



# BUYERS GENERATION

HOW TO BUILD A BUYERS LIST  
FOR UNLIMITED FUTURE PROFITS...

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# **Buyers Generation**

How to Build a Buyers List for Unlimited Future Profits

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## Introduction

First of all I want to say thank you for getting your hands on Buyers Generation.

What you are about to learn from me in this report is how to build your own super-hot list of targeted and hungry buyers at lightning speed.

While most list building courses out there just teach you how to build a list. Most marketers “forget” to tell you that you actually should be building two types of lists.

- **A general subscriber list full of prospects...**

And...

- **A customers list!**

Although the money is in the list most online marketers leave some very important details out because they want to keep you in a loop, in a constant quest for making money so that you continue to buy from them over and over.

If you are in the position of buying and buying then you are probably in someone else's buyers list already.

### **This ends now!**

I will focus on teaching you how to build your very own buyers list because that's where the real money is made.

And I will teach you how to do this in the fastest way possibly so your internet business become profitable.

Regardless what type of business you run, online or offline, you NEED strong and loyal customers who follow you and are happy to buy from you.

## **Here's why you should have a "Buyers List"**

- A list of customers is way **more responsive** than a normal subscriber list.
- They have a **history of buying**.
- The people in the list are **proven buyers**, not freebie seekers!

Now before you can start building either list you need to setup an autoresponder to collect your leads. I strongly recommend that you chose either Getresponse or Aweber since they both have integrations with popular marketplaces like JVZoo and WarriorPlus.

The choice is yours, Aweber has a bit better deliverability while Getresponse has a few more features and allows single opt-In through its API so in terms of building a buyers list I do recommend Getresponse.

Both provide you with a free trial so why not test both. Here's the links:

<http://www.getresponse.com/> <http://www.aweber.com/>

Building a list of buyers can sometimes be challenging because you have to build a list of prospects first. Even though some buys your product at the first visit, most of your sales will come from your follow up sequence in your normal subscriber list. Yet again that is exactly what I'm going to teach you in this course.

Here's some good news though!

It is possible to build a buyers list from scratch without going through all of the troubles building a prospect list, and there's a few different ways to do so.

## How to build a buyers list from scratch

- Membership site strategy
- Instant commissions strategy
- Launch bonus jacking strategy
- Viral resell rights strategy
- Bonus webinar strategy

All of these strategies can be started from scratch and you don't need to apply them all even though you can. However I strongly recommend that you go with one at a time to learn how to do it properly.

And the best thing is that you don't need deep pockets to do this either.

### Remember...

It doesn't matter if these people have bought directly from you or from anyone else. As long as they have a history of BUYING!

### Strategy 1:

#### The Membership Site Strategy

1. Create a high quality membership website that has paid access.
2. It will NOT be a free membership site.
3. You need to give it an affiliate program and an upgrade offer to make it more appealing for affiliates to promote.
4. Then contact other membership site owners or mailing list owners to give away free access to your membership site. For their members only as a BONUS. Do not label it free, because it's not. It is a paid membership site which other membership site owners will give away free access to as a bonus. In other words getting people to sign up on your site (and list) for free BUT you know that they are buyers because they have a paid membership elsewhere.
5. This is a special bonus membership **only for their customers**. Which will help adding value to their customers as well.
6. **REPEAT!** With as many membership site and list owners as possible and you will get a list of paid buyers fast.

## The Plan

Do not make the payment recurring, it's better to offer a onetime payment up front to avoid that too many people are leaving the site because of the monthly fee. **You are collecting members mainly to build a list, the money is in the list ;)**

Also having a onetime fee doesn't require you to update the content week after week so it keeps your work burden down to a minimum.

Basically what you need to do is to collect a bundle of videos, articles, audios, maybe even software and any kind of content in your niche and stuff it inside the member's area.

## Setting Up the Site with an Affiliate Program

To setup a membership website I recommend using Wordpress with a plugin such as Optimizepress or Wishlist Member.

Wordpress can be found here: <https://wordpress.org/>

Optimizepress can be purchased here:

<http://www.optimizepress.com/>

Wishlist Member can be found here:

<http://member.wishlistproducts.com/>

To setup an affiliate program you need to list your membership website as a paid product on a digital market place such as Clickbank or JVZoo.

Click here to go to ClickBank:

<http://clickbank.com>

Click here to go to JVZoo: <http://www.jvzoo.com/>

## Create a Membership Upsell

- Even though the actual entry level is free for customers of another site and considered a great bonus.
- Create an upgrade priced \$47 to \$97 which users see instantly after signup.
- And of course create a downsell for about half of the price to increase your number of sales.
- Give between 60% to 100% commissions to the affiliates (The other membership site owner.) I recommend 100% simply because more webmasters would be happy to promote your site for you. Besides your goal here is not to make money with the actual site, but to make money with the list you are building.

Once your membership site is created, you need to contact other webmasters, so let's talk about that.

## How to Contact Other Membership Site Owners

What you need to do here is to start contacting other membership site owners in your niche and tell them that you as well has a paid membership website that sells and that you would be happy to let his customers get inside for free as a bonus **to increase his/hers value to his customers.**

It is very important here to remember that you need to think what's **in it for them.**

Let them know that once their customers registers they will see an upgrade (a One Time Offer) and that the webmaster will get paid for every upgrade.

Let them know that they can put this bonus inside the member's area and collect passive income. (Once again, that's what's in it **for them!**)

## So where to find this site owners?

It's pretty simple, just Google "**your niche**" +**membership** and contact them through e-mail or through their forms. Its way more easy to do this than you think, you just need to take action on it.

## **Strategy 2:**

### **Instant Commissions Strategy**

Did you know that the easiest way to build a buyers list is to have others helping you with it? And people LOVE getting paid instantly and that's exactly why you should offer them instant commissions, because it is so much more attractive to them than waiting months for commissions to pay out.

**1. People love getting paid instantly instead of waiting for months**

If you been into affiliate marketing, you know exactly what I'm talking about.

**2. Healthy Cash Flow**

If they get paid instantly, they have a constant flow of cash and will trust you more than other marketers out there.

**3. No worries about paying manually every month**

Since your affiliates are paid instantly you don't need to worry about paying them every month. Just set it up the right way and you'll be on autopilot.

## **The Instant Commission Strategy**

It can be an E-book or a short video training, it doesn't have to be to advance, remember to keep it simple, just something that people can buy priced \$7 - \$17.

Get affiliates to promote for you in return for 100% commissions, remember again we're building a list, that's our main focus.

Also create an Upsell / One-Time-Offer priced \$27 - \$47

Remember to give affiliates 50% to 100% on the upsell as well.

## Where to Find Affiliates to Promote For You

- The warrior forum JV-Section
- JVZoo
- ClickBank
- MunchEye.com
- WarriorJV.com

## The Goal

Don't care too much about your affiliates getting the money on all of the sales because again you are building a list and the money is in that list of hot and hungry BUYERS!

And this list will make you money for years to come.

## **Strategy 3:**

### **Launch Bonus Jacking Strategy**

This is a lot like the first strategy. You simply create a product or if you done the 2<sup>nd</sup> strategy you can apply this with the exact same product you used for strategy 2 as well.

You simply offer to promote existing product launches and offer the vendor to add your product as an **unadvertised bonus** inside their thank you page. Of course with a link to an Opt-In page before they get access to your valuable PAID product for FREE as a valuable bonus.

This works so well because their customers will automatically get access to your product and Opt-In to your list when they do which will give you a list of highly targeted buyers.

### **What Could I Create for a Bonus?**

- A membership site (like strategy 1)
- A video course
- An E-Book or a special report.
- Put in an Opt-In form and require people to sign up to get the bonus.

### **While Suggesting to Put Your Bonus in There**

Always offer to promote their product launch because if you can drive significant amount of sales they will be happier to let you put your bonus inside their thank you page.

Remember to keep it relevant to your partners customers. It is very important to do this as you want his customers to get incredible value from you because it brands YOUR name and YOUR business.

## Strategy 4: Viral Resell Rights Strategy

If you are not familiar with resell rights it is a readymade product which you can download and resell as many times you like.

**Resell Rights:** Is what allows your customers to resell the product they bought from you but their customers are **not allowed** to resell the product. They can only buy it from your customers.

**Master Resell Rights:** Allows your customers **and** the customers who buy it from your customers are allowed to resell it as well. If you allow it they can even pass the resell rights to their customers and so on to create a viral effect.

## How to Use Master Resell Rights to Build a Buyers List

- Offer master resell rights to your customers (Need to have a product so this is perfect after doing strategy 2)
- Include sales pages they can use, autoresponder sequences and everything which saves them time.
- Also allow them to pass on the resell rights to their customers for viral effect.

## Whatever You Do... Absolutely **NO** Give Away Rights!

- Its simple people value a product being sold way more than a product which is free.

And it will definitely have more viral effect than something given away for free. Especially because they do not make any money if they give it away.

- You want a list of buyers, it means people that **pay**, not freebie seekers.

## So What Happens Now?

You pass the reselling rights to your customers and they pass it to theirs and they make all of the money directly from the sales being made.

Inside your e-book which they are reselling you simply include an incentive like a bonus download for people who reads it to visit your landing page and Opt-In to your mailing list to receive their bonus.

## How to Create a MRR (Master Resell Rights Offer)

- Create an E-Book un your niche (20 – 40 pages)
- Create the sales material (sales pages, thank you pages and autoresponder sequences)
- Include an incentive as a bonus in the E-Book.
- Send the Master Resell Rights offer to your mailing list if you have one.
- Submit it to Resell Rights membership sites. □ Submit it to warrior forum E-Book thread.

## Strategy 5: Bonus Webinar Strategy

The fifth and last strategy is a very effective one. Offer to run a webinar (one or two hours long) for one of the latest product launches **as a bonus**.

You need something to sell as well, a high ticket offer priced \$197 to \$497 at the end of the webinar. Even though the webinar itself will be pure information you should pitch this high ticket offer at the last 5 – 10 minutes of the webinar.

Split the profits 50% with your partner.

To run the webinar I recommend GoToWebinar, it can be downloaded here:

<http://gotowebinar.com/>

It's definitely the absolutely best software to use for running webinars and it is something that the most successful marketers use.

### The Backend Offer You Pitch In the End of the Webinar

- It should be pricey \$197 to \$497
- It can be a “done for you system”
- Complete training
- Coaching

Remember: It has to be a high ticket and highly exclusive offer. Your aim here is to take fewer but more expensive customers with deep pockets.

Did you know?

You can actually do this for any product launch coming up the next week!

And no matter how many you convert to your own customers during the webinar, you still collect all of the leads who join the webinar.

### Where to Find Product Launches?

- IMNewsWatch.com
- JVNotify.com
- Muncheye.com
- Subscribe to mailing lists of some experts in your market.

## Conclusion

### So What to Do With Your New Buyers List?

So implementing this fantastic strategy gives you a buyers list but you need to know what to do with it as well.

So you obviously need to start converting them into money.

A good idea here is to give them an upsell or an upgrade to what they just bought and keep it \$27 to \$97. Remember this is the first chance to make money from them so don't screw up. Make sure that you sell something valuable to them.

Remember to share valuable information to them for free as well from time to time and keep in touch with them so they do not forget about you.

For a backend offer you could simply create another high ticket offer, a monthly subscription, a webhost which you use yourself and recommend or maybe the affiliate program from some of the most common autoresponders and remember **to follow up a few time... AT LEAST!**

# WARNING! What NOT to Do With Your Buyers List!

## **DO NOT SPOIL THEM!**

Freebies are good to maintain relationship but to not spoil them with too much of it. Your goal is to make money so your freebies should consist only of golden nuggets to make them curious of how good your paid content will be.

## **Treat them special!**

For example if you're selling your own product, give them a discount for being a loyal customer. Makes sense doesn't it?

## **Did I say special?**

Don't just give them the same stuff you are selling to your general subscribers. Give them a sense that they are special and that they will miss out on great deals if they unsubscribe, like customers only discount, bonuses and stuff like that.

## **Keep in touch!**

Always remember to e-mail them 3 to 5 times a week. If they don't hear from you within weeks they tend to forget you so this is crucial.

All right this is all for the Buyers Generation training. However the training is not ended here. If you want some more in depth information and how to set up your own solid list building system and learn how to earn even more money I strongly recommend that you check out some incredible training I created.

It can be found here:

<http://svensroadtoimsuccess.com/>

When signing up you will also receive an e-mail with access to a **FREE** software I personally use myself to literally generate massive profits just to build my own mailing list.

To YOUR Success,  
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