FREE BOOK FOR BUSINESS OWNERS

HOW TO OWN A $100,000 CUSTOMER LIST WITHOUT ANY TECHNICAL KNOWLEDGE

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How to Own a $100,000 Customer List without any technical knowledge

Introduction

If you have a business or you have a business idea then this is for you.

The biggest asset you can have online for your business is your own list of customers.

In this book, I'm going to show you the value of having a list of customers.

And and then I'm going to show you an easy way for you to own your list.

First of all I would like you to remove all distractions. Switch off your phone, turn off the the internet if you don't need it and find a nice quiet spot where you can actually read this book.

It's a quick read.

Try to focus on what I'm trying to teach you so that you can learn how to actually own the $100,000 list that I am talking about.

First, let me tell you a bit about myself

I've worked with billion-dollar businesses, small businesses and in my own online business.

My core knowledge is building IT business solutions.

While I have an engineering background and I have an IT background, I also have postgraduate studies in business management.

By combining IT and business solutions I deliver unique value propositions and unique systems for people to help them in their businesses.

In this book, I'm going to talk about the before unit of your business.

Two well known marketing gurus, Dean Jackson and Joe Polish, of 'ILoveMarketing.com', talk about any business consisting of three units:

- The Before Unit
- The During Unit
- The After Unit

The methods I use are based on the principles that they promote on their website, in their podcasts and in their training programs.

Most business owners focus on the During unit, serving and satisfying the customer's needs.

Because of this, the other two units often suffer.

This book is mainly about the Before Unit - before someone becomes a customer.

Most business suffer simply because they don't make enough sales.

This is largely due to the fact that the business owner is too busy serving her customers.

Before you get started, I want you to do a small visualization exercise:

Take a step back and imagine what making $100,000 with your list could do for you!

Yes, you my be thinking: "Is $100,000 even possible?"

But, soon you will see how it could happen for you by using the formula that I am going to give you.

If you've been exposed to internet marketing before, you may think it sounds very complicated.

If you've been exposed to any of the internet 'marketing gurus', you will see them trying to get you to buy all sorts of tools, training and gimmicks.

You may even have tried some of them before and failed.

You may have built a website that's not making money.

You may have tried complicated and expensive software, but with no strategy, you didn't get the results that you thought you would get.

And you might be worried that this will happen to you again.

So what I want to do is educate you about the process and show you the results that you can get if you build a list.

Then I'm going to show you the infrastructure that you need in place.

I also want to show you the $100,000 magic formula and how you can apply it in your business, or to your business idea.

What I'm going to teach you is not taught in colleges and universities, because they are actually teaching you to work in a big corporate, which is a remnant of the Industrial Age.

They are actually teaching you to work for somebody else.

They also teach you brand marketing, which only works if you have big budgets.

Yet many smaller businesses, who understand direct response marketing, have got huge lists that are very valuable.

And they're making lots of money using those lists.

So can you.

Now at times you may even feel that the system is working against you.

In many ways it is, because the system, the schools, the colleges, the universities and even the workplace are all designed for you to work for somebody else.

The system was originally designed for you to work in the factories of the capitalists in the Industrial Age.

In the Industrial Age, capitalists owned the factories and they needed a workforce to work in these factories.

The whole system was therefore designed with this in mind.

But it doesn't have to be that way today...

Technological, Economic and Social Forces have changed the way the world works.

So, I would like to take some time to encourage your dreams so you can focus on building your own list and reap the rewards.

Imagine the power of having a list of a thousand customers or more and imagine that list giving you $100,000, or more, a year.

That's something that is very very doable today.

Now, while you can imagine having this list of customers, the technicalities of doing it can be a hurdle.

So, I want to help you with the technicalities...

Because once the technicalities are taken care of, and the infrastructure is in place, all the marketing and all the sales techniques can be applied.

But, the technicalities have to be taken care of.

If you don't have that in place, none of the marketing and sales techniques can be applied and you will be stuck with just having ideas sitting in your head.

A list is like a vending machine

Dean Jackson often speaks of a list like a vending machine.

With a vending machine, you put one dollar in, you press a button and you get a can of coke out at the other side.

It's perfectly predictable.

That's exactly the predictability you want.

You must be able to predictably put one dollar in and get a predictable number of dollars out.

Wouldn't it be great if you put $1 in and got $10 out?

Once you get this right, you can constantly put money in the one end and get more out at the other end.

Your list will constantly give you money.

It's like you are creating your own money vending machine.

We want to make it predictable, unlike a slot machine, where you put money in and you pull the lever and you don't know what's going to happen.

With a slot machine, you leave it all to chance.

But, it can be very very predictable...

Why $100,000?

Now you may be wondering why I started with $100,000.

What makes $100,000 so special?

Well the nice thing about a hundred thousand dollars is that it's quite a bit of money.

It's the coveted six-figure income.

And if you make an extra hundred thousand dollars, for example in a year, it is life-changing.

You will not be able to make to buy a Ferrari, but at least it'll be able to cover any bills that you need to pay.

And you'll have capital to grow even further.

So it's big enough to be life-changing, but it's also small enough to be a reachable target for most.

It's something that an ordinary person can reach in their small business.

With the ideas in this book, and the proposed infrastructure, you will have everything you need to reach this goal.

Bit, I'm first going to show you a few ways to think about this hundred thousand dollar list right now.

A 1,000 True Fans

The $100,000 is based on the article, 'A 1,000 True Fans', first published in Wired magazine.

The article was aimed at artists, or more specifically, musicians.

We've all heard the stories of struggling musicians, or struggling artists...

They can't can't make money, because the traditional way for a musician, for example, to make money wast to find a label and hopefully the label would spot his talent and promote him.

So musicians created demo tapes and they created all sorts of samples to get somebody to notice them.

And hopefully one day they would be noticed and they'll be famous and known all over the world.

But things have changed...

While in the past many musicians were actually struggling and died poor while waiting for somebody to find her, today with the new technology available, it's quite easy actually to create a song and have your own album recorded as an independent artist.

You can record great quality music in a home studio.

And with the software available, you can edit it yourself and add effects, autotune and more...

In a nutshell, you can do in your bedroom what could not be done in some of the most expensive studios 20 years ago.

Production costs have been reduced to affordable levels for everybody.

Based on technological advances, but specifically the Internet, the Wired Magazine article said that you didn't need to go viral to make a decent living.

You didn't need millions of hits and views on Youtube.

You could make a decent living with just a 1,000 true fans as an independent artist.

But, you first need to understand the concept of a true fan.

What is a true fan?

A true fan, according to the article, is somebody that gives you a hundred dollars a year for what you're doing.

Now what if a thousand fans gave you a hundred dollars a year?

That's $100,000!

A true fan will buy everything that you make.

They will buy your your merchandise and buy your CD before it's even being produced.

She will obtain tickets for all your shows...

And over the years you can promote to your fans using online methods and get them to buy over and over again.

Now there are lots of methods for you to be able to build out a list of a thousand true fans, so that is the principle we're going to use here.

We're going to use the 1,000 true fan concept for you to build your list.

But it goes a bit further than that, because you may not need a thousand fans...

A 1,000 true fans is a concept. It's a formula...

And I'm going to explain that formula now.

The 1,000 True Fan Secret Formula

When you know the secret formula, you'll be able to tweak your business the way you'd like.

The first example was that if you had a thousand people giving you a hundred dollars a year, it's a hundred thousand dollar a year business.

And and that is quite ok. Actually, it's more than ok.

But it's assuming you could have your customer, one customer, spending a hundred dollars a year with you.

But what if it's possible to have repeat business?

Perhaps it's a service business that needs regular maintenance.

Perhaps it's a retail business where customers need to buy the same things over and over?

For example, if you're a butcher.

Or it could be a service business like a hair salon.

You have to continually buy meat or chicken every month and therefore the amount you can spend at one butcher could easily be $500 a year.

And for that you only need 200 people, if you want to have a $100,000 per year business.

Imagine If you have $1,000 worth of annual products or services for a person.

If somebody could spend a $1,000 with you in a year, all you would need is 100 customers.

And that's how you can use this formula to tweak how much you want to make.

Now you could obviously start with a smaller amount.

I'm just using the $100,000 to illustrate the point.

But, as I said earlier, it's a nice number to aim for, for many reasons.

So, this is the way we're going to think about your list.

I'm going to give you the capabilities to grow a list like this of 10, 20, 30, 40 people...

But the infrastructure can handle 100, 200, 300 and then 1,000, 2,000, 3,000, 4,000 people etc.

The size is up to you.

Now to be able to do this, there's one hurdle you need to cross.

You need the technical infrastructure to be able to build a list.

And if you don't have the technical infrastructure then what I've just told you is useless.

I'm now going to show you exactly the infrastructure you need.

And once you have it, you will not only be able to build your list, but also be able to communicate with your list.

And this is vital. As there is no value in building a list if you can't communicate reliably with them.

That's the two vital aspects of a list.

The first is acquiring the names of people and getting them onto your list and the second is the ability to communicate with them.

Now you may be thinking: "That is good for other businesses, but is it good for mine?"

Well, it doesn't matter what business you're in.

If you have something to sell then it will work for you.

If you are selling a service on a regular basis it will work for you...

I you're selling a product it will work for you...

If you're selling physical products, or digital products, it will work for you...

If you're selling affiliate products, it will work for you...

If you are selling courses, training, or workshops, it'll work for you...

So, it will work with just about any business...

So, it can work with anything where the concept of building a list and communicating with that list makes sense.

The important thing that you must know is that **you have to have a list, because a list is the greatest online asset you can own.**

Also, very importantly, your social media fans are not your list. You don't own them.

Facebook, Twitter, Instagram, you name it, all have their own rules.

Tomorrow their rules change, or they shut down, and you lose everything.

You need to have a list - and **you need to OWN IT!**

There are two things that you need to build a list.

1. Funnel Software
2. An Autoresponder Service

Funnel Software

Funnel software is different to your website, but it is based on website technology.

It is more a strategy - a framework.

It could be integrated with your website, or it could be standalone.

It could even be built on a shared service.

It's not the website domain that's important. It's the way a funnel works.

Most people have websites these days and it's normally the first step someone takes when going online.

But, many are becoming disillusioned by their websites, as it's not helping them get customers.

Most websites don't make money.

The Customer Conversion Process

The customer conversion process is one of taking anonymous visitors, making them visible, converting them to prospects and then making a sale.

By making a sale you turn them into customers.

Another way of looking at it is through the lens of having a funnel.

This is how a marketing and sales funnel works:

An advert, or word of mouth, gets a lead.

A lead visits a web page.

The lead shows interest in what you have by giving you their name and email.

Once that is done, they become a prospect.

By engaging with your prospects you can covert them to customers when they pay you money.

This process is similar to the way trading has happened since humans first began to trade.

Yet, with our websites, we happily build expensive assets that don't convert anonymous visitors to customers consistently and predictably.

A lot of this can be blamed on mass media.

Newspapers, Magazines, Radio and Television have been used by big brands to reach the masses.

They have millions to spend on brand advertising to ensure that they are top of mind when you are ready to buy.

So, over the years, we have been brainwashed to thinking that that's how advertising, marketing and sales should happen.

And we've often poured thousands into brand marketing without making a dent in the market.

But, while all this was happening, direct marketing was still alive.

Direct marketing companies were still making money with letters sent to people's homes.

These letters promised something, often for free, to get the reader to take an action which would identify them.

Once an action was taken, they would then follow up with you, often via the telephone.

This method has made many smaller companies millions without any brand advertising.

With the advent of the internet, it has been taken one step further by a select few.

Direct Response Marketing is the result, as we can invoke a response that we can track and engage with.

You can measure exactly how your audience is reacting with direct response marketing.

This process will become clearer as you read further.

If you have a website, you need to stop getting visitors to just visit your website, browse what you have to offer and leave - never to return again, as they don't know you.

You want to capture their names and their emails so that you can communicate with them directly.

You want to build a relationship with them.

Marketing and Sales Funnels

The process to do this has become known as a funnel.

You funnel visitors into your business by getting them onto your list.

Also, the term funnel is used, as more people are at the wide end of the funnel and fewer come out at the narrow end.

There will always be more people coming to your landing page than those who sign up to your list, or buy from you.

If you had 100% conversion rate, you will be the greatest marketer who ever lived!

People coming to your funnel landing page for the first time are cold prospects. They may not know you, or your business.

Selling to a cold prospect is very hard. Some may buy, but most don't.

So, you have to give them something that's compelling to get them onto your list.

By getting them onto your list and communicating with them regularly, they become warm prospects.

And it's much easier to sell to a warm prospect.

When they've purchased once, they become hot prospects for your next offer.

And it's even easier to sell to a hot prospect.

Now let's look at the funnel building process.

The first page you need is a landing page. This is the page where you will drive leads to. Some people call this traffic (the amount of people that visit your landing page).

On the landing page, you **give them one choice only - to leave their details.**

If they don't want to do this, they can leave.

To get them to leave their details, you need to have a **compelling offer.**

You are reading this book because of a compelling offer, where you put in your details to get the book.

A book like this is called a lead magnet.

It can be a book, a report, a guide, a video, a free lesson, a live call, a quiz...

There are many options available for you to choose from.

Once they click on the button on your landing page, they have made a small commitment. This is good.

The button opens an opt-in form, where they can enter their details. This is a second commitment. Very good.

Once they've done that, you take them to a Thank You Page where they are given an overview of what they must do next.

Normally it would be for them to check their email in-boxes for a confirmation email, where they must click on a link or button to confirm their email addresses.

This is to avoid spam and also to ensure that the prospects are really interested in what you have to offer. But it's also getting them to make another commitment.

These small commitments get them in the right frame of mind to take the next step, when they are ready.

It also eliminates robots used by malicious people, such as hackers.

This is very good, as you will end up with a good quality list that responds well to your offers.

Also, more and more countries are becoming stricter with the opt-in rules, with double opt-in now becoming the minimum criteria.

Funnel Software

To make all this happen automatically, you need to have **funnel software.**

And you need to ensure that the funnel software is configured correctly so that you control the journey of the prospective customer.

The software should also allow you to building landing, opt-in, sale and product delivery pages that are pleasing to the eye.

As I mentioned earlier, leads come to your landing page via advertising or word of mouth.

Even though getting leads is an important component of the marketing and sales lifecycle, it is out of the scope of this book. But I do cover it elsewhere.

In this book, I'm concentrating on the technical aspects of actually building a funnel, so it's assumed somebody has already come to your landing page in these discussions.

If you're a well-known the retailer in your community and people are shopping by you regularly, you can start collecting their emails by simply offering them a newsletter, or offering to give them specials via email.

You could even give them a coupon or a voucher to compel them to give you their details.

For some other businesses, you may have to work a bit harder on your lead magnet (something to attract and compel them to leave their details).

The important thing is to give them something that is compelling. They must feel compelled to give you their details.

You shouldn't have to convince them.

Convincing comes afterwards, when you are making the sale.

Once they are on your list, you can communicate with them to educate and motivate them to take the next step, which you can carefully craft, just like a chess master who thinks two or three steps ahead.

Autoresponders

The second thing that you need for your list is what is called an autoresponder.

Now while you can send one-to-one emails via your current email system, if you don't have an autoresponder and don't know what it is, pay careful attention.

An autoresponder first of all does what it says. It allows you to send an automatic response to the person signing up.

Remember the opt-in form?

The person puts in their name and email address in the opt-in form.

But that opt-in form has to be integrated with an autoresponder, so that you can automatically reply to the person that signed up.

It must be automated, else you have to personally respond to each individual that signs up.

A link can also be included in the email, so that you can send the person to the sales page of your product or service, or any other page on your website, if you choose.

The autoresponder also does something else that's very important. It adds the person's details to your list.

Each autoresponder has a database, which stores your customer's details in the cloud.

Sometimes the terms 'customer database' and 'customer list' are used interchangeably.

This is very important, as you want to own your customer list.

Even though the autoresponder service keeps your database in the cloud, it also allows you to export the list as a backup.

Even if you keep a copy in an Excel file on your hard-drive and back that up, it's ok.

Protect your customer list.

It's the single most important online asset that you have.

If your business fails, or your feel like going in another direction, having a list of customers who know you, and trust you, is invaluable.

You can start over by simply sending an email broadcast to your list.

That brings us to the next characteristic of an autoresponder...

An autoresponder allows you to send what is called a **broadcast message** to everybody on your list.

So if you have a thousand people and you send a broadcast message the autoresponder will give you the best chance of reaching everybody on your list.

Autoresponders work hard at keeping spammers off their servers.

They also have a range of internet addresses (called I.P. addresses), which the spam filters use to decide between valid emails and spam.

And if you've been sending useful information to your list and people are opening them and engaging with them, your reputation with the spam filters will remain good.

If you try doing this with your personal email account, your ISP (internet service provider) will very quickly block your account.

Now imagine that you've got a new product that you've just developed, or a new product that you've just purchased, or new service that you want to offer...

You send an email out to your list and thousands of people see it at the same time...

That's the advantage of the broadcast facility of an autoresponder.

But an autoresponder on it's own is not that useful.

You have to integrate the funnel software and the autoresponder software to produce an automated solution.

So remember the two things that you need are:

1. Funnel Software
2. An autoresponder

Now this can work with your existing website, or without your existing website.

It can even work on my servers if you wanted to do so.

Does it sound complicated and expensive?

If you've never heard of these things before and want to do it all yourself, it could become complicated and expensive, as it could take you months before you are up and running.

Even if you've heard of it before, but have never implemented funnels, integrations and automation, it quickly becomes complex and expensive.

Installing the software, configuring everything and then designing opt-in forms, landing pages, thank you pages and delivery pages can be quite daunting for a beginner.

But that's not your job.

Your focus should be on your product, or service, that you offer.

You should be focused on serving your customer, or giving your customer the results that she's after.

It's not to install software, do integration and build funnels.

And most of these services have a monthly subscription.

Every month that goes by while you are struggling to learn them, costs you money and loses you money, as you can't do business until everything is working.

It could take you six to eight months before you are up and running.

And even then, it will probably still be amateurish.

If you hired a developer to do this from scratch, the cost simply becomes insane.

To get this done, you need a website with landing pages and you need an autoresponder and you need to have them integrated.

You could do it on your existing website, but that is often too risky at first.

Another way to do this is to set up a whole new domain for your funnel software, but this is often too big an expense to get started.

The quickest and easiest way would be for me to **do it on my servers.**

We could then migrate it to your site, or even set up a new funnel environment for you after everything is working.

You could then decide if you want to do it all yourself, use me, or use some other service.

If you still want to do this on your own, here is the software that I use:

1. Wordpress for the Website using my own hosting
2. Thrive Landing Pages to build out my funnels
3. Aweber for my Autoresponder Service

But, if you want some help to get you started in the shortest possible time, I've put together a package where I do everything for you.

Before you read any further though, you have to decide whether you are the right person for this.

There is one thing that you must believe.

You must believe that you have the capacity to build a $100,000 funnel!

If you do not believe this, then there is no sense in reading further.

Here is how I can help you, if you are ready:

Once you have signed up, we get together on Skype and discuss your business and the funnel that we are going to build based on your product or service.

Once that is done, I build your funnel on my server.

I sign you up for a month's free trial of Aweber and integrate it with your funnel, so that you can start building your list as soon as it is live.

We then test to see if everything is working.

Once that's working, we decide whether you want to move it to another domain, or integrate it with your current website. (This is only possible if you have a Wordpress Site).

You have complete freedom to learn how to do it all yourself, me to do it for you, hire a designer, or even another agency.

But, you will be empowered to make the right decision.

We then get together on another call, where we discuss how to keep your customers 'warm' by sending them regular updates, newsletters, specials, catalogs, information, or whatever we decide.

I will give you tips on email campaigns, running adverts and more.

By this time, your $100,000 list building infrastructure, system and processes should be in place.

It's then time to start working on those leads...

Your First List Building Funnel

The Next Step

If you are ready to start building your list, I've put together a Starter Package to get you started in the quickest and easiest way.

- Two hours of consultation via Skype
- A Landing Page
- A two-step Opt-in Form
- A Thank You Page
- A Delivery Page
- Free Funnel Hosting
- Autoresponder Integration
- Welcome Campaign for new subscriber
- Includes three Autoresponder Emails spaced over two weeks
- Suggestions for keeping your list 'warm'
- Email support to answer any list related questions

Once all this is done, you'll have a system and infrastructure that's automated and scalable, which is of the utmost necessity today if you want to survive with the fast-changing social economic and technological changes happening around us.

So email me right now. I'll be waiting to take this incredible journey with you.

Email: fmohidin@yourdigitalpublisher.com

Put '**List Building**' in the Subject and we can get the conversation going…

Regards and Best Wishes for your Business Ventures,
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