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# **Inside Look: Bringing Sexy Back to Email List Management**

How Much Money  
Are You Leaving on the Table?

by Nicole Dean, [IncomeCPR.com](http://IncomeCPR.com)

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## About Nicole:



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work. She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy & Einstein.

## Resources from Nicole

Learn the secret shortcut that many marketers use to stop working so darned hard  
[Quality PLR Articles & Reports](#)

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Find out how Nicole has gotten a waiting list of people who want her to steal their web traffic: [How to Guest Blog](#)

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Jimmy D. Brown called her Wonder Woman when she was his Affiliate Manager. Why? She got more done in a day than he thought she'd accomplish in a month.

**Check it out here:** [How do you have a Business AND a Life at the Same Time](#)

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Are you ready to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you? **Check out:** [How to Sell Your Products on Clickbank](#)

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Learn how to Blog without Going Bonkers: [Blog CPR](#)

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**Table of Contents**

About Nicole: .....3

Resources from Nicole .....3

Introduction to New Members and Review for Existing Members .....5

The Back Story.....7

First Things First: Why Is This So Important?.....8

    The three main types of lists.....8

    Other Types of Lists.....10

Your Leads List. Let's Show Some Love – and Make it Lucrative.....12

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## **Introduction to New Members and Review for Existing Members**

Hey! Welcome to Income CPR. I'm so very excited about this project. You see, my passion is helping infoproduct sellers (whether you're selling ebooks, tutorial videos, or even PLR products) to make lots more money without working so darned hard.

I love blogging on my blog at NicoleontheNet.com but the problem is that most of the people that read my blog are not info product sellers – so a lot of the stuff I wanted to talk about on the blog wasn't quite appropriate for that audience.

When I do private coaching, the requirement I have is that the person has an infoproduct in place already. With my particular skillset and interests, those are the people who I can impact the most - quickest.

So, I decided that I wanted to create a place where I could build a community of infoproduct sellers – which will begin with this newsletter.

### **What you Can Expect with your Membership**

The first thing you'll get, obviously, is these monthly reports. I noticed that my coaching clients were very visual like I am. (As are the majority of people.) What was happening was that I'd explain something to them, but I'd still hear the hesitation in their voices or I could feel it in Instant Messenger. So, I'd pull up Skype and SHOW them on my own computer - an example of what I'd done that was similar and WHY. Immediately they got it. That's my goal here.

### **What Else Will You Get?**

Every month, as you read your lesson, please take notes, especially jotting down your questions. I will try to be as thorough as possible, but I can't read your mind and don't know when I'll skim over information that confuses you. Please send me your questions related to the monthly lesson and I will answer them the next month. (Details where you should send questions will be in the members area.)

Of course, this isn't personal coaching, so the questions have to be directly related to the material in the lesson. :) And, remember they will be published, so include your name and URL if you'd like the exposure.

I'll also share what did NOT work in my business, and why. ;)

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### **That's NOT All...**

I'm also going to recruit affiliates for you.

If you've got an affiliate program in place, and you have articles that you've published, you're going to want to submit them to [www.FreeAffiliateArticles.com](http://www.FreeAffiliateArticles.com)

Up until now, the ONLY people who have been able to submit articles there have been me, my personal friends, and my coaching clients. So, it's a perk of your membership.

PLUS – there is a blog broadcast that will send your article out to interested affiliates.

Please note, if you should cancel your membership, your account over there will be disabled and you won't be able to submit any more articles.

### **This JUST Added...**

You also get special offers so you can save money on products and services that you might be interested in. You'll find the link in the members area. Of course, don't buy stuff you don't need – but, if you see something in there that can help your business – I hope it'll help you save some bucks. :)

ok. On to the fun.



This is a SNEAK PEEK ONLY.

To read this entire report, you'll need to be a member of my private club at [www.IncomeCPR.com](http://www.IncomeCPR.com) before July 1, 2011.

Use coupon "9FF1" to save 50% on the first month's membership.

**YOU** are in control and may cancel anytime  
from inside your own paypal account.

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## **The Back Story**

I usually have a few coaching clients at any time. Because I dedicate a lot of time and energy (and love) to them, I keep the numbers very limited.

The other day I realized just how stinkin' smart my coaching clients are. The first thing I thought was how honored I was that they would turn to little ol' me for business help. The second thing I thought was how funny it is that there is one common area of business that seems to stump them all without exception.

Their mailing lists.

I ended up getting on Skype screenshare with one of my coaching clients just last week, because the thought of organizing all of his lists was frustrating to him. And this is a guy that is a consultant for Fortune 100 companies.

So the first thing I want you to do is to take a deep breath and stop beating yourself up if you're confused by how to manage all of your email lists.

It can be as complicated – or as simple as you'd like to make it.

I know, I know – this topic isn't as exciting as, say, how to make a gajillion dollars in half an hour while lying on the beach sipping an umbrella drink. But it's essential to your online business, especially as you grow larger.

Let me be blunt: You CANNOT have a successful online business without having an effective plan for running and administering your email lists. You've heard the saying, "The money's in the list," right? Well, you can't get the money OUT of the list until you have a way to organize, administer, and use your lists.

Sound a little more attractive now? Just wait. I'm gonna bring "Sexy" back to email list management, and I'm taking you along for the ride.

Let's dig in. :)

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## **First Things First: Why Is This So Important?**

We can all agree that web traffic is important, even critical, to an online business. And web traffic is nothing more than getting the eyeballs of people to view what you want them to – when you want them to. Hopefully in large volumes.

What if there was a way that you could instantly get thousands of eyeballs looking at your blog or infoproduct or marketing message on demand? When you want. Where you want.

Eyeballs on demand?! Whenever you want?

You can. It's called your mailing lists. It's the fastest way, in my opinion, to get traffic to anything you want, as quickly as you need.

Important Caveat. → This is assuming you don't screw it up. ;) You've got to treat your people (I.e. the holders of the eyeballs and the wallets) very well in order to get traffic on demand.

## **Why Are My Coaching Clients Confused?**

If you're asking “Why are her coaching clients so confused?” then I'm a little worried. In fact, email lists are like kids. If you don't see how they can be overwhelming, confusing, and downright pull-you-hair-out frustrating, you probably don't have any.

Lists, again like kids, get out of control quickly – particularly when you have more than one.

And as a professional online infoproduct provider, you've hopefully got all kinds of lists, even if you don't have any children. If not, we need to start there (with the lists, not the kids! You're on your own when it comes to procreation!).

## **The three main types of lists**

There are three main types of lists. They are...

### **1. Leads/Prospects.**

Your leads are the people who opted in to receive free information of some sort.

They could have opted in for any of these things (but typically, they signed up to get something for free, unless you are related to them):

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- An ecourse
- Blog updates
- Notifications about a topic
- Short report
- Audio
- Video series
- Free consultation

Some call this the “freebie-seeker” list and claim it's worthless. I disagree. This list of email addresses is valuable, but it is not, in my experience, my most valuable list by far.

Let's get into the others.

### **2. Customers.**

These are people who have spent any amount of money with you, from a \$1 trial to a \$1000 coaching program. At some point there was a trading of their money for something you had to offer.

Similar to the list above, the offer could have been anything – as long as the customer paid for it.

- Small report
- PLR
- Audio
- Webinar
- Coaching
- Video training

Your customer list is **GOLDEN**.

That's important enough to repeat. Your customer list is **GOLDEN**. Why? Because these are people who:

- You've already established enough trust with that they're willing to trade their hard-earned cash for your product
- Want something you're selling
- Have money (people with no money, however nice, are not going to come over to feed your kids dinner or bring flashlights when the power gets turned off)

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### 3. Affiliates.

Your list of affiliates is the third type of list that I'll mention. I like to break this list down into two parts – my general list of affiliates and a separate list of JV partners who are friends (and are rain-makers when it comes to promoting). But, we'll get to that in a later lesson. The important thing is that they've signed up to promote your product or service.

If you tragically lost your leads and customer lists – you could still rebuild your business if you still have your affiliate list. Value it. Coddle it. Take it out for a nice bottle of Chianti every now and then.

### Other Types of Lists

You have other types of lists, too. You may not realize they're lists, but they are important to mention, nonetheless. While I'm not going to focus on these – keep in mind that they are assets, too.

#### 1. RSS Subscribers.

I'd like to use my friend, Pat Flynn of SmartPassiveIncome.com, as an example. He has nearly 25,000 RSS subscribers to his blog. That's an impressive amount. Every time he posts a new blog post, it goes in front of all of those people. I'd call that a list.

You have RSS feeds all over the place. Obviously your blog is the most important, but you also have other RSS feeds, including EzineArticles and FreeAffiliateArticles.com – for instance, mine is <http://freeaffiliatearticles.com/wp/author/nicole-dean/feed/>

So, everywhere you're posting content regularly, you benefit from that feed (ie. List), as well.

#### 2. YouTube Subscribers.

YouTube is really cool for traffic. Yes, we'll have an IncomeCPR.com lesson on that, soon. But, again, the more subscribers that you have to your channel – the more people who will immediately and automatically be exposed to each of your new videos as they're published.

For instance, if you have 500 subscribers to your YouTube channel – then every time you post a new video, that's pretty cool. They'll have it in their stream or updates.

Now, what if you had 15000 rabid subscribers who followed you like crazy and couldn't wait until you released your next video. That's a nice list to have!

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And, what if you were like some of the people on the next page who have over a million subscribers? I'd be willing to bet that every time they release a new video, it instantly gets a high number of views – just from their existing subscribers.

The screenshot shows a YouTube channel page with a grid of channel thumbnails and a video player. The thumbnails are arranged in a grid, each showing a channel name, video count, and subscriber count. The video player on the right shows a video titled "The Darkness II Videos" with a duration of 1:40. The video player also displays the text "Can You Survive The Journey To Hell & Back? Find Out, See Trailers Now!" and "2KGames 47,870 views".

Channel Name	Videos	Subscribers
nigahiga	89	3,815,280
RayWilliamJohnson	199	3,777,204
smosh	177	2,655,716
machinima	15,423	2,650,284
ShaneDawsonTV	159	2,550,027
Fred	88	2,249,975
collegehumor	1,250	1,943,607
realannoyingorange	85	1,918,864
MysteryGuitarMan	144	1,914,288
ShaneDawsonTV2	174	1,756,669
sxephil	703	1,636,453
kevjumba	74	1,629,255
failblog	813	1,566,562
freddiew	98	1,564,591
davedays	58	1,454,552
barelypolitical	606	1,437,675
MichellePhan	153	1,384,832
KassemG	189	1,353,724
kidrauhl	72	1,228,596
machinimarespawn	8,903	1,184,883
thelonelyisland	75	1,162,162
ijustine	442	1,160,940
IGNentertainment	50,404	1,091,311
universalmusicgroup	4	1,088,997

### 3. Twitter Followers.

Let's talk Twitter. I'm not a big Twitter user anymore. In fact I don't know many people who spend a great deal of time on Twitter since Facebook came into being. However, I do have over 20,000 followers on Twitter – so I'm not going to just throw that away. It's a list. :) I'll bet you knew I was going to say that.

While I don't actively manage my Twitter list, I do feed several of my blogs into my Twitter stream. And, every time I post a new blog post, I do see regular (albeit small) traffic come from Twitter. Therefore, I consider it valuable to me.

### 4. Facebook Fan Page Followers.

We can't mention Twitter without Facebook. Example:

<http://www.facebook.com/pages/Run-Like-a-Mother-The-Book/317268647037>

ok. You get the picture.

Now let's get back to how to plan and organize your email lists.

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## **I KNOW This Isn't the Sexiest Topic You'll Read.**

Alright. Let's get this out of the way right away. I know the topic of organizing and strategizing your lists feels far from sexy. It's not fun and fabulously interesting like Web Traffic or Social Media, but I bet it's getting a little more attractive to you already. I told you I was bringing Sexy back... me and Justin Timberlake, we're like that.

Anyway, sexy or not, it's essential to your growth. So, grab a pen and let's get this done. :)

## **Your Leads List. Let's Show Some Love – and Make it Lucrative.**

Let's tackle your leads/prospects first. Then we'll get into your customers.

There's one thing that I learned many moons ago and that is that the more targeted your leads list is, the better you can sell stuff to them. I'm sure you've heard that before, as did I, but I didn't quite understand it until I started to see the results.

My first list was an ecourse for work at home moms – at ShowMomtheMoney.com. It's still there, but I caution you not to sign up for it. It's terrible.

Every single time I sat down to write to that list, I would freeze up.

- Do they want stuff about Home Party Plans?
- Are they interested in blogging?
- Maybe they want to start a business from their homes like tutoring or daycare?
- Do they want to know how to manage working from home with their home life?
- What the heck do these people want?

It was a train wreck and I gladly admit that.

Not only did I not know who I was talking to. I didn't know what they wanted help with.

I was throwing darts with my eyes closed – hoping that one would stick close to the target. And, it really was ineffective.

My next foray into list building that's worth mentioning was an ecourse that I set up one day about Web Traffic. It's still live at [www.WebTrafficBasics.com](http://www.WebTrafficBasics.com)

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Are you tired of paying for Advertising? Keep reading...

The question I get asked most  
by Online Business Owners is

**"How can I get free Traffic  
to my Website or Blog?"**

Hi! I'm Nicole Dean, Online Business Expert and I have been earning  
a full time living online since 2004.



For several years, my goal has been to help the little guys and gals to  
succeed.

Recently, I collected questions from women in business, and the most common question  
asked was "How can I find free advertising?"

**The result is this free tutorial.**

This is NOT a big Guru course.

I knew what I wanted to cover. I knew who I was talking to. (I had chosen my target person  
and knew what types of information would help that person to generate more web traffic.)

I was closer, but I didn't realize how much closer until I started to promote it.

I felt GOOD creating this ecourse. I wrapped up all 30 lessons, had them loaded into the  
autoresponder, and started promoting it. Not only was the feedback good, but (**gasp**) people  
were actually BUYING stuff.

I was shocked.

The next experiment that I decided to try was on the topic of PLR.

You may actually have seen or be on this list already, but the squeeze page is at  
<http://www.easyprivatelabelarticles.com> It looks like this:

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## Want to Know The Secret Shortcut of Many Profitable Blogs and Websites?

Many of the top bloggers and website owners have a **secret weapon** that saves them time and makes them money. Now you can have access to that shortcut, too.

**Private Label Rights (PLR) Articles** are the perfect solution for many internet business owners who need fresh content for their websites or blogs but do not wish to write it from scratch or pay someone to create original content for them.

You may be surprised how many online marketers use this secret little "shortcut".

**However, there is a right way and a wrong way to use PLR products. Honestly, much of it really stinks.**

If you're new to PLR or you just want to **save some cash on QUALITY PLR articles and reports** - subscribe to this free PLR eCourse and I'll show you the ropes.

Over the years, I've played with the angle on this page a bit, but the overall thing I want you to take from this is that it's highly targeted (although it can, of course, always be improved).

I know exactly who I'm talking to – and they know exactly what they'll be getting.

And, yes, this is probably my most profitable free list – as far as direct income goes.

I also like to use my free lists for word-of-mouth. Even if they don't buy anything, they're freebie seekers, right? So they'll probably share my freebies with others – if given permission to do so.

So, I have several lists where they are free – but the entire goal of them is to get the people to share the freebies with others.

You'll recognize this site - [www.FreeAffiliateArticles.com](http://www.FreeAffiliateArticles.com)

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# Free Affiliate Articles

Free Reprint Articles that Make You Money! Reprint These Articles with YOUR Affiliate Link in the Author Bio.

**1.Copy 2.Paste 3.Profit!**

HOME ABOUT SUBMIT YOUR ARTICLES VIEW ALL AUTHORS

## How to Get Healthier and Wealthier at the Same Time

By Nicole Dean

Here's little quiz for you. 1. Do you love to eat? Ice cream, chips, fried foods, big slices of fresh bread, chocolate, cheese, sauces... Any of those making you drool? 2. Are you slacking off on the amount of exercise you should be doing? Making excuses to get out that exercise video, go to the [...]

Categories : [Blogging](#), [Health and the Body](#), [Nicole Dean](#)

## Growing the Seeds of Your Business

By Donna Price

After working with many business owners I have come to the conclusion that the seed of business is vision. Before you can build an abundant practice or business you must have a clear and compelling vision. The vision is the seed that you grow, the initial dream. It goes beyond the daydream of success and [...]

Categories : [Service Business](#), [Solopreneurs & Business](#)



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Yes, the list for that site is people searching for free articles that they can post on their blogs to make money, BUT – I still benefit by recruiting affiliates through the site.

Another example of mine is this site: [www.BrandableStuff.com](http://www.BrandableStuff.com)

# Brandable STUFF

Bringing You Money Making Content From Top Affiliate Programs

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Already a member? [Click here for Brandable Reports.](#)

## Make Money Online Without Selling a Thing or Spending a Penny!

### Get Paid to Give Stuff Away!

Dear Future Internet Marketing Success Story (yes, I mean YOU!),

I know it's hard to believe, but you **CAN** make money on the Internet without pushing a sale down your prospective buyers throat.

Actually, there are a few ways to do it, but the one I'm going to tell you about has a quality few of the others have....

**IT'S FUN TO DO!**

Give Stuff Away! Yes, I said **GIVE...NO COST - FOR FREE!** You get the picture.

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Yes, I'm embracing the freebie seekers – and turning them into viral marketing assistants.

But, I digress. You've already read enough courses about marketing to your leads lists.

The examples above are mainly to emphasize the following points:

1. Having very targeted lists is essential to your success. (Not all pet lovers, but dog owners or preferably one breed like "Beagle Owners".)
2. Knowing exactly who you're talking to will make it easier to communicate with your lists and also will make you more money. (Example: "Hey new mom – Tired of still looking pregnant months after the baby is born? Let me help you to drop that post-baby weight fast – in only 15 minutes per day".)
3. Freebie seekers can be more valuable than you might think.

On to your customer lists...

### **This is the end of the sneak peek.**

To read this entire report, you'll need to be a member of my private club at [www.IncomeCPR.com](http://www.IncomeCPR.com) before July 1, 2011.

Use coupon "9FF1" to save 50% on the first month's membership.

I hope to see you there!

