



Bum Marketing List Builder Strategy

Learn How To Build Your Mailing List From Day One Using
This Guide...Without Having To Risk Any Money Just Yet!

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Introduction:

If you are reading this report, then chances are that you already know what bum marketing is. If not, here's my definition of it:

"Bum marketing is writing and submitting articles to article directories (especially [Ezinearticles.com](http://ezinearticles.com)) with the sole intention of directing readers to an affiliate salespage, and hopefully converting some of those readers into affiliate commissions."

Now, there are many variations of bum marketing, but the focal point is that it involves zero financial investments. The "bum" term meaning that even a bum off the street could walk into a library, and theoretically start generating affiliate income right away, with no out of pocket expenses.

Travis Sago coined the phrase "bum marketing" a couple of years ago, and if you haven't already, I highly recommend signing up for his free ecourse at <http://www.bummarketingmethod.com>. The ecourse is not only informative (and entertaining), but the tips he emails out to his subscribers do contain additional bum strategies that will help you in your marketing efforts.

In this report, I will only be focusing on one article directory

(Ezinearticles.com) and one affiliate marketplace (Clickbank.com).

Why?

Just for simplicity's sake. Can you submit your articles to other article directories? You sure can, but Ezinearticles.com is the big dog at the moment (meaning that Google loves them and ranks their articles very well) and you will find out that you will be getting most of your traffic/readers from them.

You can also apply what you learn here to affiliate products not associated with Clickbank.com (like Paydotcom, Commission Junction, etc). To better explain the strategy and avoid confusion, I am just going to focus on Clickbank.

One Problem With Bum Marketing:

Whenever I see a discussion on bum marketing, there is almost always a reference to building a mailing list.

If you have been involved in internet marketing (or any business for that matter) for any length of time, you have probably heard the phrase "the money is in the list."

And it makes sense, right? By getting someone to sign up for your mailing list, you are given the opportunity to market to that individual multiple times. This can result in multiple sales.

If you made a one time commission of \$30, then the value of that

person is \$30.

But, once you get someone to sign up for your mailing list, you have the potential of making 1, 2, 5, 10 or more sales from that single person. Now the value of that individual is much more than \$30.

Not only are you getting multiple times to convert these people into sales, you are also developing an ongoing relationship with them. This will make promoting to them easier because they have a bond with you. This added trust will translate into more sales for you.

Ok, so you get how important it is to start developing your mailing list as soon as possible. But how do you do that the bum marketing way (ie. without spending a penny)?

Normally, I would just recommend that the bum marketer pay for an autoresponder to take care of their mailing list needs.

But man, bum marketers are stubborn when it comes to spending money on their businesses. They just don't want to risk any of their funds just yet (well, not until they start making some affiliate commissions anyway).

So to help them, I developed the Bum Marketing List Builder Strategy.

How To Build A List Without Spending A Dime:

Before getting into the actual strategy, I'd like to first talk about mailing lists and autoresponders.

If someone told you to go "build a list", would you know what that meant or how to accomplish that? Many people, especially those newer to the IM field, wouldn't know the exact steps to take or the tools to use to effectively start and maintain a list of subscribers.

Today's internet marketers use autoresponders to handle their mailing list management.

But, they don't just use any autoresponder. Some tools available will not only be highly ineffective, but they can also severely hurt the efforts you are making.

What about mailing list software?

I'd stay clear of them. With the CAN SPAM Act, the only way to ensure that you will not be accused of sending spam is to have the reader "double opt in" to your list. This means that you ask them to join your list, and then you send them an email confirming their request. As far as I know, mailing list software programs don't do this, and this will leave you open to a spam accusation (which could get you blacklisted with your ISP as well as other not so nice consequences associated with sending spam).

What about free autoresponders?

If you do a search for free autoresponders, you will find plenty to choose from. But I wouldn't touch them with a ten foot pole.

Why?

As with mailing list software, many free autoresponders get blacklisted (it doesn't help that spammers frequently use these autoresponders).

Also, the delivery rates of free autoresponders are horrible (the "delivery rate" is the percentage of total emails that actually get delivered to the people on your mailing list). I have heard stories of marketers who work their butts off building up this giant list on a free autoresponder, only to find out that their delivery rate is just 10%. That means that out of every ten people they sent a message to, only one person actually received it in their email inbox.

But that isn't the end of it.

Let's say that you took your chances of getting blacklisted and went ahead and used a free autoresponder. Sure, only 10-25% of the people on your list will get your messages, but that's better than nothing and it is free. So you are fine with it.

At some point, you will get tired of all the negative aspects associated with this free autoresponder and will be in the position to invest in some paid autoresponder service.

Do you think you can just transfer your mailing list from the free autoresponder to the paid one? I'm sorry to say that isn't the case.

To move your mailing list to the paid autoresponder you are going to have to get everyone on your list to opt in AGAIN to your new autoresponder.

Why does this matter? Because a huge percentage of your mailing list

won't opt in, especially when you had only been delivering 10-25% of the messages.

There are a few things you can do to increase the percentage of those opting in (like offering a free report), but you'd be lucky to get 50% of your old list to move over into your new autoresponder.

And that's an awful lot of wasted energy (not to mention all the current and future income you will never see).

So what is a bum marketer to do?

The Answer: Getresponse's Free Autoresponder

I know what you are thinking, "Didn't he just get done telling me why I should stay away from free autoresponders?"

Yes I did. But the [Getresponse](#) free autoresponder service is an exception to the rule, and it is the key to the Bum Marketing List Builder Strategy.

There are probably several dozen autoresponder services to choose from. But if you ask most experienced internet marketers which service they use, you will most like get two answers: Getresponse and Aweber.

They both have great delivery rates, they are well respected by internet service providers and don't get blacklisted, and they make managing your mailing lists a breeze (setting up your follow up messages, sending

out mass broadcasts, etc).

But I am going to eliminate Aweber for two reasons:

1. They don't have a free version (at the time of this writing). Aweber does have a trial period where if you aren't satisfied you can request a refund. But you still have to pay up front and so it goes against the bum marketing way.
2. I personally use [Getresponse](#) and really like them. Sure, I have the paid version, but I have been dealing with Getresponse since early 2005 and have had virtually zero issues with them and highly recommend the company. Not to say that there is anything wrong with Aweber. I just have no experience with them.

Now I know that I need to do a little more explaining because a few minutes ago I gave you this laundry list of the negative aspects associated with using free autoresponders.

But like I said earlier, Getresponse's free service is the exception to the rule. And here's why:

What Makes Getresponse's Free Autoresponder Service Ideal For Bum Marketers?

Although it is free, it doesn't share all the negative characteristics typically associated with free autoresponders.

Here's why you should consider using [Getresponse's](#) free service:

1. Getresponse's free service has a high delivery rate and a very small risk of getting blacklisted or accused of spam.
2. When you do decide to upgrade to the paid version, you don't have to get your subscribers to opt in again. Therefore, you won't lose a large percentage of your mailing list. And this is HUGE.

Now, there are some drawbacks to using the free version.

You only get to create one mailing list (paid members can create unlimited amount of lists). You are only allowed five follow up messages and no broadcasts to your list (these are also unlimited in the paid version). And there will be third party text ads at the bottom of the messages.

But focusing on the positive aspects, you will be able to start one mailing list free of charge and grow it with your bum marketing efforts. Using this strategy, you will be able to promote affiliate products to your subscribers up to five times, as opposed to just once if you didn't have a list.

Once you start earning some affiliate commissions, you can use the profits to upgrade to the premium version of Getresponse, and this will explode your possibilities. Unlimited mailing lists. Unlimited follow up messages. Unlimited broadcast messages.

But first things first. Let's get that initial mailing list started so that you can maximize your efforts in bum marketing from day one. It's time to

talk about strategy.

The Bum Marketing List Builder Strategy

Step #1 - Sign up for [Getresponse](#)'s free autoresponder service. It just takes a couple of minutes, and then we can quickly move onto the next step.

I have included a screenshot of where on the Getresponse homepage you need to click in order to sign up for the free account (for some reason, it gets hidden among everything else around the middle of the page).

GetResponse provides you with:

- Unlimited [email marketing campaigns](#), [autoresponders](#), follow-ups, lists and broadcasts.
- 150+ professionally designed [HTML templates](#).
- Powerful, cost-effective [newsletter hosting](#).
- Unparalleled [email deliverability](#).
- Click-through, sales and revenue tracking.
- Top-notch [support and training](#).

[Try GetResponse Today](#), Risk-Free!

→ More features **ORDER NOW**
→ Sign up for free

Click Here →

FREE DVD + BONUSES WORTH \$250
SIGN UP FOR A FREE ACCOUNT **ORDER ONLINE**

Launch your email marketing with GetResponse's advanced [newsletter hosting](#) features and top [email deliverability](#).

TRACK YOUR RESULTS
Track your email marketing clicks, visitors, open-rates, undeliverables, **sales and sign-ups!**

BUILD TRAFFIC TO YOUR BLOG
Buzz comes and goes. **Retain your traffic** by automatic mailings to your visitors whenever you update your blog.

You will benefit from unlimited **email marketing** and **autoresponder** features, follow ups, mailing lists, and broadcasts.

→ More features **ORDER NOW**

HOW DOES IT WORK?

STEP 1 **Try GetResponse risk-free for 30-days.** Your order is backed by our unconditional money-back guarantee. If you are not fully satisfied with our service, you will get a 100% refund.

Not sure why, but that's the only way to sign up for the free account. Even if you try to click on the "Sign Up For A Free Account" button below it, you will be taken to an order page to pay. The one small link that I point out in red in the picture above is the only way I have found to sign

up for the free version.

Step #2 - Go to the [Clickbank](#). I am using Clickbank for this strategy to keep things simple, but feel free to use Paydotcom, Commission Junction, or any other affiliate directory you would like. The principles still apply and the strategy still works.

If you haven't registered with Clickbank yet, do so now. Its free and takes a few short minutes, and it gives you access to thousands of affiliate products to promote.

Step #3 - Go to the [Clickbank Marketplace](#) and choose three affiliate products in the same niche. Now, finding three quality affiliate products that are related can be a little challenging. But it isn't impossible.

Keep in mind that this is just one stream of income you are developing, so don't spend too much time on this step. If you find that one of the affiliate products you are promoting turns out to be a dud, you can always switch it to something else later.

The reason that all three affiliate products need to be in the same niche is because you want your list to be highly targeted. For this strategy, you can't try to promote a weight loss product, a golf product, and a Forex trading product to the same group of people. This shotgun approach may get you some sales, but it will be much fewer sales than if you had used a more laser-like approach.

Step #4 - Now go to [Blogger.com](#) (or you can use [Squidoo.com](#) if you prefer) and register for a new account. Keeping this in the traditional bum way (ie. no out of pocket expenses), you are going to use one of

these free resources to create a landing page.

Step #5 - In the niche that your three affiliate products are in, you are going to write a special article to use as bait (to get article readers to click on your resource box link). You are going to have to use a little creativity here, but you are going to compose an article detailing tips, reasons, mistakes, warnings, etc., within this niche.

So if you selected three dog training affiliate products to promote, your article might be, "15 Mistakes That Dog Trainers Make That Virtually Guarantee Failure - And How To Avoid Them!"

Make sure that the title is emotionally-driven and eye-catching. The more outlandish it sounds, the better (as long as you can back it up in the article body content). Now is not the time to throw up a boring title.

This is not an article that you want to pump out in 15 minutes. It's a priority to ensure that this article contains high quality, valuable content. Readers are going to use this article to determine whether or not to sign up for your mailing list.

Step #6 - Creating your "carrot". The carrot is what you are going to use to entice those readers who came to your landing page into signing up for your mailing list/newsletter. In this strategy, your carrot will be a 5 part ecourse.

Now don't get too nervous about this. An ecourse is basically five articles trying to teach a similar point. And since bum marketing is all about writing articles, this shouldn't be that big of an issue.

NOTE: It's a five part ecourse because five is the maximum amount of follow up messages that the free Getresponse will give you (once you take some of your profits and upgrade to the paid version, you will be able to do an unlimited amount of follow ups).

Here's a basic formula I use for developing an ecourse:

Part 1: Introduction (this just gives the reader an overview of what the ecourse is about). Generally, I have ecourses that are like "3 Keys To Overcoming a Divorce". Part 1 would briefly go over the keys I am going to talk about.

Part 2: Discussion of key point #1

Part 3: Discussion of key point #2

Part 4: Discussion of key point #3

Part 5: Summary of the ecourse

Another thing that I do is to add a teaser at the bottom of the parts of the ecourse. So at the bottom of Part 2, I might write something like: In Part 3, you'll see how a rarely used technique (key point #3) can drastically help you "leave behind" a major portion of the pain your divorce may be causing you (or whatever the main goal of the ecourse is supposed to be).

CONTROL PANEL

New to GetResponse? Follow these [Four Steps to Get Started](#) and watch the [Tutorials](#).

Select an option:

- MANAGE CAMPAIGNS**
Take control of your email marketing campaigns. [Manage Campaigns](#)
- SET-UP MY AUTORESPONDER**
Provide instant information to your subscribers, then follow up with them and turn them to customers. [Choose Campaign](#)
- SEND BROADCAST**
Keep in touch with your subscribers. Send broadcasts, announcements, newsletters, postcards and more. [Choose Campaign](#)
- CAPTURE SUBSCRIBERS**
Add a web form to your site in a few simple steps and start building your own, permission-based lists. [Edit Capture Forms](#)

STATISTICS: No new subscribers this week.

HANDY BOX

- Account statistics
- My Campaigns
- More Domain Names
- Power Leads Campaigns
- Buy Email Leads

HELP BOX

- Step-by-Step Instructions
- Comprehensive Knowledge Base
- Concise FAQs
- Knowledge Base
- eMarketing Dictionary

USEFUL TOOLS

- Free Website Builder
- eBook Publishing
- Ad Tracker

[Join Our Affiliate Program](#)

Step #7 - Setting up your mailing list at [Getresponse](#). Once you know which affiliate product/niche that you are promoting, go back to your Getresponse account and personalize it. This means possibly changing the mailing list name, adding your contact info, etc.

Log into your Getresponse account. On the Control Panel, click on "Manage Campaigns." This will show your one campaign/mailling list. Click on "Campaign Settings."

Now, at the top of your Campaign Settings, you will see four tabs (Messages, Subscribers, Personalization, and General). You will need to go through each of these tabs and customize certain parts of your mailing list. Its pretty self-explanatory and there is a great forum if you get stuck on anything, but I'll go over a few things I think are important.

Under the Messages tab:

At this point, I would recommend not changing anything except section 1 (where you specify your name and email address). Just leave sections 2-8 alone for now. When you are done changing part 1, click on "Save Settings" before clicking on the Subscribers tab.

Under the Subscribers tab:

You don't need to do much here either (not yet anyway). I would recommend not changing anything at this point. Just click on the Personalization tab.

Note: In section 3 of the Subscribers tab, you do have the ability to send readers to a confirmation page when they click on the link in the confirmation email (you will have to do double opt ins, but that's standard practice). For now, I would just leave it blank. When someone confirms, they will be directed to a default page that says "Your Request Is Being Processed." Once you have your own site, you can create your own customized confirmation page to send them to.

Under the Personalization tab:

Again, most of these options and features you won't be using yet, and so there's no need to adjust them. But there is a very important section I would like to discuss.

In section 6, you get to edit the confirmation email. This is the email sent to those requesting to sign up for your mailing list. In order to fully

comply with the CAN SPAM Act and avoid any accusations of spam, having a double opt in procedure is a must. And until the individual clicks on the confirmation link in this email, he or she will not be added to your list.

You will quickly notice that most of the necessary information is already prefilled in the confirmation email template and can't be changed. That's a good thing. It's ensuring that you are following all the rules.

I really like the way Getresponse allows you to choose from a list of pre-existing templates, depending on what you are having them sign up for (ecourse, report, newsletter subscription, etc). Choose a subject line and body template that closest fits your situation. I would recommend the "Information Request" template.

In the "Your Personalized Message" portion, remind the individual of what info he is requesting (your 5 part ecourse) and why its important for him to confirm his request by clicking the appropriate link. Also be sure to include a friendly salutation in the Your Signature portion.

No need to edit any of the other sections. Be sure to click on Save Settings before going to the General tab.

Under the General tab:

Not much to change here. Just make sure that the mailing address is the way you want it to appear (in section 6).

The only other thing I want to point out under this tab is section 7. This section will allow you to change the name of your mailing campaign (in

case you didn't like the name you chose when you initially signed up for Getresponse).

When you are satisfied with your changes (if you made any), click on the Save Settings button and you're done with getting your mailing list set up.

Step #8 - Adding your ecourse to your account. Remember the "carrot" that you created in step 6? Now you'll actually input that ecourse content into your autoresponder so that the messages are automatically delivered at a time interval that you predetermine.

On the main screen of your Getresponse account, click on the button called "Manage Campaigns." Under My Campaigns, you will see your only mailing list. Under Options, click on the Manage Follow-up Messages link.

Click on the Create New Message link, and follow the directions. It's pretty self-explanatory. One thing you should do is set the Interval setting to "0". This will have your first email sent out instantly when the subscriber confirms his or her request to join your mailing list. This is when they are most interested, so it makes sense to send the first part of your ecourse right away.

Also, I generally have my ecourse emails sent out every other day. But this can vary from niche to niche. You may want to do send one message out for five consecutive days. Or maybe every 5 days. This really depends on the subject matter of your niche, so you'll have to make a judgment call on it.

Make sure that your subject lines sound interesting, but not spammy. A cool thing with Getresponse is that they have a tool that rates how "spammy" a message would be appear according to internet service providers.

So you have the ecourse content, but now what? For your follow up messages, I would recommend this:

Message 1: Thank them again for subscribing to your mailing list. Give them an intro of what the ecourse will contain. Give the part 1 content. Give them teaser of part 2. Include small text ad for affiliate product one. Doesn't have to be too long. Something like "Don't think that you can lose 10 pounds this week? Go here to learn how:" followed by your affiliate link will do fine.

Since you are promoting three affiliate products, you can include text ads for your best affiliate product on Messages 1 and 4. Your second best affiliate product will get ads on Messages 2 and 5. And your third affiliate product gets promoted on message 3.

Message 2: Recap what you told them in message 1. Give intro of what part 2 will consist of. Give content of part 2. Give them a teaser of part 3. Include text ad for affiliate product 2.

Message 3: Recap what you told them in message 2. Give intro of what part 3 will consist of. Give content of part 3. Give them a teaser of part 4. Include text ad for affiliate product 3.

Message 4: Recap what you told them in message 3. Give intro of what part 4 will consist of. Give content of part 4. Give them a teaser of

part 5. Include text ads for affiliate product 1.

Message 5: Thank them again for joining your list and reading your ecourse. Recap of entire ecourse. Include text ad for affiliate product 2.

So you have maxed out your follow up messages, but you have also created an automated marketing funnel. Its short now, but once you re-invest some of your profits into upgrading into a paid account, you'll be able to make it as long as you want (not to mention the ability to start an unlimited amount of mailing lists - do you see the potential here?).

Step #9 - Getting the html code for your Getresponse mailing list opt in box. This code will be placed on your landing page, and automate the sign up process.

On the home page of your Getresponse account, in the Control Panel section, click on the Capture Subscribers link.

Because you are using the free version, the only option available is on this screen is the HTML form. Click on the Start Capturing button. This opens up the HTML Wizard screen.

At some time in the future, you will be interested in using the Tracking Code feature so that you can tell where the subscribers are signing up from. But for now, just click on the Next Step button.

Open up a program like Notepad and save this html code. We'll be using it shortly.

Step #10 - Set up your landing page. You are going to use your new blog as a landing page. Once you are comfortable with the way your blog looks ([Blogger](#) gives you several themes to choose from, and these can be further personalized to suit your liking), then you are going to create your post.

Just click on the button that allows you to create a new post. At the top of your post, you will enter that "special article" you wrote about in step 5.

Now, you will have two options with your mailing list opt in box. You can either put it directly under the special article, or add it your blog template (so it will automatically show up in all of your future posts).

I would recommend doing both. You will have to play around with the text around the opt in box. Remember to give them a strong reason to give you their name and email address. Tell them about your course.

Step #11 - Set up an article marketing plan. You are going to send readers to your landing page via the link in your author resource box. Don't do this haphazardly. Choose your long tail keyword phrases correctly. Have great article titles. Provide value in your articles. Write a persuasive author resource box.

These are all important, but having a written plan will raise the odds of your success.

Determine in advance how many articles you are going to write initially to start seeing some quick results. Don't just say that you will write 10 articles a day because you will burn out after a few days.

I suggest a plan that starts slow, and gradually gets tougher as you progress. There is a very cool thing that happens when you write on a daily basis: you get much faster at writing.

So start off with just one article a day. You can do one article a day, can't you? Do this for about three days, and then start writing two articles a day. And so on. You get the idea (and don't be afraid to adjust the plan after you begin).

Another benefit from writing everyday is that not only will you write faster, but you will also write better quality content. This is important because the higher the quality, the more likely it is for the individual to read the entire article and get to the resource box. This will in turn increase your click thru rate and mailing list sign ups.

Since you have your mini marketing tunnel set up, all you need to worry about now is writing and submitting articles.

Once you have made some affiliate commissions, I highly recommend upgrading to the paid version of Getresponse. It will just open up so many more possibilities:

- removes third party advertisements from follow up messages. The third party ads are what allows Getresponse to offer this free service. But obviously those ads are hurting your credibility. Upgrading removes those ads.
- allows you to have unlimited mailing lists, unlimited follow up messages, and unlimited broadcasts.

Bonus: Alternative Strategies To Consider

1. Promote just one affiliate product. There are two reasons why you would consider this strategy. Firstly, you may discover that you're only able to find one or two affiliate products in your niche.

Another reason would be that you found an absolutely amazing affiliate product that you want to focus 100% efforts on. I know of one affiliate program that pays \$200 up front, plus an additional \$45 per month. You would want to market this affiliate the full five times (in your ecourse) because the payout is so good.

2. Promote five affiliate products. On the under end of the spectrum, you may be targeting a niche with dozens of affiliate products to choose from. Part of your initial efforts will involve testing out different affiliate programs. Unfortunately, not all of them will prove to be profitable. By checking your stats in Clickbank, you will be able to quickly calculate the conversion rates for your affiliate promotions.

Using your ecourse, you will be able to test five of them at once. If one or two have poor conversion rates, just replace it with another affiliate product. And all this involves is a quick edit in one of your follow up emails.

3. Grow your blog. After you write up an article around a particular keyword phrase, take a few minutes to write up a blog post on it as well. I find that after typing out 300-400 words of content, its easy to come up with a 150-200 word blog posts. It's usually just a condensed version of the article.

Why? Because of the opportunity of further exposure. Google owns Blogger.com, and in doing keyword research, I see lots of blogger blogs

ranking very high in the search engines.

You have already done the work finding profitable keyword phrases and your brain is in the proper mindset (if you are doing it right after the article). Use that to write up a quick blog post, with an opt in box for your mailing list.

If things go well, you will have both your articles and blog posts ranking high in the Google search results. More exposure means more subscribers to your list.

4. Adsense income. If you are going to grow your blog, then you can also generate Adsense income as well. And Blogger makes it so easy to add Adsense blocks directly into your blog template.

Now, this may reduce the percentage of people signing up to your mailing list (because people are clicking away from your blog when they click on the Adsense ads). But it will provide you with a source of income while you are building up your list and in addition to the affiliate sales commissions.

5. Product Reviews. On your blog, you should make it a point to do product reviews. Why? Because marketers are finding that review pages convert to sales very well.

Your blog is a great format to provide the review. Its a little more personal than a website. Be sure to submit your product reviews to bookmarking sites like Digg.com.

Remember that you are not trying to "sell" the product. You're just giving an honest opinion of it. Don't lie or embellish. Just do a little research and find testimonials and feedback from buyers.

At the end of the review, just include a link to the affiliate salespage to find out more information on this product.

I hope that you got some value from this report. If you follow my steps, you will be able to start your first mailing list (giving yourself the ability to promote to your subscribers five times!) without having to spend a dime.

Best wishes,

-Gabor

<http://gaborolah.com>

P.S. Don't make the same mistake that most bum marketers make: not writing long enough to see results. It takes time, so have some patience. Give yourself a fair shot. You'll be surprised by what will you'll experience. And remember that you get better with every articles, so your effectiveness will increase with time as well.

P.P.S. Be sure to check out the Alternative Strategies that I included on the next pages as a bonus.

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