

Serious about
**6 FIGURES
A YEAR**

Nick **JAMES**

**BUYERS
LIST**

BLUEPRINT

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Transcript

Hey, this is **Nick James** author of ***Six Figures A Year In Info Publishing*** and owner of **SeriousAboutSixFigures.com**

Thanks for listening in to this audio training presentation where I'm going to share with you **The Buyers List Blueprint** for creating a list of people who want to spend money with you.

A list of prospects is good.

However, a list of buyers is better.

There are many different types of lists, but the best list is one comprised of people who want to and/or have already spent money with you.

In today's audio training session, we'll focus on both of these in the form of a "*buyers list*". I've never taught this strategy before (*that I'm aware of*) but have been using it for almost two decades.

It has literally been responsible for hundreds of thousands of dollars in revenue for my business.

I've recently re-employed the strategy recently yet-again with exciting results. (Details later in this module.) As we take a closer look at it, we will do so under three headings...

1. A Proven-Effective Strategy For Creating A Buyers List.

I'll begin by explaining what this particular "buyers list" strategy is in an overview, big-picture perspective.

2. Five Keys To Creating A Moneymaking Buyers List.

Next, I'll take you up front for a close-up view as we zoom in to see some particulars for what makes it work. In this section, I'll also give you a behind-the-scenes view of how I'm using it myself.

3. How To Actually Make Spendable Cash From A Buyers List.

Finally, I'll give you some specific ways to actually generate cash flowing into your back account through a handful of easy-to-setup revenue points.

As a quick reminder, this is a continuation of the “special D.E.A.L.S.” strategy that I unpacked for you in the previous audio training. Yesterday we focused primarily on the “Revenue” side of it. Today, we’ll focus on the “Database” (list) side of the strategy. And of course, it will still center a lot on making money to help you towards your goal of having a successful Info Publishing business that generates in excess of \$100k a year. 😊

Ready to get started?

Then let’s go!

A Proven-Effective Strategy For Creating A Buyers List

Let me give you the strategy in a sentence, and then I’ll explain each of the components in more detail...

Create an email list for people who want to spend money with you in the form of a Special Deals Club.

1. Create a list.

You know the drill. This strategy centers on your setting up an email list. As we make our way through the module, I’ll give you plenty of additional insights as to how to set it up and use it.

2. For people who want to spend money with you.

This is what makes the particular list I’m talking about today different than just “any” list.

The kind of list that most people build (*and certainly, you should!*) is a “lead” or “prospect” list.

It works like this...

- You give away something free to entice an individual to join your list in order to receive it.
- You use the list mailings in an effort to convince the individuals on the list to buy something.

So, when someone joins the lead list, what are they saying in regards to spending money with you?

Maybe.

With the kind of list I’m going to propose to you today, the person joining knows in advance that the only reason to join is to ultimately spend money with you. That’s **THE** reason to join the list.

So, when they join such a list, what are they saying in regards to spending money with you?

Yes.

They aren’t attracted to the list by the lure of something free you are giving away. They aren’t joining the list “cold” or even “warm” to your potential offers.

They are purposefully entering their name and email address to subscribe because they anticipate spending money.

That’s different from a “prospect” list. Very, very different.

Of course, there needs to be a compelling reason for people to join such a list. No one joins a list simply because you say, “Join my list so you can buy stuff from me.” ☺

Or, will they? It all depends upon how you **present it...**

3. In the form of a special deals club.

Remember in the last audio training, I explained how to make money every month with “special deals”? This is a very profitable way to build an audience for those special deals. People who want them. People who look forward to seeing them each month. People who will buy them.

A special deals club is the tool you use for selling your special deals.

It’s a super-simple, super-profitable, super-fast way to set up a buyers list that makes money on autopilot.

Let’s take a look at exactly how it works...

Five Keys To Creating A Moneymaking Buyers List

As I make my way through this section, I’ll share lots of screenshots and insights regarding my own “special deals club”.

SIDEBAR: The name of it is the ***Insider’s Club***. You can read all about it yourself at www.Nick-James.com/insidersclub In fact, you should join it yourself! ☺ Visit the page and you’ll see why.

Plus, it will give you a really good first-hand view at what I’m talking about in this module so you can visualize it. Sight is always a great teacher!

Here are five keys to creating a moneymaking buyers list in the form of a “*special deals club*”...

Key #1: Give People A Compelling Reason To Join The Club.

When you visit my ***Insider’s Club*** landing page, you will immediately see what the compelling reason to join is...



In just this short opening section, there are three important pieces that build a very compelling case for why the visitor should join the club...

- ***It’s Valuable.*** Save up to 95%. It really doesn’t matter where your interests lie, paying only 5 cents on the dollar will get your attention. That’s a massive discount. Let it sink in for a moment. You go to the movies and the ticket normally costs \$10.00. Instead, you pay fifty cents. That’s huge. Notice I carefully worded it, “up to” 95% off. Not every deal will be that substantial. But some will. So, that definitely gets attention.

- **It's Free.** When I go to my favorite outdoor activities store, they always try to get me to buy into their "club" for like \$5.00 per year. In doing so, I get a small percentage off of everything I buy.

Some years I buy it, and some years I don't. If it were FREE, I'd take it every single time. Who wouldn't want to be part of a discount buying club at a place they are already going to buy anyway ... when it costs nothing to join?!

The "specials deal club" is free to join. If I get them on the list, I can convince them to buy. If I don't get them onto the list because I charge for the membership, *I can't convince them to buy.*

- **It's Benefit-Rich.** Notice that I immediately spell out what KINDS of deals are included for members of the **Insider's Club**. Three of them are decidedly different types of benefits.
 - Massive pricing discounts ... That's the primary motivation to join.
 - Advance notice on limited offers ... You'll never show up once the quantity has already sold out.
 - Exclusive member deals ... Only those in the club get them, as they aren't available elsewhere. These all quickly spell out some significant benefits for joining the valuable and free club.

If you look at my page, not a lot of "space" is taken up to lay out these benefits. My use of words and design is very economical.

So, you'll want to consider these elements in your own landing page / opt-in page. However, you present it... you want those visiting the page to **REALLY WANT** to join the club.

Give them a compelling reason (*or multiple reasons*) to do so.

Key #2: Handle The Only Real Objection To Joining The Club.

While people can likely come up with dozens of reasons not to join if they want to do so (*IE My grandma once had her email hacked so I never join*

any email list), there really is only one primary objection to joining this kind of list...

An obligation to buy the special deals.

If people feel like they are *required* to buy something by joining the club, some won't join at all. So, I handle that objection immediately...

No Obligation To Buy Anything!

By accessing your 100% free membership to the **INSIDER'S CLUB**, you are under no obligation to ever buy anything.

Once or twice per month you will receive notice of a "flash sale" for an incredible deal. Look over the deal and decide if it's right for you. Buy what you want. Skip what you don't want. Never buy anything at all if you want. It's up to you.

Trust me when I tell you, you don't want to miss out on deals like this one...

There are two important things that I quickly share in this simple disclaimer...

- ***There is no obligation to buy anything.*** First, I give them assurance that they are not required to buy any of the special deals that are available to club members. I let them know they can decide if a deal is right for them. They can skip some, buy some, or never buy anything at all. It is 100% their sole discretion and decision. It removes the fear of obligation.
- ***You will not be bombarded with offers.*** Second, I take that up a notch by letting them know that they will not be flooded with a bunch of deals cluttering up their inbox. I explain that just once or twice per month they will receive an email regarding an offer available to club members. This is also an important point worth repeating from last week's module. You don't want to create too many offers anyway or they will lose their effectiveness.

Upon handling the objection, it's a great time to share some specific details to whet their appetite and get them eager to join...

Key #3: Show An Example Of The Benefits Of Joining The Club.

If you look at my club page, you'll see that I actually show them a REAL example of a special deal that I have made available in the past.

Pay special attention to the fact that it is a **95% off deal**. This shows that the percentage off isn't something I just made up to make the club sound appealing, but rather is an actual reality.

Trust me when I tell you, you don't want to miss out on deals like this one that we announced recently...

Who Else Wants To Grab This Special Package Of Immediately Useable Reports, Templates, And Manuals For Over 95% Off!



Here's An Actual Example Of A Recent Deal Offered To Insider Club Member's



This was an actual **special deal** with \$299.65 in materials on offer for **just \$15**

I go on to explain that these materials would cost \$299.65 if sold separately but are available for just \$15.00 in the special deal.

Again, this stresses the value of the FREE club membership. If you're interested in the kinds of products that I sell, why wouldn't you want to get \$299.65 of my best materials at a 95% discount for just \$15?

Which brings me to the next key...

Key #4: Let People Buy A Great Deal When They Join The Club.

Create a great "special offer" that is available for members to purchase immediately. This does three things...

- *Gives those visiting your club page another significant reason to join. They actually can get some instant gratification by grabbing up a great offer right now.*
- *Earns you money on the front end. You aren't just promoting a list (AKA "club") to make money later, you actually get a return on your promotions now as well.*
- *Sets the tone for a buying relationship. This isn't just a group of freebie seekers, but rather motivated buyers. From the beginning, the expectation is that these people are warmed up to you to the point of spending money.*

None of these are insignificant points.

So, I let people buy the "amazing deal" from my "example" as their first purchase as a new member of the club. I actually recap this in the list of important points right before the sign up form...

 YOU WILL RECEIVE ONE OR TWO EMAILS PER MONTH WITH SPECIAL DEALS

 YOU CAN PURCHASE THE ABOVE "SOLD OUT" DEAL THRU A SPECIAL LINK

 YOU ARE UNDER NO OBLIGATION TO BUY ANYTHING AT ALL ... EVER...

And then on the “confirmation” page, the subscriber is redirected to after submitting his or her name...



A high number of people buy the deal. And that’s the beginning point of future sales.

One more key to go...

Key #5: Provide A Freemium For Those That Join The Club.

Even though the nature of this club is for discount products, I also want to take a couple of subtle shots at giving away lead magnets to...

- *Presell another offer that is without discount.*
- *Get them onto another list that promotes other offers without discounts.*

This isn’t my primary objective, so I don’t give it much space on the page, but it IS still worth doing. Two things I’ve strategically input into the page...

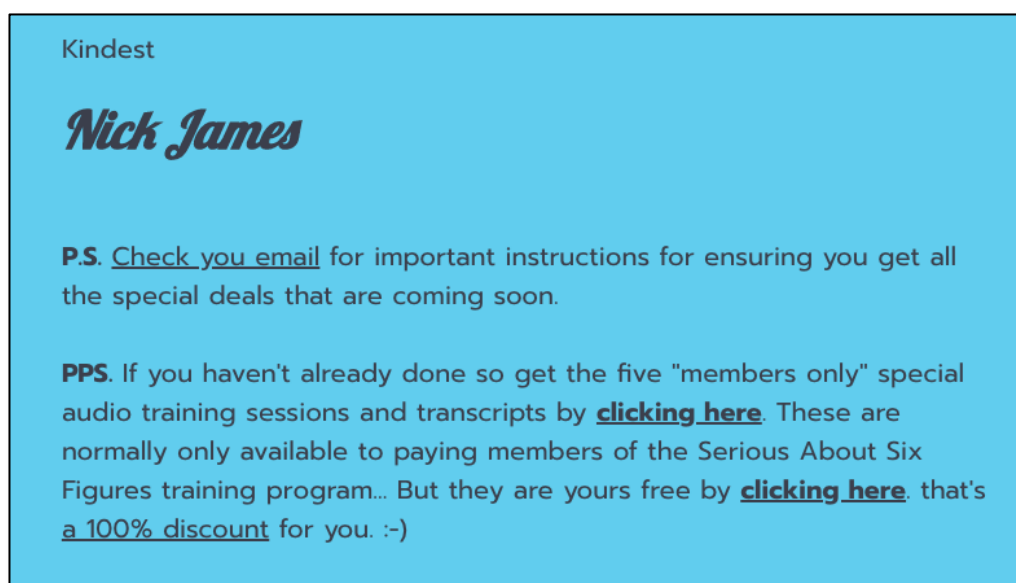
Get Your Free Copy Of The Best Selling Book: "Six Figures A Year In Info Publishing: " [CLICK HERE FOR FULL DETAILS](#)

If you take a look at the header at the top of the case study page, you'll see something that looks like the above screenshot.

What do you notice? An offer for a familiar looking free book. Clicking on that link opens a NEW and separate browser window and offers the new Insider's Club member the opportunity to get hold of a free copy of the Six Figures A Year In Info Publishing book if they are willing to contribute just \$6.95 towards the cost of shipping & handling.

That's the header area.

Then, there's the footer area...



At the very bottom of the page is a postscript below my name. The first one reminds them to check their email. The second is used to giving away this exact audio training you are learning from now.

Notice how I tied this giveaway into the "theme" of the discount club...

"That's a 100% discount to you. :)"

I always want to make sure everything is "connected". That way nothing seems out of place or forced.

So, that's how I set up the two strategic pages for the club. You need both of them in place...

1. A landing page (sometimes known as an "opt-in page") where the discount club is presented with a form to join.
2. A confirmation page where the subscriber is redirected to upon completing the registration process.

Now, before we move on, let me share just a peek at the introductory email that is sent automatically and immediately to those who join the list.

Let's take a look at the subject line...



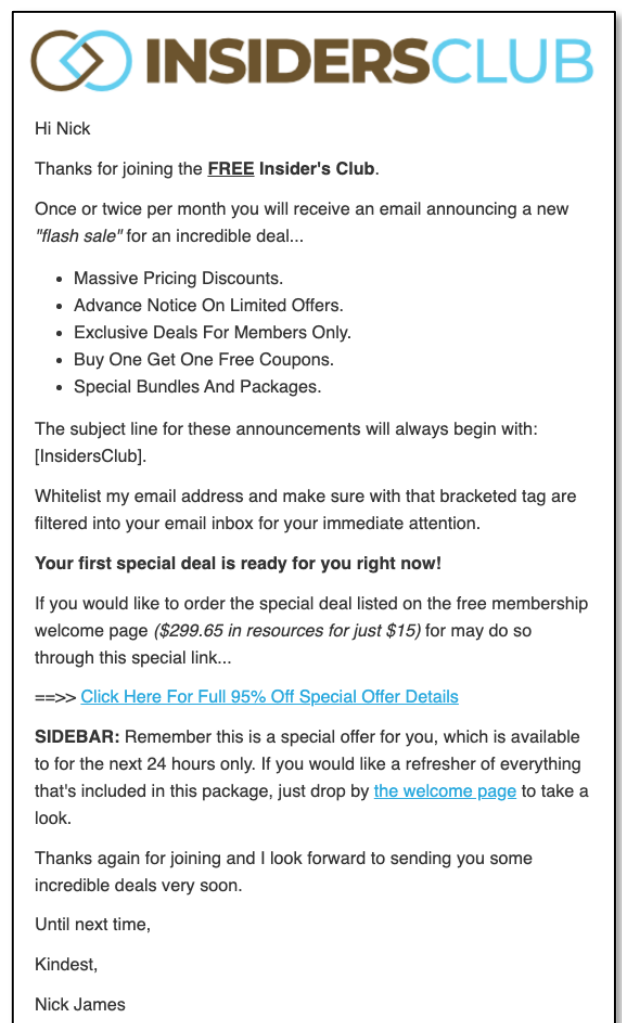
In that concise line we have three things...

- The brand name
- A thank you
- A reminder

Here is the exact email that is sent out...

In it, please note the following things...

- *A quick welcome with a reminder of the FREE nature of the membership.*
- *A recap of the types of benefits that can be expected as a member.*
- *A note to get them looking for, filtering, and whitelisting the mailings from the club.*
- *A link to the first special offer with the massive 95% discount for members only.*



Nothing pushy. Nothing lengthy. Nothing flowery.

But a LOT of information conveyed in a very simple “welcome to the club” email.

It is to the point without a lot of “noise”.

And orders come for just that reason.

Okay, one final section...

How To Actually Make Spendable Cash From A Buyers List

This final section is more of a recap than it is any new revelation of ideas.

I’m going to kind of merge yesterday’s audio training into today’s training to show you five ways to make money from specials deals ...

1. *Introductory offer.* It is recommended that you have an amazing deal available for those who join your special deals club.

As noted earlier, this not only provides an additional incentive to join if the deal is “amazing” enough, but it also provides you with your first source of revenue from this buyers list.

2. *Broadcast offers, club list.* Once per month, send out a new TIME LIMITED special deal that is available for 24-72 hours only.

My recommendation is 24 hours as noted previously.

This will get you a monthly flow of income from the buyers list (AKA club list).

3. Preloaded offers, club list. Another way to generate revenue is to preload exclusive club members only offers to the autoresponder for your list.

These should be UNIT limited special deals that only expire after a certain number of sales has been reached. I like to load these to be sent out every 5-6 weeks.

These are deals that aren't sent to anyone except club members. I limit them by "unit" instead of "time" because club members join at different times and thus would receive the preloaded messages at different times.

4. Broadcast offers, customer list. So far, we've only talked about the club list. Each time someone buys a special deal you can add them to a CUSTOMER list for that particular order.

Use that list to also sound out offers ... but these do NOT need to be discounted.

These can be regular offers and can include normal list-marketing practices such as distributing freemiums, relationship-building, etc.

5. Preloaded offers, customer list. Just like with the club list, you can preload the customer list with mailings as well. Again, these aren't necessarily "discounted" offers.

These mailings should be a mixture of free content (blog posts, freemiums, articles, etc.) and promotional content for offers you are promoting.

The customer list is a great place to promote affiliate offers and fulfill joint venture cross promotion obligations.

Creating your own special deals "club" is a great way to generate regular revenue for your business.

Get started right away! 😊

Closing Thoughts

Need inspiration for your own club? Feel free to model yours after mine at www.Nick-James.com/insidersclub But please don't make it so closely resemble mine that neither of ours is "*special*" because of the similarities.

Want to know more?

If you found this special report helpful, then you will also find membership to the **SeriousAboutSixFigures.com** training program also extremely useful!

The goal of the Serious About Six Figures A Year program is to help you to set up and run your very own, profitable online information publishing business (*from scratch*)...

... Which has the capability of producing in excess of \$100k a year for you so you can enjoy life to the full, while still having the time to relax and do the other (more enjoyable) things in life that do not revolve around work.

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Take care, and... I look forward to seeing you on the **Serious About Six Figures** membership website in just a moment.