

Method Ten: A Perfect Exchange

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You've no doubt noticed that most of these strategies are based on the idea that you can earn money by helping others solve a problem. That's what makes Internet marketing go around. With this strategy, you're going to make a perfect exchange no marketer will be able to turn down. It's a joint venture concept, with a major twist.

The Basic Idea

You're going to offer to create a product for someone in exchange for one or more emails to their list. In this case, the product is going to be totally separate from what you mail out-- it is your bartering tool. You can have them mail an offer you created or something you're promoting as an affiliate.

This method can work really well because it doesn't require you to lay out any cash at all. It doesn't require anything but the guts to contact people with large lists until one of them agrees to your barter. It is truly a great offer-- so you're bound to get a taker.

If you've read some of my other methods, you are now aware of how to create a great product. Or, maybe you already have a product you've created that is really struggling with sales. Either way, it's time you dust it off, or create it, and get the power of a super affiliate behind it.

In an ideal world, people would automatically see the value of what you create. They would see your product for what it is, love the commission you offer, and mail the product out. The unfortunate fact is that there are so many other product creators out there vying for attention. You need to do something extraordinary to be seen.

If only you could get access to their large, responsive list, and use it to mail about your own offer.

Well, that can turn into a reality...you just have to give the product owner an offer they can't refuse. In this case, a service that would otherwise cost them hundreds of dollars. You are going to create a product for them.

This offer won't be enticing to every marketer you come across, so get that out of your head right now. It will, however, be enticing to *many* marketers out there. After all, what do they care about one email to their list...you will create a product that will earn them thousands of dollars over time. And that is exactly how you need to present your barter proposal to them.

What if you don't have a product to promote of your own right now? No worries at all-- there is sure to be a great product you can promote with your affiliate link. You'll barter with a marketer to send out any email of your choosing, including one that has your affiliate link embedded.

Will this work? People pay good money for solo ad mailings all the time. You are doing the same thing. Except, you're creating a product as your currency instead of spending money. It's a great idea you can surely profit with...this week.

Things to Think About

- You want to choose a list marketer who doesn't churn and burn their list-- their readers should respect them
- You will get turned down by some. Dust yourself off and keep trying
- You need to vet the marketers before you make this offer. There are some who won't give you the time of day. There are others (especially those you have even a little bit of a relationship with) who will love this idea because no one is doing it. And there are others who will have large lists but can't drive many sales for your offer.

A Breakdown of the Method

- Choose what you want to promote
- Make a list of marketers you are friendly with, who will like this idea

- Make a list of marketers you suspect will like this idea
- Make a list of marketers who sell solo ad spots
- Inquire and work out the details-- it only takes one to say "yes!" this week
- Write the autoresponder copy for the marketer to mail
- Check and double-check the details
- Have the marketer mail your offer-- check the stats to make sure it went okay
- You should see clicks and sales coming in, if you have chosen a marketer with a targeted and responsive list
- In the meantime, gather details so you can create their product

It should not take the full week for you to start earning with this method, depending on when the marketer decides to mail. The only difficult steps here will be finding a marketer to agree (it shouldn't be that hard, if you frame the offer the right way) and then creating their product when the time comes.

Day One

Choose What You Want to Promote

The first step is to choose what you want to promote. Choose a product you know could do great with some great promotion behind it. Do not despair if you don't have a product of your own-- you'll simply choose a product to promote as an affiliate.

The most important thing is to make sure the list marketers you try to barter with have relevant lists. It won't do you a bit of good to try to sell an offline marketing method via a list that is focused on Amazon niche marketing. Consider that as you move through the rest of the steps today.

Choose your promotion and then move on.

Target a Large List Size

You want this to be worth the effort it will take you to create a product. Try to target those with a list size well into the thousands, if you can.

Make a List of Marketers You Know

The great thing about Internet marketing is that it's easy to make friends with those who have the same goals. Many of them have achieved what you want to achieve-- they have great, responsive lists. Have you made friends in marketing that will be receptive to a great barter? Make a list of those with lists that match what you want to promote. You're already friends with them, so...send them a friendly message to propose your idea.

Make a List of Marketers You Think Will Like This Plan

You're probably on several marketers' lists. You've gotten to know them through their daily emails well enough to know that they might like the idea you're going to propose. Most good list marketers care a great deal about the success of their readers. This is truly a great deal, so don't worry that everyone will hate it. You'll get the best response from marketers you're friends with already, of course, but this is a great alternative.

Make a list... you only need one person to say yes.

Make a List of Marketers Who Sell Solo Ad Spots

This is an option if you're totally stuck on who to contact. There are many list marketers who regularly sell solo ad spots. They typically charge several hundred dollars (sometimes more), but your barter will probably get their attention as well. Note that lists that are used to getting sold via solo ads may not be as responsive as those who rarely or never receive ads for others' offers.

Also, if the cost of their solo ad spot isn't a large expenditure, maybe you'd be better off just buying an ad instead of spending time to create a product to barter with.

Contact Them...and Wait for Their Responses to Come In

You've made a list of potential list marketers to contact. It's time to go for it! Please follow these guidelines before you do:

- Research each marketer before you contact them-- you want to make it clear you know who they are and what they are about (just as you would research a job before you went on a job interview)
- Make sure you target those who are most likely to be receptive to your offer
- Only contact marketers who have lists that are targeted to the offer you plan to have them mail out
- Be really friendly and personable in all your communications-- they are doing you a big favor. Play your cards right and you'll earn money this week
- I'll say it every time-- never mail templated emails! Tailor each one to your relationship with the marketer, their background, and why this is a win-win deal

Day Two

Some of the marketers will not see your message or will ignore your message. Don't worry about that at all-- it happens, and it's not personal. That's part of the reason why I had you make a list of the people you are already friendly with.

Even if you get some people who tell you they are too busy, someone will eventually say yes. Keep at it, and it will most likely happen today. It only takes one person to say yes-- you just need one person to agree to have you create them a product in exchange for one or more email to their list.

Work Out the Details

Congratulations! You've gotten a list marketer to agree to mail out your offer. It's time to work out the details. This is part of a negotiation. Always remember that you are not getting this for free, you are providing a very valuable service. You're providing them with something that will allow them to profit for a long time to come. When you look at it that way, it's you who is doing them a favor.

Try to get on the phone with the marketer, if you can. Or you can just do a Skype chat or email. The important thing is that you both agree on the exact details.

Some details to consider include:

- When they will mail
- Who will write the email copy
- The size of the total list they will mail to (many marketers have more than one list)
- How it will be tracked that they sent the message (this will most likely be very obvious, particularly if you are on the list)
- The size of the product you will create for them, and what it will be about
- The marketer may have other requirements or questions for you-- remain open

Day Three

It's time for you to write the swipe copy for the marketer to mail. Some marketers may prefer to write this themselves-- they do know their list best, after all. They may even want the message to be written like they write any affiliate email. Others will want it to be totally hands off for them. Either way, it can't hurt for you to put together some notes about your product for them or even a full sample of an email they can mail.

How to Write Good Swipe Copy

It's important for you to be familiar with how to write great autoresponder copy. Think of this as a mini sales letter. You need to connect with the reader on an emotional level. They have a problem they are desperate to solve or something they are passionate about. Really put yourself in their shoes-- what do they care most about?

Your autoresponder email should be between 300-800 words long or so. You can't just say, "hey, buy my stuff!" and expect results. But you don't want to make people read a novel, either.

Here is a basic template you can use as you write yours:

- Use an intriguing subject line that adds mystery
- Start off with a friendly message
- Segue smoothly into a problem or passion you share with them
- Really dig into those emotions and get them involved and invested in the message
- Hint at a solution you've found
- Tell your story, in a brief, yet impactful way
- End by pointing to the sales page-- leave a bit of mystery and intrigue so they click that link. Make sure you include a call to action.

Adjust the above instructions to fit your niche and product, of course. The marketer who owns the list may also have suggestions on what will work best for those on their list.

Day Four

It's finally time-- today is the day the marketer will mail your offer. Ideally, there will be a way for you to verify this with stats. At the very least, you need to have access to statistics on how many times the link was clicked. It's not that you don't trust the marketer, it's that you need to see how well the offer is converting-- particularly if the marketer has agreed to mail for you more than one time.

Day Five

You have hopefully started to see clicks and sales coming in from the mailing. It feels great to start a project and see sales in less than a week!

Now it's time to fulfill your end of the bargain. Get all the details on the product the marketer would like you to create. An example might be a

5,000 word ebook. Or a report and a sales letter. It should be a reasonable project, with more added if the marketer mailed for you more than one time.

Here are some questions you can ask your 'client' so you are able to produce exactly what they want:

- Ask for a general idea of what the product should be about
- Ask for a listing of specific chapters they would like included
- Ask what their preferred writing style is
- Ask for a sample of a previous ebook they've released

As a side note-- you don't necessarily have to create an ebook. They might want a video or a sales letter or whatever it is that you agree on. Ebook creation is mentioned only because it's the most common form of Internet marketing product and arguably the easiest to produce.

Day Six

You'll have the ebook (or other type of product) well under way. But, you don't have to stop here.

By now, more responses have likely started to come in from other marketers. If you have room on your plate to create more products or barter in some other way, strike up deals with them as well. You can dramatically increase your profits as you get more people to mail for you.

Day Seven

How did the first promotion go? How about subsequent promotions?

This type of barter can be extended to other promotional opportunities as well. You have something they want and they have something you want. Figure out how to use that to your advantage and you can earn income very quickly.



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