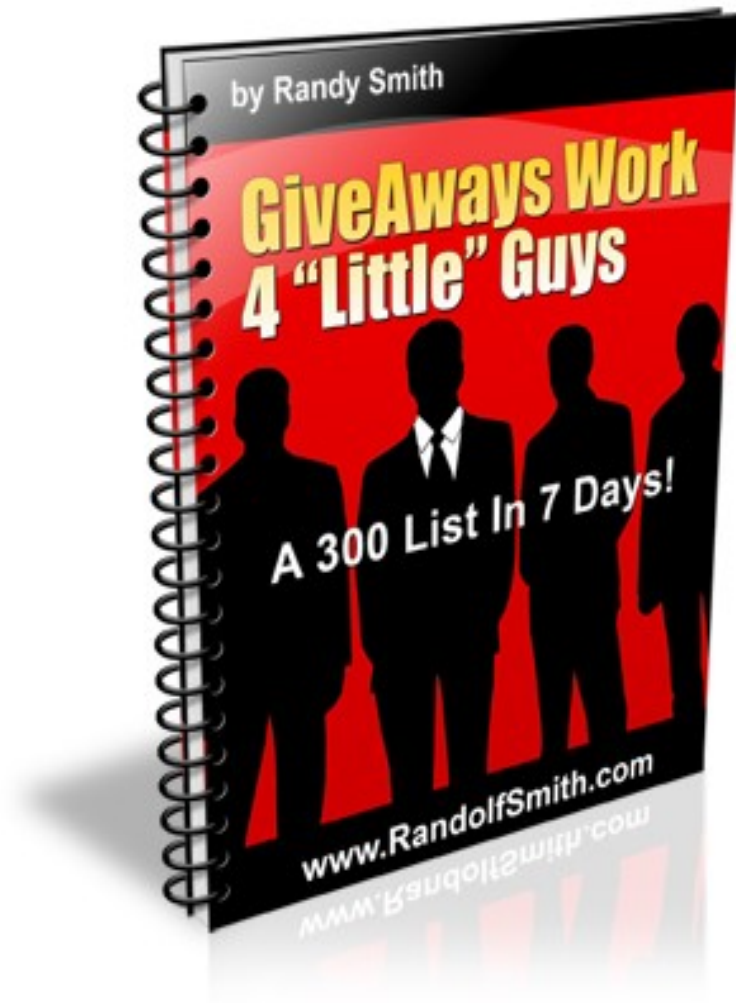


JV GiveAways - Work 4 Little Guys Too!

A 300 list in 7 short days!



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Quick Intro

It's all about getting you started with a list of your own, or adding hundreds to it if you already have one!

Hello and welcome to this short report on getting more subscribers to your site.

Firstly I want to be very upfront and tell you straight away that this isn't a definitive guide, it's more of a quick report on my experience over two giveaways that I recently took part in.

The reason for writing it is to help others who may be wondering if it's worthwhile joining a giveaway as a contributor in order to add to your own mailing lists.

(Mainly for my own list - but I'm passing on the rights so that they can help people too)

Lets be honest - we all know it's easy for the gurus who have big lists of tens of thousands to add many more thousands...

They just promote the event - get a few hundred people to join and their gift stays on page one where they then get a few more thousand added to their lists...!

BUT WHAT ABOUT THE REST OF US? - Well that's why I've written this report :)



What's A GiveAway Event

Let's start with a quick description of what a giveaway event is: There are usually three parties involved in her JV giveaway.

The first is the owner.

This is the person who has put up the site and is organizing the event. They gain from the event, by building themselves a large list, their task can be somewhat thankless in that they have to find people to promote the event for them.

The second party involved would be the JV contributor.

This is what I'm suggesting you seriously consider in order to build your own list.

By contributing a gift to the event, you stand a very good chance of people downloading your gift and joining your mailing list.

How many people you get to join will depend on how much you promote the event yourself. Most events work in a way that the people who bring most new members and contributors have their gift listed higher on the download pages, thereby ensuring they get a good return by having their gift most visible.

The final party involved at the free members.

These are the people who reach the event through the promotion of all the JV contributors.

The benefit they receive is being able to pick and choose which gifts to download. Gifts that ultimately may help them in their IM business.

So as you can see everybody wins.



The Downsides

Each of the three parties also suffer certain downsides, and it wouldn't be fair not to briefly cover these too.

For the event organizer - their downside is that they may not recruit sufficient numbers of contributors, and hence may not have as successful an event as they would like.

Naturally, this is a gamble for them as they have had the domain to buy, software to purchase and all the work in setting everything up.

For the JV contributor - their downside is that if they are not already a guru with a large mailing list, then they may struggle to have their gift in a position where it will be seen and hence may not receive as many subscribers as those on the first few pages.

For the free member - their downside is that they may well end up with heaps of e-mails from all the lists they joined in order to claim their freebies, in a nutshell their inbox could be stuffed.



So Why Join As a Contributor?

So why do I recommend that you join as a contributor?

Well, to be honest, I found that it is one of the quickest ways to establish your own mailing list!

Yes, there are hundreds of ways to build a list.

But for a small marketer, the possibilities of landing that big JV with their favorite guru and having hundreds of new subscribers within a week or so are pretty rare.

But a giveaway event really can add hundreds almost immediately!

(Don't misunderstand me here... Most of the email ads for these events may say they expect you to gain "Thousands" of new subscribers - But this report is about the facts of 2 events I recently took part in!)

With the giveaway event, there is usually some means of ensuring that your gift is more visible, and that you will therefore receive more subscribers guaranteeing your success and establishing your own list, and thereby you own online business.

What I've noticed is that most giveaway events have some form of upgrade. I am not saying you have to take the upgrade in order to gain subscribers to your mailing list.

However, I will say from my own experience, the cost of the upgrade has been well worth it for me.

In the last two events that I participated in, On both occasions I paid the upgrade and actually made a profit from the event.
Joining these giveaway events as a free member will undoubtedly give you the opportunity to download some valuable products but let's get serious.
Having valuable products doesn't necessarily give you a business.

Having mailing list does!

And once you have a mailing list - you are able to set messages into sequence in your autoresponder as well as send out broadcast messages.

Doing this has brought me a regular source of income from doing nothing more than telling my subscribers of products I've found that have helped me!
(Tip - do try to have a series of messages ready loaded for when you get the influx of subscribers)

Also worth noting is that these are people who have trusted you with their email address in exchange for a gift, it's highly likely that they won't trust you at all at this stage - so don't just set up a series of pitches.

You'll need to build a relationship with them just as you would anyone else. Earn their trust with solid and practical help and advice , and only recommend products you honestly believe will be helpful!

That should be common sense to most - but by repeating it here it will hopefully reinforce it in your own mind, and therefore cause you to ensure you do take your duty of care for these subscribers seriously :)

So how did these two events do for me....
Read on for my own results and those of a couple of friends...



Some Typical Non Guru Results!

Here are the genuine results from the last two events that I joined:

First - The Easter JV:

This is the first one of these events that I 'Paid' to be a member of.

There was a free option, but I thought it was time I took the plunge on one to see if it's worthwhile investing in the upgrade.
It cost me \$47 to be an upgraded contributor.

That gained me the added benefit of listing 3 gifts instead of just one.
(You may find a lot of these events have different offers/rules/criteria etc. - so do check all the sales page text!)

I was also permitted to add a paid offer of my own to the ones members saw when they logged in *(in rotation with other upgraded members)*

Here are my results....

(I think they may help you decide if it's worth considering these giveaways in future)

I ended up nowhere at number 46 on the JV leader Board *(laugh)*, not all events actually tell you who has done what, so this was interesting because it showed just how many the 'guru' types were sending to the site.

Having only sent 38 people to the site and 1 other contributor of which 26 confirmed their membership.

You can see that I didn't exactly break any records or impress anyone... ;) As this was an event that did show the numbers - I was able to see that the average for the top 10 positions was around 250 people bought to the site.

(I also found that interesting as these were some big name marketers.... so it surprised me that there were only a couple who literally brought in thousands.... If you get the chance to see these numbers - it could be worth getting on these top guys lists, with a view to getting to know them and hopefully one day having them do a JV with you)

Back to the results...

Here's Where It's Really Interesting.

Due to being a paid member I got better gift rankings and hence - Of the 3 gifts I listed, Here's what I got:

My Easy Cloaker Software — 225 downloads

Copy Power List — 234 downloads

Easy FTP — 240 downloads

(Which are all available at www.MonthlyBargains.co.uk)

Now I can't be precise at this stage as some people took all 3 and others just 1 or 2 ... but I would guess that the 10 days added around 350 - 400 people to my lists in total!

That in itself would be worth the \$47, and I would have been happy. Lets be honest, I've seen so many marketers surveys that show something like 95% of the people on their lists have either NO LIST or have just started and have less than 500.

And the reality is - that having a list over 500 will earn you money and will motivate you to 'Get Stuck In' and build your business. Knowing that there are people out there who may be reading your emails - really does add motivation and a sense of duty.

That sense of duty and the motivation you get - helps push you.... and before you know it you have a business that is earning an income - and that is what we all want isn't it?

And now for even more interesting figures from the results!!

As a result of being upgraded and adding my offer, Once the event was over with I suddenly found emails in my inbox telling me I had earned a total of \$127.45 back in commissions.

(How nice do you think that felt ;))

Therefore the reality for you could have been ...

That by setting up those 3 pages and giving away those products You could now have what someone with no list would consider a very good small list as well as making some cash..

Don't mistake me telling you these figures as some sort of showing off!! - I'm not bragging at coming in nowhere, I'm just showing what anyone could have done by sending a few people along.... And putting up Quality Gifts of Value!

Out of interest - the person at position 92 only sent 2 people to the site...

And got 194 new people on her list...

That was Aryeh Sheinbein of www.yourauctionformula.com

(Take a look if you use ebay)

He joined my list and that resulted in an email to me about adding my [Magic Auction Words](#) to his ebay related autoresponder list *(so he must have good taste....lol)*

Seriously - this also shows how long term income and other types of JV's can all come from being seen in these events...

I also heard from Joe Nykoluk of www.FiveStarMarketing.net

That he added nearly 800 to his list and he referred only 3 people!

He was in 3 giveaways at once ... but I checked his stats in the easter JV and **he had 385 downloads for just one of his gifts!!**

(Brilliant for Joe — who told me this was his first venture in online marketing)

So that was the Easter JVGiveaway!



The next one I joined was The IM Giveaway

And here is how the event did:

The giveaway ran for a week, and I had 6 people take my recommendation to join as contributors, and 32 join as members wanting to grab some freebies.

So as you can see - No Guru type figures there either:)

I paid the \$17 for the upgrade - This put my product in a rotator to be shown on page 1 randomly with other upgraded members - thereby gaining me more exposure that just being on page 8 or 12 or where ever I ended up.

By the end of the event I had added another 326 people to my lists,
Again - no guru figures - but still nice for the sake of \$17

(I doubt adwords or the like would have that many hits & signups for \$17)

That said - Once the event was over, I also got paid for upgrades from my link. And I'm pleased to say I was paid more than double my fee.. A total of \$39

Again - no guru figures - but in terms of my efforts it means I've added over 300 subscribers AND made a profit of \$22

So even the gurus would have to admit that it's a positive result, don't you think? ;)

(I actually had someone unsubscribe from my list when I reported these results... as they said I did not show verifiable proof of the income!!! -- Seriously - if I was going to lie, I think I would have added a few zero's...hehe)

As far as I'm concerned though it's a great result!
Now I have even more people to answer to.
So I have to get my backside into gear and help where I can.

And trust me when I tell you - the money is very nice.

BUT - there is real satisfaction in hearing that someone who is on your subscriber list has done well for themselves too!

Like for example a couple of results from people who joined this last event as contributors.

Although I didn't hear back from all of them, I did from 3 who have gotten to know me...

So here is how Omar, James & Andy did...

Omar Martin of

www.Omar-Martin.com got 232 new subscribers to his list, downloaded \$500 worth of products to help his future business and made a net profit from the giveaway of \$20.

He is building his list in order to promote his

www.HighPerformanceSalesSecrets.com

Imagine that - being paid \$20 to add over 200 names to a new mailing list....lol

James Teale of

www.james-teale.com got as astounding 466 new subscribers to his brand new list. James is a copywriter like myself who is building his list in order to have a client bank to recommend copywriting products to or sell his own services.

And to quote James

"it was well worth it! – 84.2% opt-in rate ;-)

Thanks for the recommendation mate."

Andy Lawrence of

www.dropshipping-revealed.com , Was embarrassed to admit that he joined but didn't get a gift page set up in time as it was only a 7 day promotion. (Poor Andy) - I promised him I'd mention his site to get him a little traffic from this report.

That said since starting to write this report I found an excellent resource that I wish I could have told him about before hand.

You might want to check it out if you think any of the setting up may be difficult for you.

It's the **GiveAway500** report from Stephanie Mulac (A respected Marketer whose list I've been on for a long time)

She takes a newbie from nothing to a list of over 500 with her advice, and includes some great bonuses in the package.

One of which is a html wizard that builds your gift pages for you, making it easy to get set up in around 30 mins to an hour, and includes a squeeze/landing page, thank you page and download page.

(All point and click too!)

You can find her report here: And I strongly recommend watching the video on the page to see how simple Stephanie makes the whole process!!

If you're in no rush to take a look - I'll list it again in the resources section at the end of this report because Stephanie's offer **includes far too much to mention here!:**)

When you bear in mind that all these figures are from **'normal everyday people'**, some of whom are **completely new to list building**.. It makes you realize that it could just as easily have been anyone just starting out..... -

Including You !

Speaking of what you'd need to get set up and take advantage of these giveaways for your own list building efforts....

That leads us nicely to the next chapter...



What's Required & Who Can Join!

Okay, let get down to the nitty-gritty,

Can anybody join or is this an exclusive club for gurus only?

This is something you'll have to check with each giveaway event that you look at.

Some are particular and require that you have an existing mailing list to start with, others really don't mind provided that you promote the event.

I know it's easy for me to say, look at my results You should join too. However, I do realize that some people will say it's all well and good for Randy, you already have a list! - What about those of us who have zip, nothing, nada?

Well - Many of these events will either put your gift right at the bottom of the list, On page 63 or worse, or will simply remove it from the event altogether - if you don't promote the event and bring in at least a few members!

I realize that for those with no list whatsoever, this might be something that would hold you back?

What I would say is this:

If this is you and you have no list at all, You might still want to consider joining and implementing some of these ideas:

(Just what Omar, Joe & James did)

You could -

put your promotion link into your e-mail signatures,

put it in your forum signatures,

place ads on free advertising site,

place ads in forums that allow, or have an advertising section.

Maybe even set up a free site like Squidoo, hubpages, a blogger blog or many of the other places where you could get a link into a site. (Facebook, MySpace etc.)

Remember - you don't need many people to join a site in order for you to build a list of hundreds, and after your first event.... -> You will have a list to promote to.

I do know of some people who have used tactics that are less than 100% honest, things like referring their personal friends and family who have no interest in any of the gifts, but sign up anyway to help out a friend.

Or worse - signed themselves up multiple times from various Hotmail, Gmail or Yahoo addresses, in order to ensure they qualify to have their gift remain on the site.

Naturally, I cannot condone these types of actions, especially as I have made some alternate suggestions above which could legitimately get the results required.

Just using those few legitimate types of promotion above, should bring in sufficient quantity of members to keep your gift in place.

The next thing you would need is obviously a gift to contribute!

This is worth thinking about for a short while, rather than just grabbing the first thing on your hard drive.

Have a look and see what you have rights to that would really help people, and be more likely downloaded than some outdated or boring gift.

Then you'll need to sort out your landing page, thank you page and download page, either by building your own or by use of the wizard if you purchase Stephanie's product.

Finally, as daft as this may sound.

You will naturally need a domain to host these pages, a hosting account, and autoresponder.

If there are any of these that you currently don't have. Please see the resources at the end of this report. Alternatively in **Stephanie's Giveaway 500**, she talks you through, with screenshots, how to set all these up so that you are ready to go.

The only other thing that you will need, is to know when and where these giveaway events are held.

It just so happens that I am made aware of quite a number of these events, so I have set up a mailing list, just to let people know of all the events and become aware of.

You can subscribe to that list **here**:

www.monthlybargains.co.uk/GANotifier/

Rest assured, this list will be used exclusively for informing people of forthcoming giveaway events!



Resources

Here are some recommended resources, products I have tried and tested that may prove useful, beneficial, or a downright necessity. In terms of building your list through these events.

Highly Recommended:

Stephanie Mulac's Giveaway500

Step by Step guide to everything you need to get started with giveaways, including a cool html wizard that will create your pages for you.

Hosting

If you don't already have somewhere to host your sites, I can also Highly Recommend **D9 hosting**

(I know many stick to the 'usual' hosts due to higher commission payments - but D9 are not only affordable, but their customer service support desk is amazing for anyone who may ever need some help and advice, I personally have around 15 domains with them now)

Autoresponder

Naturally you will need an autoresponder in order to build your mailing list. I've often seen people with no income complain at the cost of getting started - with their main objection being the \$20 a month or so that most autoresponder companies charge.

There are some free ones available if you do a search - however as with all things they do tend to come at a price.

Usually a free service will either limit the size of your list, thereby demanding an upgrade once you achieve a certain number of subscribers. In the meantime they will usually have some of their own ads included in every message you send.

I have tried these myself when starting out, and I came to regret it.

I would rank a paid for autoresponder as a **High Priority** for anyone with an online business.

Therefore it's well worth ensuring you go with a good one from the off.

I use [Aweber](#) currently and have done for a few years now without any problems. There are others, but I'm unable to comment on them without having used them.

Check out [Aweber here](#):

Then if you honestly feel it's not something you can stretch to just yet, please join my giveaway notifier list for information of a new service that I know is currently being tested.

Designed with professionalism, but also for people with a smaller budget - I am excited to be testing it myself, but can't give details as yet.

(I'll let you know as soon as I can once I'm able to - if I have you on my list)

Join my **GiveAway Notifier** list [here](#)

www.monthlybargains.co.uk/GANotifier

Products

For those who either haven't got a product to use as a gift and would like a source of great products with master or PLR rights that they can call their own, *(bear in mind the better your gift - the more likely you'll get great results instead of good results).*

Do check out my own new site at www.MoreMonthly.com

Again depending on when you read this report as to whether it's still accepting members.

Domain Names

Again - I can only tell you my own experience.

Many people recommend Go Daddy, I've not used them though - I have seen the screen shots and note how many hoops people have to jump through to just get the domain without any extras attached...lol

Personally - I have used **1 and 1** for a number of years without problems, but recently I have started using **NameCheap** on the recommendation of a friend.

I've found **NameCheap** to be cheaper, and quite hassle free.

Graphics

If the gift you're giving requires new graphics to make it your own.

There are many really good graphics people out there.

You could also create your own, but I suspect that if you're starting out you probably won't have a program like Photoshop *(If you do - feel free to grab the graphics Gigantius package at www.monthlybargains.co.uk which come with some great action scripts)*

If however, you would like a reliable and cost effective designer to make them for you - here are three I have used and am very happy with the quality of work received:

Pete at www.minisite-wizard.com

Val at www.ecoverpalace.com

Steve at www.planet-divinity.com

Finally

If you get your list built and have a product of your own that requires a sales letter (*or just want to rewrite a salesletter for a PLR item you've reworked*). Then I can tell you that buyer feedback for my own SalesLetterABC has been great and invite you to check it out at www.SalesLetterABC.com

I sincerely hope this report helps you decide whether to get involved with the next GiveAway Event that you hear about. And that by doing so it gets your business up and running in extra quick time.

(After all, if you become successful - then you may wish to promote my products too, making us both some extra income ;))

My last piece of advice - which is not really related to GiveAways, but I'll tell you anyway, is this:

Whatever you do, make sure it's something you're passionate about!
If you are passionate about it - then you'll never have to work at anything.....
you'll just have fun, enjoy life, and make money at the same time!

Thanks for reading and do feel free to pass on this report to anyone whom you think might benefit from it.

Best Regards

Randolph Smith

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