

Rex Harris and Joe Sansoucie present...



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And now...

30 Minute Marketing System

At the beginning of every one of our webinars, we ask our students **“What Is The Number One Priority of EVERY Internet Marketer?”** Those who have been with us for a while reply, in absolute confidence...

BUILD YOUR LIST!

Every time you post an ad or link for the purpose of driving traffic, you're mission **SHOULD** be the development of your mailing list.

ALL of the sales and sign ups you are looking for WILL be found in your mailing list, NOT your traffic resource.

*If you are not advertising a free incentive for the purpose of generating opt-ins, then **all of the advertising you are doing online is an ENORMOUS waste of time** and the **ONLY** possible outcome is **FAILURE!** Yes, that's bold, but it's the unfortunate truth.*

For the last decade and beyond, people have been trained to promote their business opportunities at face value through affiliate links and ads that focus only on the opportunity.

Regardless of whether you are targeting Internet marketers with compensation plans or a market based on your product, if you are using the Internet, then YOU MUST assemble a marketing system and **build your list first.**

This concept has posed many problems for most of the people who try their hand at Internet marketing. Not only has **the expense** of developing a system, for the purposes of building a list, **been outrageous**, the skills required to build a system have required more time to learn than most marketers would like to invest.

Most of the people who have turned to the Internet, to make money, want to do so quickly... they don't want to spend months learning how to create and develop a system.

Many who have tried to develop their own systems have done so with little success. Not only has content creation been a problem, the creation of graphics and pages with a professional appeal has gone the route of amateur in appearance for most self starters as well.

Fortunately, **there is now a simple solution for ANYONE who wants to start doing things the right way** and set up a simple, professional system that will easily begin to generate opt-ins within minutes of completion... just advertise your incentive!

Yes, it really is that easy now!

In fact, once you get it down, you will be able to **create a marketing system that will easily generate 30 or more opt-ins daily, in less than a half an hour...** as often as you want!

Before we get into the tools, let's take a moment to discuss how Internet marketing and

advertising SHOULD be conducted:

The key to success as an Internet marketer is in the understanding that you must FIRST put something in before you will ever get anything out!

This is easily accomplished using an INCENTIVE based advertising and marketing system. In short, ***an incentive is something that you give away, at no cost, in trade for a name, e-mail address and/or phone number... a lead.*** An incentive can be just about anything you want to give away. However, when it comes to reaching your target audience, an informational package (report, e-book, video, etc.) that helps them answer a question or solve a problem works very well.

Once your incentive has been created then it's simply a matter of advertising it and giving away as many copies as you possibly can. Your target audience will opt-in based on your ability to OFFER them something they need without a lot of hype and bullsh**. They will stay on your list, buy your products and join your opportunities when your incentive delivers what is promised.

A great incentive will not only contain INCREDIBLY VAULUABLE information, it will also contain link references to resources, programs, and services you are currently using, successfully. When those references point to affiliate links, not only are you giving great value and building your list, you are also earning referral commissions which you can use to put back into your business, or deposit into that bank as good old fashioned PROFIT!

Now that we have an understanding as to HOW incentive based marketing works, let's take a look at the key components that make all of this work:

- 1.) **Subject lines and Sales Letters** for e-mail advertising purposes. The best way to build your list is through e-mail advertising. Solo ads via many of the major safe lists, ad exchanges and even some traffic exchanges work very well for converting traffic into opt-ins. Your subject lines must be bold! When creating subject lines titles and content, instead of trying to use the same tired content everyone else is using, just tell people what you are going to show them how to do.

A good way to create powerful content is to always use the phrase "*I can show you how to*" before any line of text you create. For example, if I want to show people how to generate 20 to 30 opt-ins per day, I would think to myself "I can show you how to generate" and the complete that thought with "**20 to 30 opt-ins daily using Traffic Exchanges!**" Make sense?

- 2.) **A Splash Page:** A splash page is the page that ALL of your website traffic is directed to first. The splash page has one job... to sell a click on a button that leads to a capture page. Your splash page will generally consist of a strong TITLE, then a SUB-TITLE, up to 3 BULLET POINTS and a CLICK HERE button, something like this...

5000 HITS An Hour W/ Traffic Exchanges!



NEW UNDERGROUND STRATEGY ALLOWS YOU TO GENERATE 5000 CLICK CREDITS HOURLY!

- This is **ABSOLUTELY Free!**

CLICK HERE NOW

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3.) **A Lead Capture Page:** This is the page containing the form where people opt-in to your mailing list to receive the free incentive they have requested from you. This page has one job... to sell the reader on the fact that YOU HAVE WHAT THEY NEED, and all they have to do to get it is to fill out a simple form.

750 Solo & 750,000 Banner Ads FREE!

NEW REPORT EXPOSES ADMIN CODES THAT UNLOCK \$1000'S IN FREE ADS!

- Easy Access to **FREE Advertising on More than 100 Sites!**
- **Totally FREE! No Purchase Necessary!**
- **Fill out the form below for INSTANT ACCESS!**

Name

Email

Get My Codes!

4.) **A Thank You Page:** The thank you page is an instructional page that directs the subscriber as to the next step in the process. A good thank you page will direct the

reader back to their inbox to confirm their subscription to your list.

- 5.) **A Confirmation Letter:** This is the e-mail that is sent to the subscriber when they fill out the form on your lead capture page. This e-mail contains a link in which the subscriber will click to confirmation (double opt-in) their request. This link will redirect them to either a confirmation page, or it may also be used to generate the first visit to the sales page you are promoting.
- 6.) **A Product Letter:** This letter is contains the download link for the free incentive your subscriber opted in to receive. This letter is not written to SELL anything. The only purpose of this letter is to deliver the promised incentive and provide the subscriber with your contact information, should they have any issues downloading the product.
- 7.) **First Follow Up Letter:** This letter is sent by your auto responder the day after your subscriber has opted in to your list. This is strictly a customer service based letter that simply checks in to make sure all has gone well with the request, and once again, provides a way for the subscriber to contact you in the event a glitch may have been encountered.

These are the basic components of a marketing system. With the right tools, a system can be set up in a very short period of time.

Here is the list of tools that we recommend for the development of your marketing system:

Splash Page Maker: In our experience, the best splash page utility available today is through Instant Splash. You can get started for free but we encourage you to upgrade and take advantage of the easy affiliate commissions offered there. With Instant Splash you can create as many splash pages as you like. Simply follow the steps in the splash page creation form and you are in business. These pages are fully customizable! Add your picture, add a video... you can even add a capture form and create both your lead capture and splash page. These pages are hosted for you, automatically, so you don't have to worry about domain names or hosting. Simply create your page, grab your link and you are ready to advertise your incentive! Sign up for your free Instant Splash account by [clicking here](#).

Auto Response System (a.k.a. Auto responder): We use and recommend Traffic Wave for your mailing list management needs. Traffic Wave offers you everything you need to build your list, follow up with your subscribers automatically, broadcast and more. The system will even create your capture pages for you making it easy to link up with Instant Splash! Get started with Traffic Wave by [clicking here](#).

Incentive: On a personal note, I'm a huge fan of those who chose to create their own incentives. The key to a successful mailing list is in its' ability to build a relationship with your readers. This is done, of course, through your ability to communicate with your audience. However, if you do not have time to create your own incentive, TrafficSurge offer an e-book rebranding system that provides you with a new incentive, to give away, every two weeks. These incentives include marketing materials like banners and log in ads as well as the first two letters of your auto response series! Also included are all of the titles, subtitles and bullet points you need to create an awesome splash page... just copy and paste your way to a killer mailing list!

[Click here](#) to learn more about the Traffic Surge Rebranding System!

Now that we have given you a good idea as to how this works, as a formula, let's see how it works in real time. Click the link below to view our free video presentation!

[VIDEO ACCESS LINK!](#)

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