

GIVEAWAY COMMUNITY

Listbuilding with Hans Castiglioni



This Book Is Brought To you By Hans Castiglioni

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INTRODUCTION

In this report, you'll soon see how I built my list from zero into the thousands of people, who are happy to pay me multiple \$1000s, and how you can do this too if you take action on what you read today.

It is easy to get these results yourself, if you have a system. That system will be revealed to you within these pages. It is hard work, but once this system is set up you can earn money on autopilot and how fantastic is that!

This short report will take you through my list building process, which chartered my rise from puppy internet marketer to a successful internet marketer.

You will learn step by step how you can build a huge and responsive list, just like I did. Okay 30,000 subscribers is not the biggest list in the internet marketing world, but it easily makes me what I want. I should say my list is still growing and growing fast day by day, and I share exactly how to do this, right here in this report.

Why Have a Mailing List?

A mailing list is the backbone to any successful business online, how it works is that someone lands on your squeeze page, and if they like the look of what you are offering they will give you their name and email address once they have done this, they will have opted into joined your mailing list.

You now have the right to send them emails. So every time you write an email from now on, it will look like you are writing it to just one person, but it will in fact go out to everyone on your list, which, like in my case is tens of thousands of people.

This is not spamming, because people have chosen to receive your emails regarding a certain topic when they opted into your mailing list.

Building a mailing list is not just a one off task, it is continuous. Setting up the system will only have to be done once, but growing that list and building a relationship with that list is an ongoing thing and where the money is so you will want to nurture it continually.

You have to know that I started at zero, and had to learn how to build this responsive list.

The fact is we all start at zero. Then our lists grow 1 by 1 So its 0 – 1 – 2 – 3- 4 etc ... and it's no cheating ... but each and every number is a person you can build a relationship with and these people will pay you money

when you recommend products to them as an affiliate.

I didn't know anything at the beginning, but I learnt and is making the task easier for anyone who wants to learn how to build a list by showing them how, because that is the kind of dude I am !

First you need to focus on building the system, then you need to focus on the list building part and then this is the most important part, you need to focus on building those relationships with the people on the list as that is where the money is. People need to trust you first. When your list is in the 1000s, you will start to have leverage and make money.

People will start contacting you to promote their product to your list, you see that's what happened to me and that's what will happen to you

So if you would like to make a couple of hundred dollars a day on a regular basis, then having your very own mailing list is the answer.

But You don't want just any mailing list.

People have list of 1000s of people, but don't make a dime from them. Why is that ?

This is what is known as a cold list. It's unresponsive and useless to be honest.

You will want to create a warm or hot list so they are called one that is responsive with thousands of people on that list who can't wait to devour your next email

that could include a promotional offer from you sending out for some affiliate product that you recommend.

This takes time and effort and it won't happen overnight, but as I taught me from day one – start small think big, so to build a warm list, you must build a relationship with them. You can't promote to them in every email, as that will have them hitting the Unsubscribe button real fast, or cause them to ignore your future emails.

The secret is to building a warm list is to give them value at the very first time they join your mailing list, So what I'm saying is when someone first opts into your mailing list you best make sure your eBook you use as bait to get people to join your mailing list is of value, because if your first message is of no value then they will never listen to your second message.

But by providing great content that they can use, this will build up trust, with the new person on your list then and only then, you can think about promoting your first offer to your subscribers, as now they will be more likely to buy that product from you because they trust your opinion.

Later in this report, I share with you some tips that will help you do just this.
For the record, my first emails weren't very good at all, but now I have mastered the art !

But first, we need to start creating that mailing list and fast, so you have a list to send these emails too! Remember that everyone started with a list of zero. No one gets a responsive and money making list handed to them on a plate!

The First Step - Have a Plan...

My secret to my success is planning. In order to succeed you need to see the whole picture first. After all, if you don't know where you are going, how do you know how to get there?

Get these plans down on paper. Planning is one of the strategies that people fail to do. Yet when you write something down you are committing to paper what you plan to do and you can get it out of your head. Some of the most successful people write their plans down with pen and paper first.

Planning helps you learn quicker, as you can see what you need to overcome, or the tasks that you need to do to get to the next stage.

I plan out 90 days in advance, but to start to get into the practice of this, you can start with a month or week. Let's say a week to start off with.

For the next seven days, plan the tasks that you are going to complete on a daily basis.

Put them in a step by step plan, so you can tick each of these tasks off as you complete them.

Don't open your email account, your favorite forum, or general internet surfing until you have completed your tasks, all they are, are distractions. Although if you know what your own personal distractions are, then that's good as you can overcome them.

Later in this report, you will see a step by step plan on how to build your list, use this as your basis for the next week and you will feel a real sense of accomplishment as you tick off each task and get closer day by day to building that responsive mailing list.

Plan tomorrow today. If you have a plan you can stick to it. It maybe that something took longer than you thought, then plan to finish it the following day. If you stick with the plan, you will make money!

The real secret here is to always have the next 5 tasks planned, as this makes you ultra productive, so always have the next 5 to 10 tasks planned at all times.

Remember, it doesn't have to be perfect, just get going. You are going to hit hurdles and glitches, but just keep going and you will get there.

For added motivation, dangle onion's in front of yourself to push forward – reward yourself when you meet targets. When you start out this might be a night out on the town or a shopping trip and as you make more money this will become luxury vacations. Always dangle onion's, and don't whip or punish yourself as you will lose motivation.

Hans Castiglioni's Secret To Building a List Fast !

One of my favorite sayings is KISS – Keep It Simple Stupid. This system is simple! Setting up the system will take some time and there will be a learning curve, but if you want to see those \$100 days, you will need to keep reading and implement what you learn.

The secret to building a list fast is contributing gifts to Giveaways!

A giveaway site is an event that anyone can join, that can last from seven days to a few months. There are usually 5 or 6 giveaways that are running at any given moment in time.

There are two sides to every giveaway – the contributor side (people offering free gifts) and the other side is members looking for free gifts. These members have to opt in to your mailing list to get the free gift you are offering as a contributor.

Each one of these giveaways will have rules and will vary from giveaway to giveaway, but one rule is that you will promote the giveaway. If you don't promote the giveaway your gift will be removed.

As everyone is promoting the giveaway, thousands of people end up scrolling through the gifts and picking out the ones they want to download. Your gift will be among them, and if they want to download your product, they will be taken to your opt in page, where they will have a chance to get your gift.

Yes, some gurus say that the subscribers you get from giveaways are freebie seekers and you will never make money from them, but these same gurus probably bombard these so called ‘freebie seekers’ with offers left, right and center so no, they won’t be responsive, they don’t want you to know what they know.

And yes, these subscribers will probably sign up for a huge amount of gifts at these giveaway events, but they will stay subscribed to your list because you will treat them differently and not bombard them with offers, as soon as their email address hits your Autoresponder account.

In fact, I am a living proof that these subscribers are responsive, but only if you look after them right. I want to help people and this, shows in both my actions and emails.

I send these new subscribers free advice, great content, and more freebies.

My initial emails make that new subscriber warm to me, listen to me and most importantly trust me. When I make a product recommendation, these people are more likely to think I trust his opinion; I will try what he is recommending.

The great thing about giveaways is that you know what the new subscriber is interested in.

Say for instance you are giving an EBook away about Marketing, then you’d send more marketing tips and promote related marketing products, because you

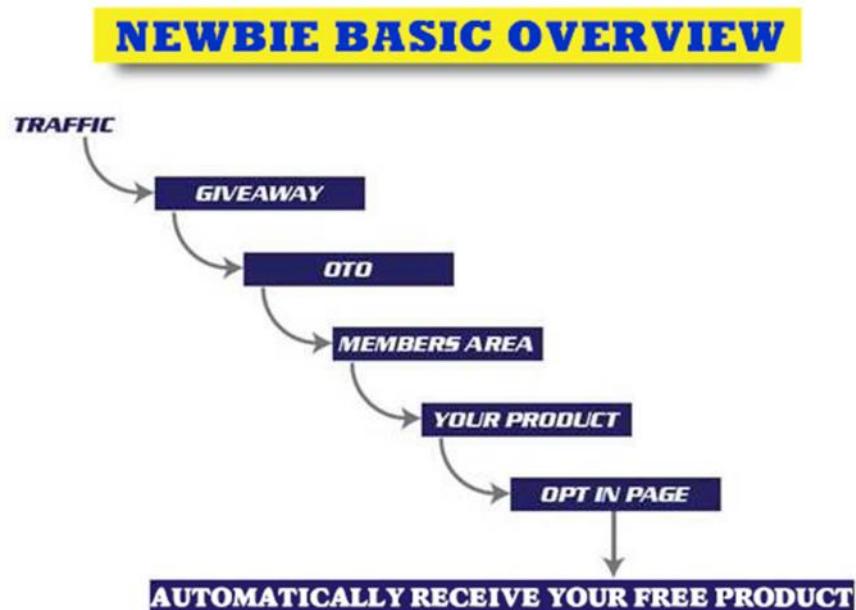
know that they are interested in that, as they have downloaded your product.

And that's how you make money with your list.
I maintain a site where you can find a list of the latest giveaways, you can take part here:

[**# 1 Giveaway Directory**](#).

It is updated every couple of days, so you can be sure it is up to date.

The Giveaway process looks like this.



As you will see traffic is sent to the Giveaway, where once members sign up, they will be shown a one time offer, where you can make some money as an affiliate before they proceed to the member's area.

Then they land in the member's area with all the gifts on offer in that giveaway,

including yours.

Once someone clicks on your gift, they will be taken to your opt in page. Where they can sign up for your gift, and receive it instantly and automatically from your auto-responder – now this person is on your list – well done (get some more)

Your 12 Step Guide To Creating Your Very Own Mailing List

STEP 1: Get a Domain Name

STEP 2: Get Hosting for your Domain Name

STEP 3: Get an Autoresponder Account

STEP 4: Get a Free Product to Promote at Giveaway Sites

STEP 5: Set up a Squeeze Page to Promote

STEP 6: Upload Your Squeeze Page to the Internet

STEP 7: Create First Message on your Autoresponder Account, Highlighting Where to Download Product.

STEP 8: Check Squeeze Page Works

STEP 9: Create a Quick Folder and Dedicated Giveaway Email Address, So You Have Details to Hand When Signing up and Contributing Gifts to Giveaways

STEP 10: Sign up to as Many Giveaways as you can (Ongoing)

STEP 11: Promote Giveaways (Ongoing)

STEP 12: Create Emails to go in Your Autoresponder and Check your Click Through Rates (Ongoing)

THE SMALL INVESTMENT TO GET STARTED...

You will need to make a small investment to get started in building your list.

This will be your domain name, hosting and an autoresponder.

You may not see a return on this investment straight away, but it will be worth it and these are the essential tools to grow your list using the steps above

A Closer Look At The Steps

STEP 1: Get a Domain Name

I would recommend that you use [D9Hosting](#) to buy your domain name from. If you have never bought a domain name before and are unsure what to do, they have an excellent support team to help you through the process. Make sure you pick something catchy!

STEP 2: Get Hosting for your Domain Name

You are not going to have a presence on the Internet until you get hosting. You can think of hosting as online real estate, as this is where your website will live.

You need a hosting account, as you will need to build a squeeze page up online, host images etc.

There are thousands of hosting companies online, but to make things simple, we recommend [D9Hosting](#)

This hosting company has everything you need: good

terms and conditions and 24/7 tech support by chat/phone/email, so once again if you are brand new to this, [D9Hosting](#) would be more than happy to help you. The Unlimited package is the best one to go for, as its good to go and good to grow, then you can build from there.

STEP 3: Get an Autoresponder Account

The best Autoresponder provider is [Directresponders](#). The Autoresponder is where your subscribers are kept in the database, where you get the subscription form to put onto your Squeeze Page, where you create your follow up messages and where you track how many people are opening and clicking on the links in your email. It is very, very important!

Directresponders is \$ 9.95 a month, but worth every cent. You might make this investment back straight away, but this will be pittance when you start making sales from your list.

In internet marketing circles it is said that each subscriber on your list is worth \$1 a month, so you do the math! There will be a learning curve when you start using Directresponders, but they have excellent support, and tons of video training.

It really would be a wise investment to spend some time learning how to navigate around Directresponders and all its capabilities.

STEP 4: Get a Free Product to Promote at Giveaway Sites

Preferably you should write your own product to giveaway, but if you are just starting out a great place to visit is my FREE Membership site [AMember](#)

At this site, you can download many free E-books and give those at giveaways.

The great thing about e-books from Amember is that you can also brand them with your own affiliate links, so you can get additional streams of income.

All the e-books at this site are valuable, as they are checked before they become available to download. To differentiate yourself from other people offering the same e-book at the giveaways, it is also good to select a few other e-books, which you can include as bonuses. Zip up all these e-books, ready to upload to the internet at a later stage.

STEP 5: Set up a Squeeze Page to Promote

You can see an example of a high converting squeeze page at my [Turnkey EBook Store](#).

Essentially you need a HEADLINE to capture attention, a call to action and an opt in form, which you create on Directresponders and copy the html over to your Squeeze page.

When you know what you are doing, this can take as little as 10 minutes.

STEP 6: Upload Your Squeeze Page & Download Page to the Internet

Now you've created your squeeze page, you will want to upload it to the internet.

For this you will need an FTP client. There is a great free one called Filezilla, which you find easily in Google. There is a bit of a learning curve with FTP too, so be prepared to take some time over this.

There are plenty of videos over at YouTube if you search Filezilla to help you through. You will also want to upload your free ebook folder as well, so you have a place to send people to download your product from.

I have another secret here that works really well. Instead of giving a direct link to the free ebook, send people to an One Time Offer page. Here is an example of one of my OTO pages: [Example](#)

You can see that there are other opportunities and discounts, as well as the download link that create additional income streams, which is a really good idea for you to incorporate too.

STEP 7: Create First Message on your Autoresponder Account, Highlighting Where to Download Product

Now, you need to create the first message in your Directresponders account. This will say, thank you for subscribing and include the download link to your free gift or thank you page.

STEP 8: Check Squeeze Page Works

Go to your domain name, and put your name and email address into the opt in form, and double check that you receive the email that you set up in the previous step. It's also a good idea to check the download page too.

Here is a summary of the previous two steps:

STEP 9: Create a Quick Folder and Dedicated Giveaway Email Address, So You Have Details to Hand When Signing up and Contributing Gifts to Giveaways

Adding your gift to a giveaway can take 20 minutes or if you are organized, just a few minutes so some quick advice on getting organized.

Set up a quick folder! Another example from my file...
You will need an image file of your free gift:



You will need your title and description ready e.g.

Example: Turn you Videos in to cash

Description:

How To Create A High Performance Sales Video * How To Make Sure Your Video Is A Success And Not A Flop * Software And Hardware Tips Comes with Master Resale Rights – You keep 100% of the profit from every copy you sell. Just fill in your name and email and you all set.

And the links you will need to enter into the giveaway:

URL Squeeze:<http://www.yourwebsite.com/droric.htm>

URL Download:<http://www.yourwebsite.com/dervic.htm>

URL Support:<http://www.yourwebsite.com/drvicoro.htm>

Notice, that there is an image link in there too, as some giveaways will ask for the image file and others will ask for an image URL.

Next you will also need to open an email account that you just use for signing up to giveaways. A Gmail account is ideal for this.

STEP 10: Sign up to as Many Giveaways as you can (Ongoing)

You will be kept up to date with all the latest giveaways that you can contribute to, if you regularly visit my [# 1 Giveaway Directory](#). Follow the on screen instructions of each giveaway and you'll soon get the hang of it.

STEP 11: Promote Giveaways (Ongoing)

The main rule of every giveaway is to promote the giveaway. When you first start out, you won't have a list to promote to, so you will need to find other ways to promote the giveaway, like putting the promotion link on twitter. You can get a lot of traffic from your twitter account

You can also add your give away link in your forum signature and write a few useful posts. You could write a few articles, perhaps about how great giveaways are and put up a page promoting the latest giveaway site. Or even start blogging about what you are doing online, and include the promotional links on there to.

Then once you have a small list, you can start promoting giveaway sites to your list. After all your subscribers found your gift on a giveaway site, so you know they like them! You also will get the opportunity if you an upgraded contributor to input mostly four text ad's, there you getting free traffic from.
And don't worry if you feel stuck with what to write about there will normally be promotional emails you can use on most giveaway sites.

STEP 12: Create Emails to go in Your Autoresponder and Check your Click Through Rates (Ongoing)

Now you need to start creating emails for your Directresponders account, so that they are sent out on autopilot every couple of days, every week or however often you want to send out an email.

On your promotional emails, it is best to send out a broadcast message, as you can see how many people have opened the email and clicked through the link.

You want to aim to get a 20% open rate and a 10% click through rate.

To obtain this you will have to test different email promotions and see how they fare.

As you are growing your list, you can practice these emails and by the time your list is in the 1000s, you would have got really good.



This could be you in just a few short months

So Get Building That List!

The Giveaway Academy

Good Luck - Hans Castiglioni