Autoresponder Tricks

Frank Salinas & John Cornetta

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Frank: So, anyway what's going on, how are you doing? This is Frank Salinas and we're having a super secret if you tell anybody I'll kill you phone call Skype recording with John Cornetta. ☺ lol I'm going to edit this out, but how you are doing?

John: Good. How are you doing?

Frank: Good. I just wanted to give you a call and see if you could share some of your secrets. I keep on having subscribers asking me what they can do to build their lists quicker and start making money right out of the gate quicker and shortcut their success so to speak. I wanted to speak to you about what they can do to do just that.

John: I was going to ask you some stuff too. I've got a lot of people asking me and maybe you can add some stuff to what I'm doing.

Some of the stuff that I did in the beginning, especially to break into the scene, that I don't think people use enough are the viral list builders, which you know a lot about. It was how I was using them that I think was really effective. There's two main scripts out there. I think you wrote one of them, right?

Frank: Yes. I had one out there on the market. I don't sell it anymore, but yes, there's about 20 or 30 sites that are alive and active that are using the script that I had customized. Then there's another one using the Butterfly Marketing script and that has some modifications done by Brett Ingram.

John: Right.

Frank: And then there's some custom sites like List Joe and Viral URL. Those seem to work real well. But, I guess let the listeners know what are some of the things they have to do in order to get the most out of all those sites?

John: Well, speaking of the one that's used based on the Butterfly Marketing script, and there's a lot of those out there, there's the Power List Generator and all those ones that Habib and Mark, I think, put out. Those specifically the way that I can use those to my advantage is that they let you send out emails from either the system or from your own email address.

That's critical because so many people today are using Yahoo or Gmail, they're the two most popular inboxes there are, and you can set up rules in both Gmail and in Yahoo and you can in Windows now too and you can just basically put things right to the side. Like, you don't want to get swamped by emails. You join up to get those emails, sure, but you get 30 a day and you get swamped, so you set up a rule and you kind of tune them out.

So, the trick is to go to one of those sites and send from your own email address and then you can do that and they miss those filters. But, that's only half the battle. Now you missed the filter and on the bottom it still has the link or whatever. So, what I do is I send out an email first to my Aweber list and it clones the link and then what I do is I take it, and I'm on my own list of course, so I take it and I copy the entire email except for the unsubscribe link and then I paste that into the viral sender and I send out from my email address.

So, the people are just getting another email from somebody at Aweber basically and it's a link they're used to clicking on, it's from a name that may be on the guy's list. So, my conversion rate is huge on those viral sites as opposed to …. People just put an affiliate link on the end of it, they put a budURL or what looks like a budURL.

So, I just copy and paste the whole email, paste into the viral sender and send, and I do tremendous click through rate and I get a very high conversion rate compared to most people that way.

Frank: I see. That's a pretty good trick. So, basically when I go to send my ad instead of selecting the system mailer I just choose the option where it shows my email address and it will look like it's coming from me, but at the bottom they can see it actually was sent from that viral list builder.

John: Yes. And if you go ahead and send a cloned link or a link that's been encrypted from GetResponse or anyone it lends to the fact. Most of our clients are subscribers on multiple lists, as you know, so it's just another list that they're on that way.

The problem with the traffic at social sites and at viral list sites, as we know, is it doesn't convert as high because people get bombarded.

Frank: Yes. And some of them are clicking just for credits. In your case, you're going to get their attention and more people clicking on the link and going to see what you have to offer.

John: Yes. They don't even realize that they're getting an email from a viral site, they just think they're getting an email from a list that they're on. So, I've done that.

Another thing that I recommend is that a lot of these sites it's every three days or every five days or whatever it is depending on the level of your subscription and it's real important to keep a physical calendar on your desk and know when that day is, because if you wait a day late to mail you're going to wait the three days again anyway.

So, I have it maximized where I know exactly when I'm supposed to send. I would send at that minute, certainly within that hour I was going to send out something. For the first six weeks that I'm on any kind of mailer I never mailed out an offer, I always mailed out to my squeeze page. So, I would do something to get them on my list. Once I have them on my list I felt I had better control of those subscribers than just being on the viral list.

Frank: Yes, definitely. I guess you'd recommend to the people listening maybe make a folder and then all those sites save them in that folder so they can just go, "I've got this one, okay let's go to the next one." Then keep note of when their next mailing is free. Of course, if they upgrade they get to mail more people and more often, correct?

John: Right. And the way I do that usually is I'm really big on tracking everything, so in my bookmark folder I'll have all those sites and then when I mail out I'll either have the Aweber tracking or I'll have the tracking from usually budURL to an Aweber tracking.

So, when I start seeing that a site is really being responsive I'm going to upgrade on that site. Or if I've gone to the site to begin with to make money as an affiliate and I'm positive that it's going to be a hot site and I know the owner or somebody like yourself leads me to that site then I'm going to upgrade from the beginning, because usually when one or two people that upgrade beneath me then I've paid for it.

Frank: That's interesting that you say that, because I've promoted quite a few of those sites before and you'd be surprised. If you're starting to build a list and you promote some of these sites that are launching you can rake in some pretty good commissions within just a few days.

John: Yes. I've made some big money on a few, you know that. That one I made like 1,000 dollars or something in a day. I just did one today, actually I was a part of it in the beginning and I didn't let anything happen to it. The owner of it wound up saying, "Hey, John, can you promote it?" I promoted it and it's turned out to be a pretty good site.

Frank: Well, that's good. Have you made any money today from it?

John: Yes. Actually, I won the contest too.

Frank: That's good.

John: I promoted it and in about a day and a half after I started promoting it I put in – 3,000 members is when the content ends and it's for 300 dollars. He's in first place, but he doesn't count. I had 347 people join up in a day and a half.

Frank: That's good.

John: And I started getting those 24 dollar sales at my Paypal account because people were upgrading along the way.

Frank: You mentioned earlier about upgrading. I just wanted to let people know when I first started online once I started getting into internet marketing I kind of when I wasn't hardly making anything online, when I did start making a little bit of commissions here and there what I would do is, like, every week or two I would pick a site that was responsive for me and I would upgrade.

Then as time progressed I would upgrade at another one, and at another one, so that more and more memberships that I had that were upgraded allowed me to email more people. Back then a lot of the sites that I used were actually credit based safelists and they weren't even viral list builders.

The difference is credit based safelists you could possibly over hundreds of, you know, 100, 200, 300 emails in a day versus a list builder like List Joe or Instant Profit List or something like that where you're going to get 30, 40, or 50 emails. So, there's a difference in ten times less emails than you would a credit based safelist.

But, I kind of apply the same strategy by upgrading every time I could and then my list wasn't big way back then, but I would use those sites as leverage to reach more people within a day.

John: Yeah, same exact thing. Again, what you just eluded to, Frank, is just treating your internet business like you would any other business.

Some people who are listening to the call and have either owned a business in the past or are a network marketer or wanted to own their own business, they need to understand what that means. That means knowing what your expenses are, knowing what your income is, and then most importantly is reinvesting your profits back into your business.

You did that, you took the money and went and upgraded and then all of a sudden you had more money coming in. So, people need to just set out that budget when they first start out too and say, "I'm going to invest this much money," and/or what's more valuable than cash is time. You can go online and you can trade reading blogs for money, you can trade posting to your social sites for money.

You can do all kinds of things to leverage your time and turn it into money, but what good is that if it's enough money to take you and your wife to the movies and you're done. I'd rather see you and your wife stay home and rent a movie and then take that extra 10 or 15 dollars and reinvest it into a solo ad of some kind, maybe an upgrade at a site, something.

Just keep reinvesting and if you don't reinvest into your business you're going to get stagnant. If you have zero percent growth you're done. But, it only takes -0.00001 to kill your business eventually. It's all about one tenth of a negative that will kill it. Conversely, one tenth of a positive increase you're viral and then off you go.

Frank: Exactly, like you're saying, the key is not to quit. Believe it or not, you hear a lot of people saying, "Those sites are junk, they don't work," but if you're just starting out and you don't have any resources of your own, you don't have a big list, that's one way to get your message out there.

Believe it or not, if you just do what John is recommending it will compound over time and next thing you know you're breaking a few bucks every day, and the next thing you know it's 100 dollars every week, next thing you know it's 100 dollars every three days, and then next thing you know you're sitting at a couple thousand a month.

It's just a matter of not giving up and staying consistent and that daily activity will compound over time. That's just one way you can start building your list is by using those viral list builders and even safelists and stuff like that. If you're just starting out that's not the only thing to do, but that is one option you have.

You're listening to two people that will let you know they do work if you're just consistent with them and don't skip a day, don't skip a mailing.

John: And it gets a little tougher. I'm sure you miss a few days now and I miss a few days, because we've got bigger lists. But, in the beginning you've got to be real hungry with this and stay on it.

Then the other thing is, I feel, is to treat social media marketing just like you would these sites. It's just another way to put something in front of someone and you can build relationships.

It's very hard, I think, to build up a relationship with social media. I think it's tough. People get bombarded with tweets, they get bombarded with Facebook posts. But, if you give some value and you give people something. You've got to get them to your list, that's the key with all of these, with safelists, with viral lists, with social media.

Set up a squeeze page and even if it's as simple as putting up a blog and Google you can set up a blog in a few seconds if you're not familiar with Wordpress and then you can have an opt in form and you can have a secret page now basically as your thank you page. Even in a website you can have an opt in form and a download page.

Then when you send out a tweet or you send out something from social marketing give them a reason to come give you their email address and get that ethical bribe, if you will. That leads me to something I use too for social marketing. I found that there were so many sites I had to go post stuff at, there's 100 social networking sites out there now. There's a little site that I found and it's not an affiliate program, it's just a good value site and it's called Hello Text at hellotext.com.

You go there and you set up an account, it's free, and then you add all your social media. Whatever social media you thought you didn't have, don't worry, they have links to it there and you add them. You add them and then you go to Hello Text and you send out one post and it hits all your social media at once. It's put Facebook up and MySpace and it's put your Twitter out.

You can even do it from Gmail, you can add it as an SMS or instant message and send an instant message and it updates all of your social sites at once. That's a good way to get your message out there. You may have to hit 1,200 people in order to get the results of someone on your email list, but if you can simplify it and just send it to one site then why not do that.

I do it every single day. I send out five or six social media blasts, but it's simple for me. I go to one site, I send it and it hits all my social media.

Frank: And it's free?

John: Yes, it's free.

Frank: There you go. So, that's another way you can leverage all these sites by just going to one site and doing it from there. I guess the main thing here we're talking about is how they can build their lists and by building your list you're going to build your business.

You mentioned the viral list builders, so let's say the people on this call are new, they're getting started, they've set up a squeeze page, they have an opt in, they've got a thank you page. What are some ways that they can improve how they build their list as far as getting more people on their list quicker?

John: There's advanced stuff and there's some intermediate stuff. Talk about ad swapping, do you want to go that far?

Frank: Yeah, you can share with them. We're familiar with it, but chances are maybe half the people listening aren't familiar with the technique.

John: Okay. One of the biggest things out there to increase your list size is to ad swap. I can take from a real simplified level here. It may sound confusing at first, but it's really not.

Let's say you have one of these viral sites and every three days you can mail 10 of them. You can find somebody else that also has every day they can mail 10 of them and you can say, "Hey, this week you do all the mailings for you and I'll do all the mailings for you next week." That would be considered a type of swap where you swapped credits that you have to mail out.

Another way to swap is in social marketing. I could say to Frank, "Frank, here's a social blast that I'd like out to your social sites," and he could put it Hello Text and send it out for me and then I would send one out for him. That would be us swapping basically assets that he and I have.

More traditionally an ad swap is where Frank would give me his "swipe" we call it in the industry and basically it's his advertising text that says, "Hi, my name is Frank and I have a great gift for you. This is where you can find it." And I would give him mine, "Hi, this is John. I have a great gift for you. This is where you can find it." And we would mail it out to each other's lists.

What's really most important though is that it's going to Frank's list from Frank, so he would say, "Hey, this is Frank. I've got this friend John and he's got a great product I'd like you to check out." It's Frank basically saying to his subscribers, "John is a good guy, I've checked out this product, here you go."

You can very quickly add two, three, five percent to your list every single day from simply swapping out. These are people that you want on your list because if they're on my list they're buying stuff, they're used to getting emails, Frank wants them on his list. Truth be told, we probably share a lot of subscribers and I want his on my list.

So, that's an ad swap. There's lots of variations on ad swaps, and I think Frank you've got some stuff out there. I've seen good stuff that teaches people on how to protect themselves in ad swaps and what to look for, where to find swap partners at. But, don't discount the fact that you can do small stuff with these viral sites and the social media and consider it a swap in the beginning.

You're going to have to get over the hump of say 300 subscribers before you can really do more traditional swapping, I would think. Right?

Frank: Yes. I would say 300 or more just so that you generate a decent amount of clicks from an autoresponder, because the clicks from your ad that you send via your autoresponder are I'd say 20 times more powerful than the clicks that you're going to receive from advertising websites, just because of the reasons we talked about earlier. Some people are just looking for their credits, they're clicking just to get their credits on that site, so the interest isn't going to be as strong versus a recommendation that I make to my subscriber lists about John's new ebook or whatever.

So, yes, definitely 300 or more subscribers can get you in the ad swap game and you just slowly build. People might say, "That's going to take forever." Yeah, but it's going to take a hundred times longer if you're just trying to do it by yourself.

John: Yes, exactly. What I was talking about earlier, the social marketing swap and the viral, it's got to be equal swap. I can't swap social marketing clicks to Frank's Aweber double opt in list or opt in list. You've got to swap apples to apples, you can't swap grapes to watermelons. So, doing a social swap for swap, that's nice to do.

That kind of leads to some other things besides swapping that I think people who are new to list building can get and that's integration marketing. I think that's big, people miss that. You're not missing it, Frank. But, when you guys join you're on other people's list and whether you realize it or not when you get these emails some of the people that you're on their list they are as new to marketing as you are.

They may be a month or two ahead or they may be behind you. Don't be afraid to reply to those emails, not autoreply because autoreply just pisses everybody off, but just reply to one and say, "Hey, I've been on your list for three weeks now, I've seen your emails and I was wondering if you'd care to swap." You would be surprised how many people.

That's how I got my start in swapping. I was sending out a couple of emails, I didn't know what I was doing really and a guy responded to me. I swap with him to this day. I said, "What's an ad swap?" and he explained it to me. As a matter of fact, that's how I first met Frank. Frank, if you remember, I was doing a contest for a giveaway event, which is another great way to build your list, and I kind of got Frank's attention through that event and thought, "This is the perfect time to email."

I had been on his list for six months or so and I emailed him and said, "Hey, would you be open to a swap?" And he was right away, so we developed a relationship that way. So, don't be afraid. What's the worst that could happen if you email the people that you get emails from back? They could not respond, well that's sales.

Frank: Exactly. You don't reply with, "Hey, check out my business opportunity." But, like John said, just maybe ask them a question or say, "Hey, I've been on your list for awhile. I like what you're doing. I was wondering if you might," and then even just ask them for something or ask for their opinion.

For instance, I have an ad that I'm sending out tomorrow, one of my subscribers asked me a question and I replied to him and he seemed eager to learn. Next thing you know I don't know even know why, but I offered to send a solo ad for him to one of my lists for free out of the blue. Why? Because he took the effort to contact me.

John: Yes. We're all human too, we like to teach and we like to help out people. Really, anyone could have gotten that from you had they taken the initiative that guy took. I'm happy for him. While I'm not offering up a free solo ad, that's great that he took the initiative.

Frank, what you're doing right there, that to me is true integration marketing too. You're basically building up someone that hopefully you can then go back to and call in a favor to. That's part of this

business as well is that you can do things for somebody and you can basically bank stuff with them and say, "Hey, remember that favor I did for you? Can I get a favor back?"

One day, Frank, hopefully you're going to build this guy up enough where he's going to be able to you back out.

Frank: Yes. What you're talking about, integration marketing, I'd like to let people know one way of doing that is just swapping banners like you swap ads as far as emails. One thing would be like let's say John created a banner and it says, "Click here for my latest free report." What I can do is I can put that banner on my thank you page and then all the opt ins that hit my opt in form as soon as they opt in they're going to see John's banner.

Next thing you know a good percentage are going to click and go opt in on his list. That's just another way of integrating each other's real estate and getting traffic from other people's efforts. All of us are doing ad swaps, people that we know we're doing ad swaps with one another, we're buying solo ads, next thing you know it just consistently builds and builds upon itself and you start getting more and more opt ins daily by doing this daily activity that adds up over time.

John: Another thing not to overlook also, a lot of people tend to just give a PDF. They get a free report, they have the rights to go ahead and give it away, so it's a PLR product or it's a MRR product, and what they do is they just leave it at that and they send somebody to a page and the PDF download. That's a waste of real estate.

What Frank has said is send them to a page where they click on it to download it and then there's other offers on your thank you page that aren't your offers that you've traded out with other marketers. But, there's one more little step there and that is instead of just giving people a PDF, zip the file up.

There's lot of free zip programs out there, there's too many to mention even right now. But, when you zip that up create a file and call it your bonus package. I do this with all my downloads. In the bonus package are HTML shortcuts to my other sites, or to say Frank's.

What I say is, "100 of these a day are going to be downloaded," or, "10 are going to be downloaded. In there is a bonus file, people open it up and they can shortcut to your other sites. Would you do the same for me?" That's a good way to do integration marketing.

If you don't have people to do that with you certainly can just do it to yourself and fill it with Clickbank links, fill it with any type of commission based product that you may have or an MLM that you may be involved with or something so that you're not wasting that download.

Every single opportunity you come into your subscriber, monetize it every chance you get.

Frank: Exactly, because it's all going to add up over time. Just to touch on you were saying don't skip an opportunity to show ads. I have banners on my thank you pages and download pages, and believe it or not, there's this one affiliate program that I'm promoting that seems to be working pretty good.

About three percent of the people that click just one banner on my thank you page are purchasing this offer that they're seeing currently. That's added up to over 1,000 dollars in commissions in the last seven days for me for this one affiliate program. So, it's working pretty good.

I have other banners below that, which also get clicks and those banner go to products of mine. So, I get instant payments to my Paypal account just for showing simple banners on my thank you page. Why? Because people go to download your product and then they want to click around and see what else you've got. People are curious and they're going to click if something is compelling.

Next thing you know, just by adding two or three banners on your page you're generating extra income just on that same traffic that you may have done a swap with somebody else. So, don't leave your thank you page empty and just have a link to your product or your free gift, make sure you add some banner under that so that you can take advantage of that traffic that's visiting your page.

John: That's real important. I'm going to talk to you later about that three percent program. I think I know which one it is and I'm going to join up for that under you.

But, that's so important. Again, what you've done is you've taken an hour out of your day or a half hour out of your day and you've set this up one time and then you're perpetually maximizing that. So, think of it as the little mint at a restaurant that wrapped inside that paper has come back to the restaurant and you get two percent off your next meal or 10 percent off your next meal. Once they've done that it's done, it's set there, it's at the front door and you pick it up if you want to, you don't pick it up if you don't want to.

It's real important, because what Frank has just told you and what I've just shared with you is something that you can do. The whole trick in this business is to be able to do something once and then make money from it over and over again. Remember, back at the beginning of this call I told you that time is money. So, if you can do something one time and have it pay over and over again, that's the real trick here.

It doesn't have to be just money from an affiliate program, it could be a click owed back to you from a swap, it can be more traffic back to your site, it can be branding yourself as a leader in the industry. All of those things, it just takes a little while to set them up.

Frank: Yes, exactly. Another thing since we're talking about list building and how to monetize everything, the main thing is to increase your business you've got to be building a list. We all know that. A lot of you listening to this call probably have an autoresponder and have a squeeze page and one thing I want to let you know, one of the things I do to increase my conversions on the squeeze pages is I try to keep it very simple.

I make one big headline and maybe another subheadline under that. Then I put an opt in form and I sometimes I don't even put an image. I might just have an image of myself and my name and my signature. So, it will say, "Congratulations! Grab your 27 dollar free report right here. Master resell rights included." It's that simple with an opt in form.

On the opt in form I don't even ask for the name anymore. I used to, but I found from testing and from talking to other marketers I removed the option for the name and it actually increased my opt in conversion by over 10 percent. So, I'd say nine out of 10 squeeze pages that I've set up in the last two or three months they all covert at over 50 to 60 percent. I'd say 55 percent is about average on what they convert and I've had as high as 65 percent on one or two of them, and that's just simply by removing the option for them to enter their name.

Some people might say, "Well, don't you want to build a relationship with them people by putting their name?" It's funny though, because people aren't dumb, well a lot of people aren't dumb, and a lot of people that are on your list know that they're on your list. Like John was saying earlier, some people get tuned out or they get so many messages, so if they see a bunch of emails that start with "First Name," and then the rest of the subject, a lot of marketers, even newbie marketers, they know what that is and they tune it out.

So, I don't even ask for the name anymore because the way I build a relationship is by sharing information about myself and what I do and how I got started. I make videos, I sometimes make audios, I write some reports here and there and I share them with them. I make some low cost affordable products that work and that people enjoy to use. So, that's how I build my relationship and not by just putting the prospect's first name in the subject or in the body of the email.

What other tips can you give the listeners right now, John, as far as tricks that they can do to either their squeeze page or to their autoresponder or to the process of building their list?

John: I'll tell you something. You touched on the whole first name thing and I flip back and forth on it having the first name or not having it. Some sites I have just email and there's definitely an increase in conversion when it's just an email address.

A lot of you are going to have a first name basically already, maybe you build up a list of 1,000 already or whatever that may be and you already have the first name, so you want to continue to use it. By the way, if you put that variable in the autoresponder and there's not a first name on file then it just won't show up.

I can't believe people are still doing this, but I never use the comma – and this may sound small and my nit picking, but the comma is just so you can be phonetically correct and you can have proper English. But, if there's not a first name then that starts out with a comma. So, just use that first name fix or first name and don't put the comma ever, so if there's not a first name it will just flow naturally.

When you write an email, I've always done this too, read the variable out loud. Get creative with the variables. If you just collect an email address use email. So, you could say, "Hey, I hope your email address is," and then the email variable, "because I've been sending you emails and I want to make sure that you're getting them."

There's lots of variables that autoresponders grab that could be used later like the location you're from and your IP address and things like that. You can get real creative in using these variables, and they're collected automatically whether you give just a first name or just an email address.

Some of the other things that you need to start doing, or please do, is get a 24 hour calendar and start sending out an email to your list at different times of the day. You can't just do this once, but send it out at whatever hour you were going to send it out and notice the response. It's going to vary from day to day of the week, it's going to vary because your list is going to get bigger, and so on, and the offer is going to be different, but just see what time of day your list responds to you.

And then the links, you may want to have a couple of arrows pointing to the link, you may want to have nothing pointing to the link. Just start to notice all that stuff. Again, just treat it like a business and notice that when you serve a hamburger and it comes with fries you're selling a lot more than when you're selling the hamburger without the fries.

Just be cognizant and aware of what's going on and treat it like a business. There's some real advanced tricks that maybe we can go into on another call, Frank, that you can do.

But, I think that's an important part. Also, don't be afraid to build different niche lists. If you have one that's just about PLR products then don't just take a software offer and throw it into that same list. It's free to create other lists in an autoresponder within your main list, if you will. Just create another opt in form and rename that list "software" so that you can start seeing. You may broadcast to all the people when you have something that comes out cool about software you may just send to that software list.

Frank: That's a good idea. When you were talking about paying attention to when you send, that's when you send a broadcast to the people that are on your list. John is talking about just making note of how the clicks look, because you want to make sure to select the option to track clicks. That way you can kind of get an idea of how many people are looking at what you're sending them.

Another thing is once you start generating a history of past emails, what you can do is look back from weeks behind, weeks ago and even months back, and look at the emails that generated the higher click rate and then you can recycle, so to speak, those same subject lines so that you can try to keep your click rate high because the more people that click on your links the more traffic you're generating to whatever it is you're trying to show them, whether it's another ad swap partner's website or if it's an offer that you're promoting.

So, do look at your click rates and do look at the subject lines that got you the better opens and the better clicks and you'll start being more effective at your email marketing.

The main thing I can say is don't get caught up on trying to perfect your squeeze page for two or three days or anything like that. The main thing is to get your autoresponder set up, get your squeeze page out there, get a gift. If you don't have anything original, get a private label right product and then pay 20 to 30 dollars or less to have a brand new ecover created for it and then it's now your original product

because you found something with private label rights, you changed the name, you had a custom graphic made and now it's your product that you can give away so that you can build your list.

It's really that simple. It's a matter of getting people on your list, building relationship by giving them good content and good cool stuff. And then someone reaches out to you and asks for help, just help them out. It's going to take a few minutes just to answer the question or to send them to the right person that can help them. That's going to come back to you, believe it or not, even in your business.

I don't know what else you'd like to add, John, but let me know what you think.

John: That's it. Maybe give our websites where they can opt in to our lists. Probably a lot of the people are on our lists, but just in case they're not. My main site if you would like to see what my emails look like is **JohnCornetta.com**. That's about it. And yours, Frank, you want to throw one out there?

Frank: Yes. You can go to **FrankSalinasOnline.com**, and of course you can join one of my newsletters there. Then you can just study some of the stuff that I send out and then you can maybe get some ideas of how to increase your response rate on your list.

The main thing is just don't quit, get started, and learn as much as you can, but try to implement everything. As much as you learn try to implement it right away if possible. Don't get stuck on learning forever, make sure you start taking action right away.

John: Very important. I don't want to keep this going on forever, but paralysis of analysis. I see so many marketers sit there think they have to get everything just right and then we're eating them for breakfast by just doing. So, take action. That's probably the most important thing you've said here today on this call is just take action.

Frank: All right, John. I appreciate you sharing this audio with me. Hopefully we can get it into the hands of a lot of people out there so they can start taking action like you mentioned and start bringing in some money. I started at the bottom and started making zero for awhile and now it's been past three years that I'm home full time and haven't had a boss since September of 2007. If I can do it, anybody else can do it too. So, thanks.

John: Thanks for having me, Frank. I appreciate it.

Frank: Thanks. We'll talk to you guys soon. This is Frank and John, we'll talk to you later.

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[Generate Thousands of Dollars a Month with This Plug & Play Money Making System](#)

[Generate More Cash-Sucking Website Traffic than You Ever Thought Possible](#)