

Roadmap to a 10,000 Email List

Welcome to the guidebook to the “Roadmap to a 10,000 Email List”

I created this special bonus so as to further repeat and go through the various steps required to build an email list. Through the 3 day Digital Profits Mastery program, you would already learn the various parts of the system.

This merely crystalizes whatever you’ve learned to put in a manner which is progressive and practical. Do take note that I will sometimes refer back to existing videos provided or provide new video tutorials as needed.

Once again, just a reminder.

The reason why this is so important is because the money is in the list. When you own a list, a database of people. You own a very valuable digital asset. My list has generated millions and millions of dollars of profit for myself. And a lot of my students enjoy a much more comfortable lifestyle thanks to them building their own lists too.

So let’s get started.

These are the various steps required to grow your list to 10,000 and the various tips, tricks and things to look out for.

Step 1 - Getting everything setup (Free Gift and Core Offer)

Again before anything. You need to set up your system.

Let's first begin with a free gift.

You need to create a free gift that you can give away, so that in return prospects who visit your squeeze page will give you their name and email.

You can either write your own free gift, outsource it to someone at upwork.com or guru.com, or purchase PLR rights products and revamp it.

I am a fan of fast speed. To get your own free gift up faster, I highly recommend that you just purchase a personal development PLR rights product to revamp.

You can easily get 1 PLR report for US\$10 to US\$20 over at these websites.

<https://www.plr.me/>

<https://toolsformotivation.com/shop/>

<https://www.idplr.com/personal-development-plr>

<https://www.buyqualityplr.com/plr-store/products/self-improvement-plr/>

<https://www.exclusiveniches.com/topics/ebooks/plr-ebooks/self-improvement-plr-ebooks>

<https://www.plrcontentsource.com/self-improvement-1>

For personal development, you can find a free report in these areas to give away.

1. Being happy
2. Zen & Peace
3. Peak Performance
4. Chakra and Reiki
5. Wealth Mindset
6. Affirmations
7. Gratitude
8. Meditation

Free reports/gifts in these areas would do fine.

*Do remember to implement the 3 PLR secrets I shared. You can rewatch the video.

Look out for it looking like this.

Step 1 – Video 1 Three PLR Secrets



<https://wealthmastery.asia/dpmvidtutorials>

Once you have created your free gift. The next step is to shortlist your core offer.

Rewatch this video again to understand the criteria of what makes a good core offer.

Step 2 – Video 2 Choosing A Core Offer



<https://wealthmastery.asia/dpmvidtutorials>

Your free gift and core offer need not be related. As long as they are general personal development it's fine.

Meaning that perhaps your free gift is talking about happiness. You can have core offers that are manifestation based, NLP based, peak performance based etc.

Doesn't need to match exactly.

The reason being that you would most likely change your core offer over the course of time, while your free gift would be the same.

Reason you might change your core offer is that you need to test and see whether you get good sales from a core offer. If sales aren't ideal when you buy solo advertisements, then you need to change a core offer.

If you are unsure of what core offer to choose.

You can refer to our rolodex of affiliate products we shortlisted for you over here.

[Click here to access the rolodex.](#)

You can check which products are ok as core offers and use those. We constantly keep this list updated.

When do you change a core offer?

After buying 1000 or 2000 clicks from solos. You can roughly make 10% up to 100% back. So if you spent \$1000 and made \$100. That's 10%. If you spent \$1000 and made \$1000. That's 100%.

I've had students that made more than 100% back before. It's all about testing and choosing the correct core offer.

A good metric to look at is Earnings Per Click(EPC) in your clickbank account.

Log into your clickbank account. And click on the link called "REPORTING"

You will be able to see numbers below that look like this.



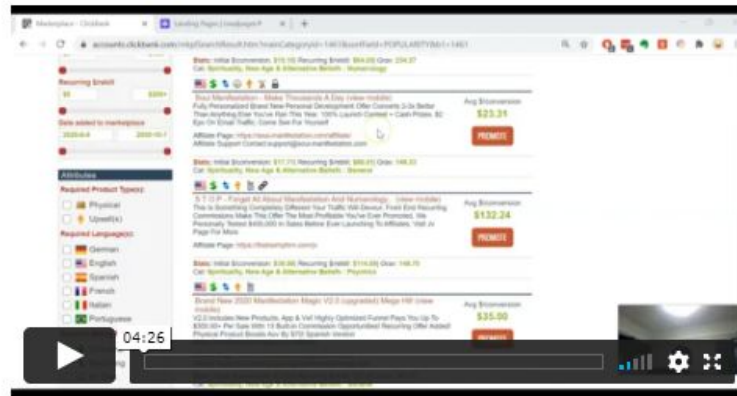
Vendor	Hop Count	Initial Earnings Per Hop	Earnings Per Click
bienergyco	2,859	\$0.05	\$0.12
15happy	2,474	\$0.22	\$0.32
soraya1331	1,764	\$0.17	\$0.44
ultraman88	1,387	\$0.10	\$0.22
individua1	1,368	\$0.14	\$0.14
1818qi	1,128	\$0.03	\$0.03
authnumer	845	\$0.11	\$0.18
sweetdetox	722	\$0.10	\$0.12
cosmicangl	602	\$0.14	\$0.21

The ‘Vendor’ column will show that offer that you have promoted. Ideally you want a core offer that has Earnings Per Click(EPC) of more than \$0.20

If the Earnings Per Click(EPC) is not ideal, change the core offer.

You can refer to the video tutorials to learn how to change your core offer, under the Miscellaneous Section at the bottom.

How To Change Your Core Offer



<https://wealthmastery.asia/dpmvidtutorials>

Some tips when choosing core offers.

Newer products do tend to do well as core offers. So do keep a lookout for new products being introduced into the marketplace.

You can also use the free tool www.cbsnooper.com to look at their new product section to keep a lookout for new products. You can also visit the various Facebook groups to hear about news of new products.

These are 2 of the facebook groups that you can join for free.

[Email Marketing Strategies Facebook Group](#)

[Personal Development JVs](#)

Sometimes different marketers introduce their products or talk about their products. Below is a screenshot of an example.



Email Marketing Strategies - Personal Development

--- Introducing The Sound Healing Contest ---

Dear Friends,
who's ready for another round of contest?

Our Friends at the "Scared Sound Healing System" (Clickbank ID = soundhealr) are all hyped up to host the next contest, with \$2000 worth of cash prizes.

Picking up lessons from the previous contest held, we have agreed that

- no minimum sales is needed.
- sales will include upsells.
- introduce more swipes for the contests.

If you are ready to join us, and see your name at the leaderboard and have a go at the cash prizes, do comment "I'm in!" to qualify for the contest.

Thank you, Friends! 😊

THE SOUND HEALING
Contest

· 30 Nov -10 Dec 2020 ·

\$2,000 dollars of total cash prizes + Special Sound Bonus

**Signup at the comments below.*

THE SACRED
SOUND HEALING SYSTEM

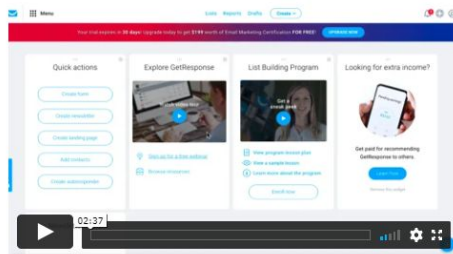
Step 2 - Setup Leadpages, GetResponse and ClickMagick

The next steps are to set up your Leadpages, Getresponse and Clickmagick. We've taught you how to do that.

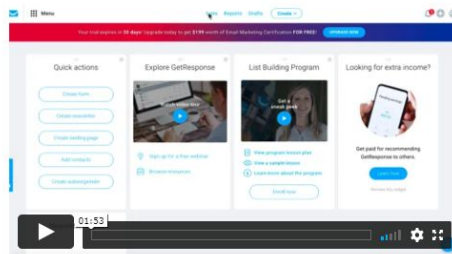
If you need a refresher, the videos under Step 3 are all for this.

STEP 3 TUTORIALS

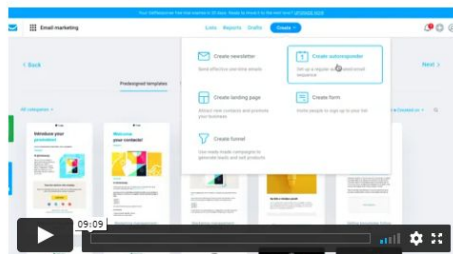
Step 3 - Video 1 GetResponse Registration



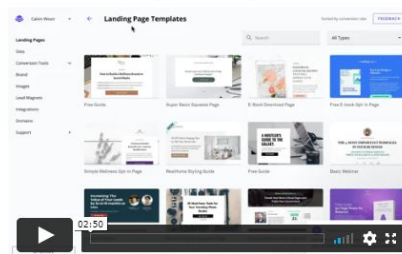
Step 3 - Video 2 GetResponse List Settings



Step 3 - Video 3 Sending GetResponse Emails



Step 3 - Video 4 Leadpages Registration



<https://wealthmastery.asia/dpmvidtutorials>

Make sure once you've set up everything, do a test Opt-In.

Leadpages - After Opt-in, you should be redirected to Thank you page, then redirected to the Core Offer page.

Clickmagick - Should track Unique click and Action

GetResponse - The email used to opt-in should appear in your GetResponse list. Your email inbox should receive your Autoresponder 1st email. Click the free gift link in the email to check if it's working.

Step 3 - Buying Solo Advertisements

Once everything is set up and working fine.

You need to set a budget for yourself. How much would you want to invest in this business?

And for how long do you want to run the investment.

Let me give you an example.

You might want to commit US\$5000 to buy solos and actually spread it over 5 months. So you would invest US\$1000 per month on solos to grow your list.

Or you might have more resources and want to get this to work faster. So you might commit US\$2000 to solos for the next 10 months. Which is a total of US\$20,000 investment.

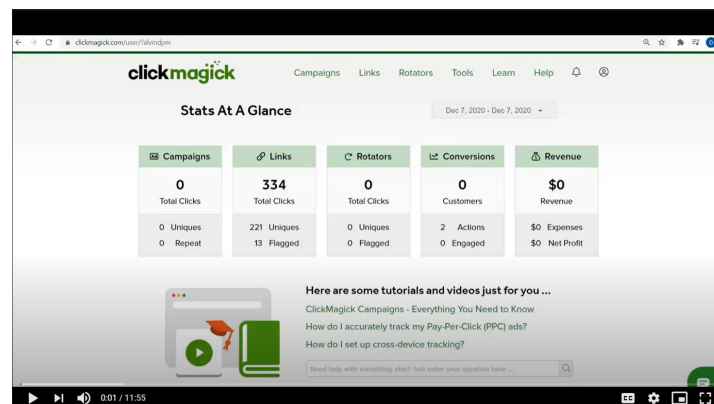
As you buy the solos you will notice the returns you get and can adjust accordingly.

[You can buy solos from our recommended list of Solo Advertisement Sellers here.](#)

[Or you can look out for them in this group too.](#)

The key is to track your results in terms of clicks, opt-ins and sales from the different solo advertisement sellers.

Watch this video tutorial on what you need to prepare for your Solo Ad Seller after setting up the deal.



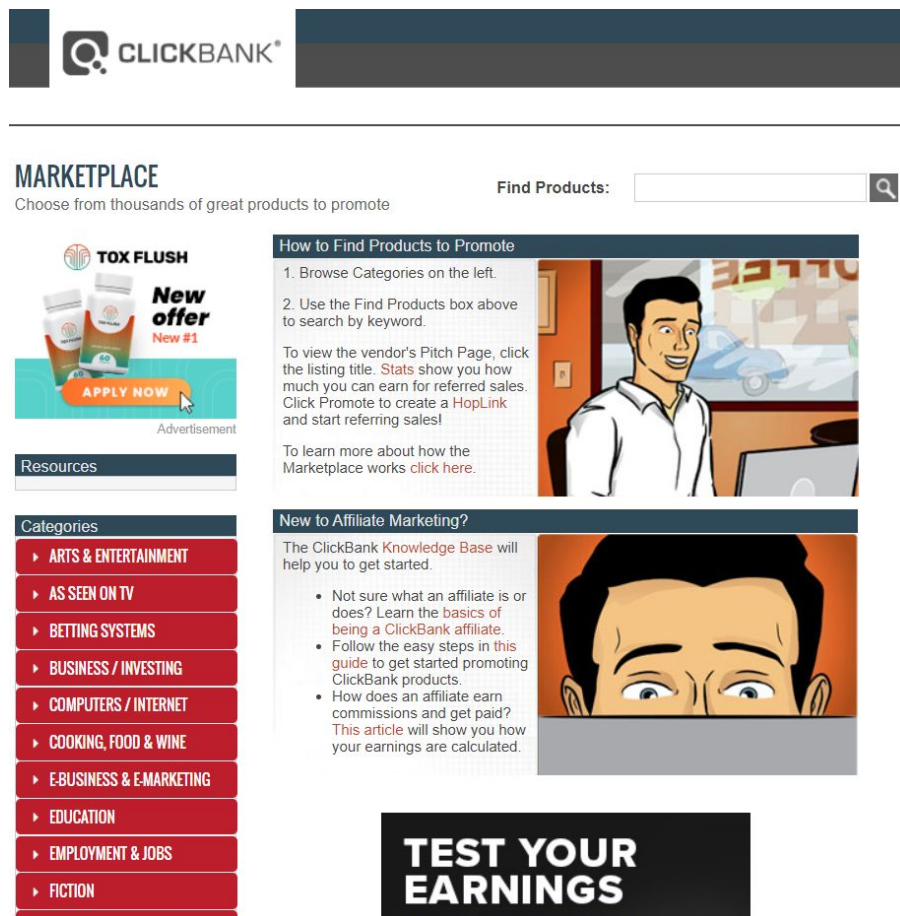
<https://bit.ly/dpm-tutorial-solo-prep>

Step 4 - Sending Promotion Emails After Your List Crosses 1000 in Subscribers

Once your list size crosses 1000 subscribers, you can start to send 2-3 Promotional emails a week. This is done using email broadcasts / newsletters on GetResponse

Send the promotional emails at least 1 day apart. Meaning that if you send the 1st promotional email on monday. Send the 2nd one only on Wednesday and not Tuesday.

You can choose which products you want to promote from the Clickbank Marketplace as seen below.



CLICKBANK®

MARKETPLACE
Choose from thousands of great products to promote

Find Products:

TOX FLUSH
New offer
New #1
APPLY NOW
Advertisement

Resources

Categories

- ▶ ARTS & ENTERTAINMENT
- ▶ AS SEEN ON TV
- ▶ BETTING SYSTEMS
- ▶ BUSINESS / INVESTING
- ▶ COMPUTERS / INTERNET
- ▶ COOKING, FOOD & WINE
- ▶ E-BUSINESS & E-MARKETING
- ▶ EDUCATION
- ▶ EMPLOYMENT & JOBS
- ▶ FICTION

How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

To learn more about how the Marketplace works [click here](#).

New to Affiliate Marketing?

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of [being a ClickBank affiliate](#).
- Follow the easy steps in [this guide](#) to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? [This article](#) will show you how your earnings are calculated.

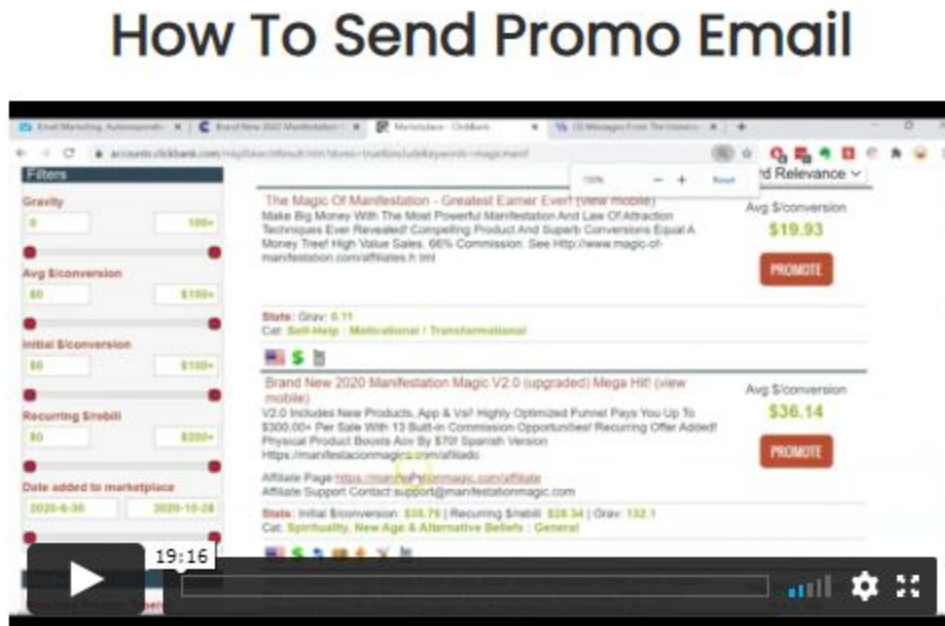
TEST YOUR EARNINGS

<https://accounts.clickbank.com/marketplace.htm>

Ideally only promote products under Personal Development, Wealth, Health or Relationships.

[We have also provided you with a rolodex of high converting products you can promote as an affiliate over here.](#)

You can revisit this video to remind you how to send a promotional email. It's at the bottom of our video tutorial page.



<https://wealthmastery.asia/dpmvidtutorials>

As your list size is small, do not be discouraged if you do not make any sales yet. With a list size of 1000. You might be able to make US\$50 to \$200 a month first.

This is because your sample size is too small.

But as your list size increases, you will see the income increase exponentially too.

As you buy more solos, your list size will continue to grow.

Once your list size gets to 3000. This is what you need to do.

Step 5 - Doing Adswaps After Your List Crosses 3000 in Subscribers

If you remember, Adswaps is the free traffic formula that I taught you. It helps you grow your list and at the same time make some money. It's amazing.

So just to do a quick recap.

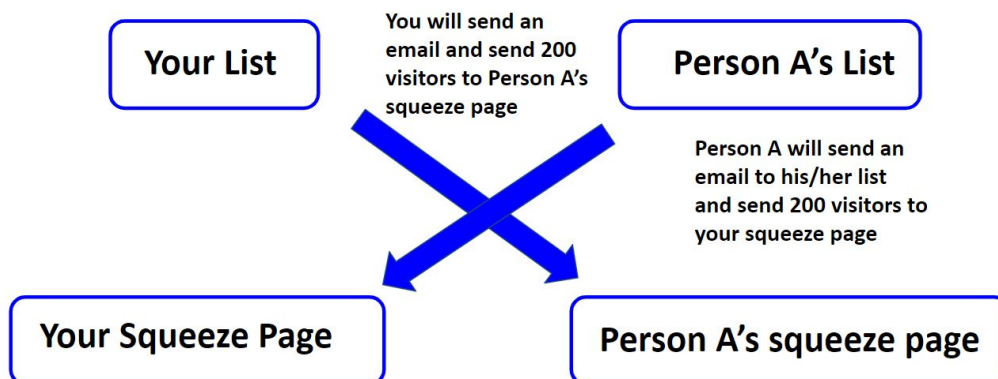
Adswaps are pre-set deals which you make with another email marketer.

You send traffic to their squeeze page and they send traffic to your squeeze page.

You only want to do Adswaps with other email marketers who are in the same market as you.
(Personal Development)

Below is an illustration of what happens in an Adswap.

200 click Adswaps Deal



You may find that you'd need more than 1 email send to fulfil the deal.

For e.g with 1 email you are able to get 100 clicks. Therefore you'd send 2 emails (at least 1 day apart) to get fulfil your end of the 100 clicks deal.

You can find marketers to do adswaps in this facebook group called Email Marketing Strategies - Personal Development.

[Click here to join it for free.](#)

And depending on how many clicks you are going to do an adswap for. You can find respective marketers based off these lists.

100 to 200 clicks

https://www.facebook.com/groups/1698097533735504/?post_id=2122948997917020

300 clicks

<https://www.facebook.com/groups/1698097533735504/permalink/2122949161250337/>

500 clicks

<https://www.facebook.com/groups/1698097533735504/permalink/1942492172629371/>

750 clicks

<https://www.facebook.com/groups/1698097533735504/permalink/2255577041320881/>

1000 clicks

<https://www.facebook.com/groups/1698097533735504/permalink/2255579647987287/>

Above 1000 clicks

<https://www.facebook.com/groups/1698097533735504/permalink/2255581324653786/>

And of course you can still find many people to adswap with inside the facebook group.

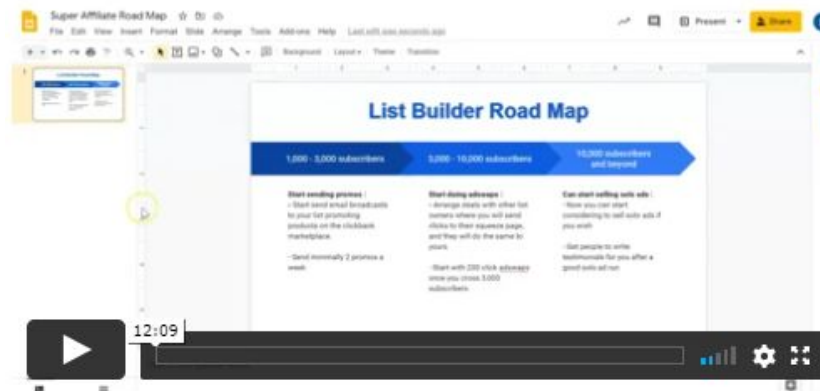
Adswap Templates

I've provided you with templates to modify to create your Adswaps email swipes.

[You can download them over here.](#)

And if you need a refresher on how to create an Adswap. Refer to this video below.

How To Do Adswap



<https://wealthmastery.asia/dpmvidtutorials>

At the start you may only be able to do 1 adswap a week.

But you want to strive to do 2 Adswaps a week. This allows you to grow your list faster, and at the same time you would potentially make sales from your core offers.

Step 6 - Keep Track of Your Results and Numbers

It's very important that you keep track of all your numbers. For example knowing how much you invested in Solo Advertisements. And how much you make a month.

If your list has 5000 subscribers, you can make on average US\$0.10 to US\$0.50 per subscriber from Promos and Adswaps combined in a month.

So that means you can make from US\$500 to US\$2500 a month. It really varies based on the core offer you have and also what you promote when you send out promotions.

If you are not making an amount like this, then you need to check whether you are using the right core offer and whether you are also tracking and promoting the right products.

Honestly the key at the start is to build a big list as soon as possible. So most students that do well continue to invest in Solo advertisements and do Adswaps at the same time.

The email schedule that you have should look like this.

Monday	Content Email (optional)
Tuesday	Promotional Email 1
Wednesday	Adswap if possible
Thursday	Promotional Email 2
Friday	Adswap if possible
Saturday	Promotional Email 3 (optional)
Sunday	Rest

Emails are sent either in the morning, or in the evenings. Test and see which works best for you.

If you follow the steps properly, investing in solo advertisements and doing Adswaps. You should get to a 10,000 list in roughly 3 to 6 months. Of course a lot depends on how much you spend on solo advertisements.

Do always remember, you're investing to build a list. A digital asset. So whatever money you put in, you'll make it back later.

This model works. A lot of my students have succeeded in it and I still personally use it too.

I wish you all the best in your list building and affiliate marketing journey. And look forward to hearing back from you that you've created a 10,000 email list and generate a decent 4 figure income already. =)

Yours Truly,
Alvin Huang