



**Debbie's**  
AFFILIATE FORMULA  
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# Debbie's

LIST BUILDING FORMULA

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# INTRODUCTION

You slowly wake up on a late Friday morning after a good night's sleep. The night before you got to see your favorite band play and it was fantastic. The music was phenomenal. You had a great time with your friends at the restaurant before the concert. It was truly a night to remember.

Your friends had to get up early for work, but you knew you could sleep in as late as you wanted to. You drink your morning coffee. You check your email. You even catch up with a few episodes of your favorite show. You're relaxed, and you take a moment to appreciate the life you've created for yourself.

True, some days you love to get up early and work for eight hours straight. You feel great when you put in a hard day's work, but last night you had already decided that this isn't one of those days. Today you want to take it easy.

Last night it was about having fun and today you intend to relax. But that doesn't mean that the day should be wasted; you can still make some money.

You start browsing the latest products on the affiliate network that you frequently visit. You're looking for a product that 20,000 people on your main email list will find interesting. And there it is, after some scrolling you managed to find a product that fits the interests of your email subscribers perfectly.

You've been researching it a lot over the past few days, and you've come to the decision that this product is what your subscribers would most likely be interested in. Today will be the day you tell them about it. This product has a high EPC (earnings per click) so you know the sales page converts well.

You sit down and draft a fun and informative email to your subscribers. You give them a few free tips like you usually do. You then begin to explain



to them what this product can really do for them. At the end you include your call to action and your affiliate link. You're done. All of this took less than an hour.

You can now spend your day doing the things you love. You might go to the beach, or for a long walk in the mountains. You could go see that new movie everyone is talking about before meeting an old friend for lunch at that new downtown restaurant you've been wanting to go to for a while now. Or you can stay at home and finish that book you've started reading and just relax. The possibilities are endless.

At the end of the day you check your PayPal account. Today you've made \$2,451. It's certainly not the most money you've earned, but it's not too bad either. More money will probably be deposited to your account from today's product offer over the next few days.

You plan on heading to bed early tonight, in the morning you and your significant other are flying out to Hawaii for a long weekend. You make sure to pack your laptop in case you feel like staying an extra week. Now you can do some work right from the beach. Being your own boss does have its merits.

I remember the moment that everything completely changed for me. My health started to deteriorate. I felt sick all the time, I was tired, and I was breaking out in hives. I had no idea what was going on. I found myself in the doctor's office and when she finally saw me, it was real. After talking to the doctor, she told me it was stress.

Wow... now it all made sense.

I had just watched a valued co-worker and friend pack up his desk because management told him that he was no longer needed. We worked together for 12 years! Everyone in the office was upset and crying. We were under new management and several co-workers were told they were getting let go. My friend was the model employee so no one saw this coming.

I remember feeling heartbroken as I watched him pack up his desk. After he gathered his belongings he looked back at the group with the look of



sadness and defeat in his eyes. Then he walked out the door and I remember thinking, “How can I come to work the next day?”. When I walked into the office the following day the energy in the room was unbearable. The management team was still going around informing people they were no longer needed and I remember thinking, “Am I next?”

The worst part, the new management team had already started replacing my colleagues with individuals who were not qualified to do the job. I found myself coming in early and staying late. Every day was a struggle for me to keep it together. It was harder to get up in the morning, but I just kept telling myself, “Debbie, at least it’s a steady paycheck.”

The reality was a paycheck didn’t make me happy. It just kept the creditors at bay.

All the stress I was experiencing was making my personal life miserable. I desperately needed to find a way to relieve that stress. I felt like I was backed into a corner and I couldn’t get out. The environment in the office was toxic. The “replacements” were rude and unprofessional.

I finally had enough!

That night I went home and I started to think about what else I could do to get out of this lifestyle. My laptop had been on and I decided to start searching for something... anything... that could get me out of my current situation. I searched work from home opportunities. That’s when I came across an opportunity to learn how to build my own business. I was skeptical at first, but I knew something had to change.



# THE “EMAIL LIST” LIFESTYLE

The story in the previous section is not a fantasy. Plenty of successful, full-time marketers have days like that all the time. I often spend my days doing the things I love and making plenty of money on autopilot. And all that thanks to my email list.

## SO, WHY DO YOU NEED A LIST?

For starters, having a large and responsive email list is the fastest way to bring in massive amounts of money. Instead of having to figure out where you're going to find new customers, you already have a large number of them in your email account. In fact, many of them have probably bought from you before and are willing to do so again.

If you have your own products, you can release them directly to your list and often see a ton of sales even on the first day.

You can do the same with affiliate products. If you regularly promote extremely valuable and high-quality products to your list, you're building trust and your subscribers will be more willing to buy from you. It's that simple.

If you are an internet marketer and you are not capturing email addresses for your list, you are leaving a lot of money on the table. Start building a list today, and take advantage of this amazing method. Don't worry, I'll walk you through the process and show you the secrets of exactly how I build my lists.



# GETTING STARTED

If you already don't have one, you need to sign up for an autoresponder service. This is the service that enables people to subscribe to your list and helps you send automated emails, or just broadcast when you want to.

You can create different email lists and choose what emails to send to each group. My favorite, and one of the most popular autoresponder service is AWeber.

You can sign up for a free trial to try it for a month free of charge. Once you have your AWeber account, you can find a ton of video tutorials on the Internet that will explain all the nuts and bolts of how this autoresponder works. You don't have to be an expert user; the basic understanding will get you covered in the beginning. When it's time to actually start building your list, you will learn pretty fast with a hands-on approach.

Now you will need a "website", it's in quotations because it doesn't exactly have to be a website. It can be also a place for you to host your squeeze page.

YOU HAVE TWO OPTIONS HERE:

## ***1. Pay monthly for a service like LeadPages***

The benefit of this option is that you don't have to bother with getting your own hosting and domain and you have all the tools necessary to start creating amazing-looking squeeze pages.

## ***2. Get your own hosting and domain name***

I would suggest using WordPress since it allows you to create your own website without hiring a web developer. You can then use WordPress plugins, such as OptimizePress to create your squeeze pages, sometimes called landing pages.



# LEAD MAGNETS AND WHY YOU NEED THEM

If you want people to join your mailing list, you have to give them an incentive to do so. You won't get many people to sign up by just saying, "Hey you! Sign up for my mailing list and I'll send you stuff to buy!" Instead, give them something of value in exchange for their e-mail address.

Enter lead magnets.

They are specially designed, usually digital, products that offer great value to your audience; more often than not, those are pdf reports, cheat sheets, checklists, etc. And that's the key to creating good lead magnets - they need be highly valuable and targeted.

For example, if you're building a list in the weight loss market, then give them a product that tells them how to lose weight. A common mistake new marketers often make is to hold back on their free giveaway products. You can always come up with more products later.

If you give your potential customer an amazing product for free that solves their problem and gets results, they will more easily decide to buy your paid products in the future. If the product is of such incredibly quality, they will be eager to pay for another product down the road. You want your customers to be thinking to themselves, "Wow, if this is how amazing the free product is, I wonder what I can expect from a paid product!"

If you're new to internet marketing, chances are that making your own product sounds like an intimidating task. But trust me, that's not that difficult. If you know the subject matter that you're talking about inside out, and have just a bit of creativity, then you can make a lead magnet yourself.

Another concern I often hear is that people say that they aren't a big name expert so they aren't qualified to create lead magnets on their own.



The truth is, you don't need to be a big name in the industry to create a product of value. All you need to do is give your audience the right information so that they can get the desired results. That's it! If your lead magnet can help people get the results that you promised them, then it's a good product.

So, how do you decide what your lead magnet should be? Let me illustrate; if your market is weight loss, create a product that explains a good weight loss diet plan and give your audience sample meal recipes. If your market is dating and seduction, then make a product based around overcoming the anxiety of approaching a woman at the bar. Do you see the pattern here? Solve a major problem for people in that market and keep it simple.

Now that you know what your product will be you need to research it. Imagine you have that same problem and go look for the information online. Go to article directories like EzineArticles, find YouTube videos, or just do a simple Google search. Find at least five good sources of information and study it. Take extensive notes. While you're learning you will probably come up with more ideas for products in the future. Write those ideas down for later use.

You might be thinking at this point that if it's that easy to get this information for free on the Internet, why would somebody want my product?

To put it simply - people tend to be lazy. They don't want to find multiple sources and study for a few hours. They want a quick fix. They want information conveniently laid out in front of them. That's what you're going to do. You're going to compile all of the useful information and give it to them in an easy to follow, step-by-step guide.

Writing a report doesn't have to be stressful, on the contrary, it can be quite fun. You just need to know how to structure it. And speaking of structure, a good report consists of three parts: introduction, body and conclusion.

The introduction should state what problem the report is going to solve for the client. Then in the body you should give a detailed, step-by-step guide to solving the problem at hand. And finally, in the conclusion you should





give a short summary of everything you mentioned and ask your readers to take the next step with a nice, straight-forward CTA (call-to-action).

However, if you feel that you're not up to the task of creating a lead magnet yourself, you can always hire freelancers to do it for you.

You can find freelancers to hire on sites like UpWork, Fiverr and FreeLancer and many of them have probably already had previous experience writing lead magnets.

[If you'd like to start running solo ad campaigns yourself, my easy-to-follow "Debbie's Affiliate Blueprint" will prove to be an indispensable asset for you. It will break down every single step for you and allow you to take full advantage of this underused traffic source.](#)





# SETTING UP YOUR SQUEEZE PAGE (LANDING PAGE)

Now that you have a lead magnet, it's time to think about where you're going to host your squeeze page.

I already mentioned the two options that you have. You can either start using services such as LeadPages where you can design and host your squeeze page or you can find your own hosting, get yourself a domain name and build your own website.

Whatever option you choose, you should start creating separate squeeze pages where you'll be giving your lead magnet for free. Your visitors will be able to download this lead magnet by leaving their contact information on the opt-in form (their name and email address is all you need).

The copy on your squeeze page needs to be lead magnet-oriented. You should focus on your target audience's pain points and list the benefits of downloading the product/lead magnet.

A standard format for writing this kind of copy is:

- ***This is what I have***

You tell them what your free product is.

- ***This is what it does***

You explain to them how your product works.

- ***This is what it can do for you***

You list the pain points of your audience that can be alleviated by downloading your free product.

- ***This is what I want you to do next***



You ask them to download your product by clicking on the CTA button and leaving their contact information.

Once people have inputted their contact information, they will be added to your list. Your autoresponder will then direct them to a page of your choosing.

I send my new leads to a simple “thank you” page.

Here I thank them for their interest, I tell them that their free product will be sent to them in a couple of minutes. Then, I tell them that while they are waiting, I want them to take a quick look at something that I think can really benefit them. This is where I pitch a one-time offer, either a product I have created, or an affiliate product.

You should always have a one-time offer. There is no sense in leaving the money on the table when they may be willing to buy right from the beginning.

Now you must make sure to set your autoresponder to send out an email instantly after someone has opted-in to your list. This email should have a link to wherever you are hosting your free product for them to download.

As you can see, this can all be done without having your own website or spending too much time. Everything is automated and you get to make money on autopilot even when you're having a fun night out.





# DRIVE TRAFFIC TO YOUR FREE PRODUCT

Now that you have your website or squeeze page set up and ready to go, you need to start sending traffic to it. The more targeted traffic you get to your website, the more people will be signing up to your list.

There are plenty of ways to get traffic to your site and I'll cover a few of the most popular ones here:

## FACEBOOK

Facebook is the largest social media website in the world with almost 2 billion active users each month. It's easy to tap into these enormous amounts of traffic by starting a Facebook advertising campaign.

Facebook is great since it has amazing targeting options that will reach just the type of audience you want. Plus, their ads aren't expensive. I definitely recommend starting your lead generating system by advertising on Facebook.

## BANNER ADS

You can create an account on one of the advertising networks; Google AdWords being the biggest one of them. If you start with Google AdWords, you can specify targeting options on the basis of keywords used, location and demographics.

Then your banner ads would show up on topic-oriented websites and to relevant people.



## FORUM ADVERTISING

You can start forum advertising by joining a large niche oriented public forum. When you contribute to discussions and try to give as much helpful advice as possible you get better reputation.

In forums, there's no direct advertising, but you can put a link to your free product page in your forum signature and get the traction that way. The better your reputation score is, the more people will be clicking on your free product offer.

## EMAIL ADS (SOLO ADS)

These can be a great way to grow your list fast. Essentially, you are paying people who already have large email lists within your market to promote your free offer to their subscribers.

You can usually work out an arrangement with these list holders where they need to provide a minimum number of clicks that go through to your page. If they can't provide that minimum, then they have to keep running the ad until the prearranged number of clicks is reached.

You can find people with email lists on SafeSwaps.

Remember, you don't need to stick to just one form of traffic. You can try them all and see what works best for you. You can then focus on the one or two that seem to bring in the most leads.

[Check out my "Debbie's Affiliate Blueprint" course to learn a step-by-step process of getting started and with solo ads and running successful campaigns. It's a great way to take advantage of other people's highly targeted traffic.](#)



# HOW TO TREAT YOUR LIST

Now that you have started building an email list, you can't just start bombarding them with affiliate offers every day. You need to build a relationship with your list first. You need to build trust. If you do this, then you will get a much better response when you send them offers. If you treat your list the wrong way, they will be quick to unsubscribe and all your list building efforts will have been for nothing.

To build a relationship with your list you should regularly send them quality content for free. It doesn't have to be a lot. Just a few free tips here and there, something that will be of value to them. After a couple of emails like these, you can start sending them offer emails.

A good formula to follow is three content emails, one offer email, and repeat.

Try not to email too often as that will only have a negative effect. Nobody wants their inbox besieged by the same person twice a day. Personally, I like to wait at least three to four days before I send my next email to my subscribers, and I wouldn't recommend sending email more often than that.

However, I would make sure to send an email at least once a week, that's what I consider to be the optimal rate. If you wait too long between emails, your relationship will get cold and they won't be as responsive to your offers.

# THE WRAP UP

So, there you have it. You now have all the information you need to start building your own email list. Just remember that list building is an ongoing process.

You should always aim at growing and maintaining your list as some of your subscribers will be unsubscribing as the time passes.

Your list will be a consistent source of traffic, easily available whenever you need it, and for that reason you should always strive toward growing your list and making your subscribers happy with the high-quality content and offers.

Treat your list right, and they will treat you right.

[To find out more about how to successfully build great lists I suggest you take a look at my “Debbie’s Affiliate Blueprint”.](#)  
[In there, you’ll learn everything from finding solo ad providers, writing amazing blast emails to plugging it into your autoresponder.](#)

