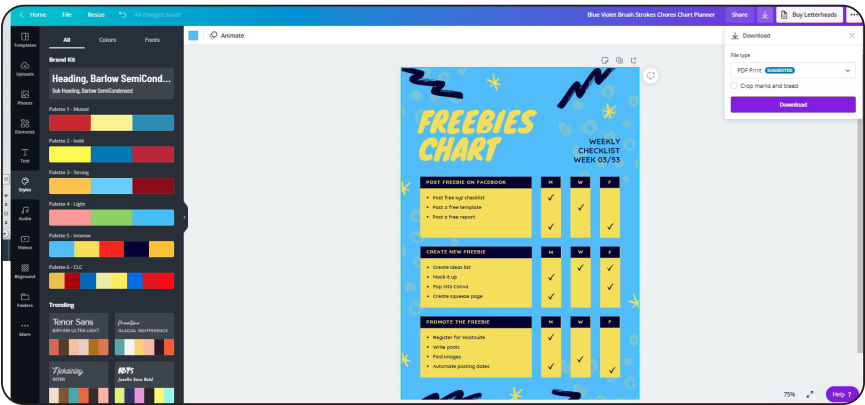
I set up my colors in the program. And now, in 1 click, I can change the colors of a design to any of my pre-selected color schemes on the left side.

In 1 click I changed the colors to this:
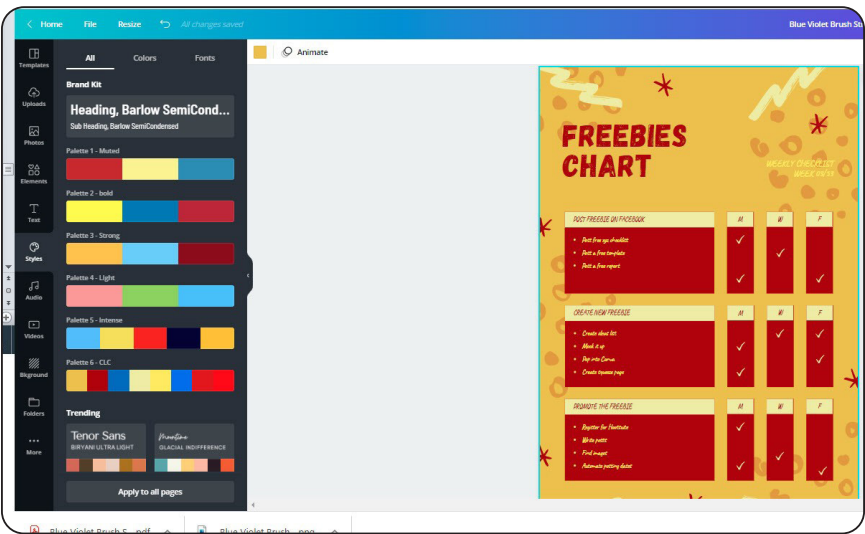
And in full size, it's cool:

Of course, the colors and everything else can be customized. [Here's the PDF.](#)

I could make it even better if I spent more than 10 minutes on it. You follow?

You don't need to spend even a week to do a freebie. You can do a checklist like this in 1 hour.

Canva also has planner pages you can use. There are a many cool things in it.

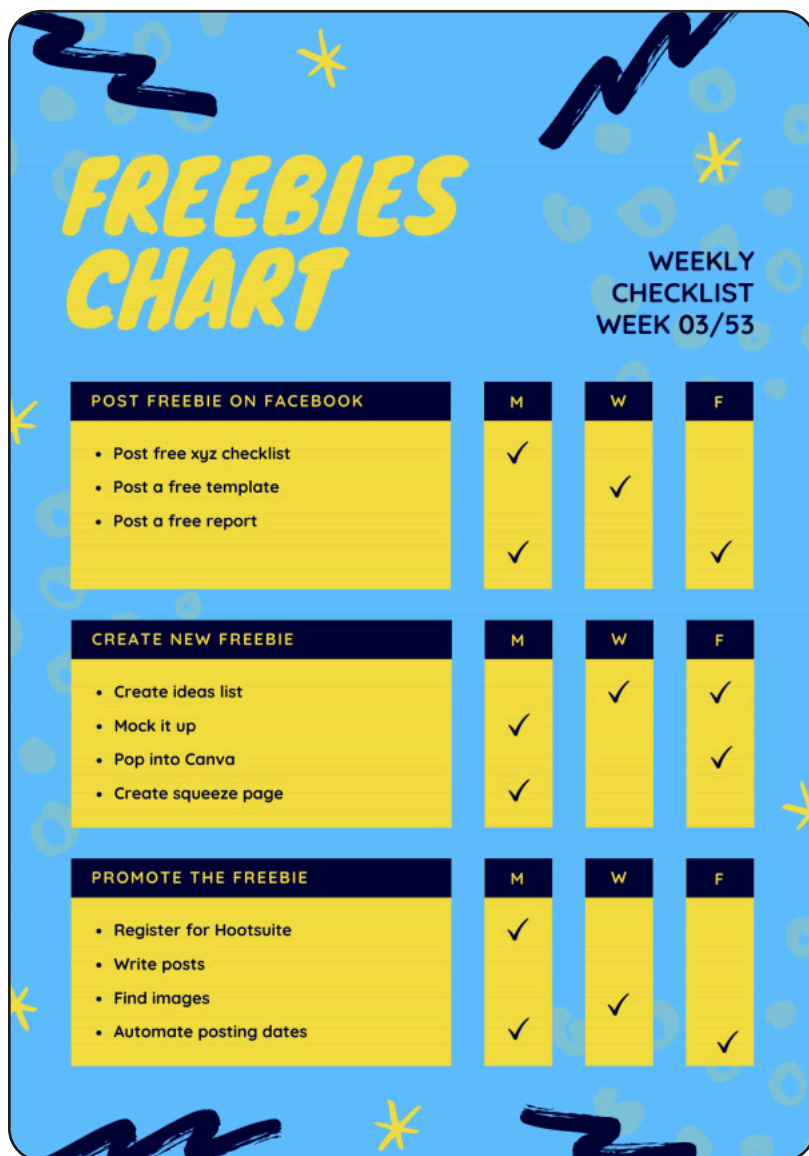You can take that checklist and post a small version of it to Pinterest, so people will click to your page to get it.

5. Promote your freebie usingQuora

I go into this in detail in theInternet Marketing Dreams Fulfilled seminarand PDF.

But the short version is you answer questions related to your topic on Quora and link to your freebie WHERE APPROPRIATE.

Do NOT link for the first week you post answering questions. Build up your reputation.

Then the second week do a link in 1 out of 5 or 1 out of 10 answers you write.

Build your reputation up and in a month or two you'll be able to post a link in every answer.

Quora gets HUGE traffic.

Here are just a few of the questions asked in the past month you could answer and link to your freebie after your reputation is established:
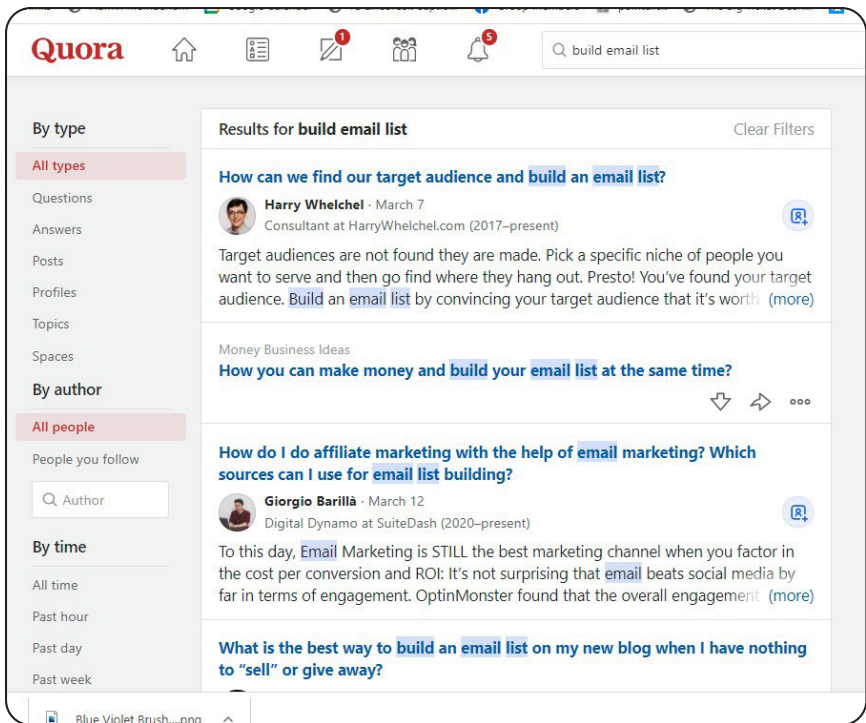
6. Create an opt-inpage

A lot of people don't know this.

But most autoresponders allow you to build an opt-in page using their service. You don't even need to use wordpress to do it.

So it's really no big thing to create email capture pages or what we call opt in pages or squeeze pages. They all mean the same thing.

I create mine currently with Thrive Architect. But any page builder will work. Or just use the free option built right into your email software.

7. Create an SAAS service people opt in touse

   I cover this in the IM Dreams Report also. It's an ADVANCED method. If you're a beginner, don't worry about it.

   The short version is you can go to Codecanyon.net to the PHP scripts and type in SAAS.

   You'll find scripts you can install that are specifically built for "software as service." Some of these are priced very reasonably.

   This allows people to register to use the online software. When they opt in, you get their email address.

   A friend of mine, Bart Baggett, is a famous handwriting analyst. He had a program custom-created the would do a basic handwriting analysis automated.

   People had to opt in to get the analysis.

   He got a TON of opt ins using this method. This is an advanced method but very powerful.

8. Promote your freebie

   There are many sites you can promote your freebie on. Just search Google. Here's one list of resources I found.

9. Email your listdaily

   In most niches, you'll want to email your list daily.

   You can send content, offers for your own products or affiliate products. The money is in the list.

   So once you get a list you want to email it.

   It becomes the goose that lays a golden egg daily.

10. Add your freebie to your Facebookheader

   Right now, mine promotes my group.

    But I'm thinking about changing this to a freebie. Emails are more valuable BY FAR than Facebook group members for me.

    You can do a Facebook header image in Canva.

11. Use software to promote to social mediaFAST

    There's a special at the time I'm writing this on Promo Republic. It's here.

Easy content creation and scheduling for social media posts
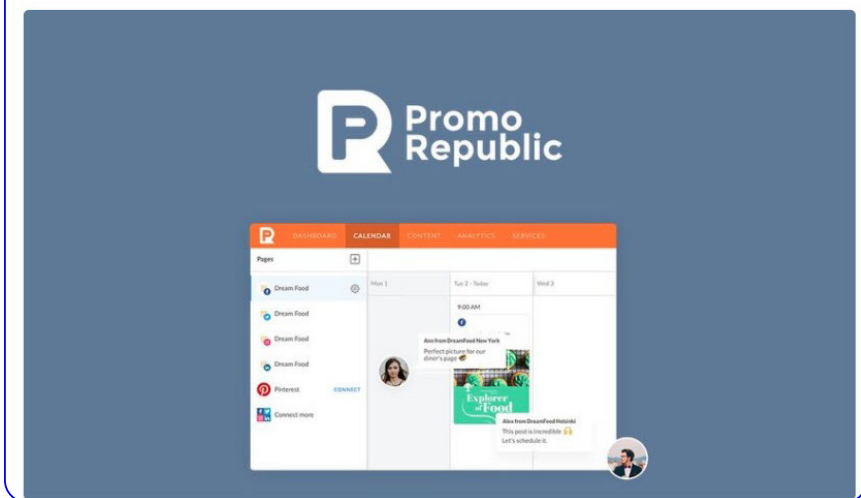
If you're reading this after that offer isn't available, just keep your eyes open. These types of programs are made available often, although Promo Republic is a very click one from the reviews I've heard.

I have been using Hootsuite but I'm thinking of getting a one-off fee program. It just makes sense.

Best wishes, Marlon.