

Your Easy Guide to Your Lucky List

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Turbo Boost Your Effort

By William Brant



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This copy courtesy of Andrew Stark

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Your Lucky List – What is it?

[Your Lucky List](#) is a list building matrix that allows you to grow a large network of people you can send email promotions to. In essence, you refer people to the program, and once they join they will be in your mailing downline. Also, anyone these people refer will be in your mailing downline, or personal matrix. With a little effort, you can create a list of many, many people who agree to receive your ads via email.

[Your Lucky List](#) is an excellent way to get your list **started**. A lot of things go into a successful list building strategy, but this program will help you get the ball rolling very nicely.

In addition to being able to email people in your personal matrix, you will have the opportunity to send your ads to people outside of your downline through something called the 'Lucky Matrix'. This is a random system that allows each active member to send to an extra allotment of prospects every Monday.

Of course anyone you personally refer might well be someone who already knows you, and has some type of relationship with you. But most of the prospects you are able to contact as a result of the Lucky Matrix will not know you from Adam.

Why does this matter? Because it means at least a portion of the people you email through [Your Lucky List](#) will be cold market prospects, or people who don't know anything about you.

Trying to sell to a cold list is almost always an exercise in frustration. Beating your head against the wall is only slightly less painful.

People do business with people that they know and trust. This is an important point so let me say it again.

People do business with people that they know and trust.

Many people you will be reaching with [Your Lucky List](#) don't know you and have absolutely no reason to trust you. Don't try to sell them.

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Now how do you overcome this liability? Quite easily. Offer something to help them.

Give them something of value in exchange for joining your personal mailing list (more on this just a little later). By doing this you create the opportunity to build the relationship, and you give your new prospects the chance to get to know you and to trust you.

Make your sales pitch *after* you have the relationship and your response will be much better and you won't feel like you are beating your head against the wall.

So the best way to leverage [Your Lucky List](#) is to use it as a means of adding subscribers to your personal opt-in list.

Mechanics of Your Lucky List

One of the neat things about Your Lucky List is the dual way you can mail.

Now like most list building matrixes you can email your downline. You have seen these and their front page shows a good example of the 'you refer three and they refer three' etc. The problem with this structure of course is that it takes time to build your downline.

With Your Lucky List, there is a second matrix that remolds each week. Here even though you have just joined and only referred a few people you can have the potential to mail even more because in that matrix your position is random. Some weeks you may be up high, some weeks not so high. All of the people you can reach via the second matrix are *in addition* to those prospects within your direct downline.

So it's fair to say that you could reach far more prospects per week with this system than you could with standard mailing list builders.

Why You Should Upgrade

Upgrading offers some extra benefits. Here are the three primary advantages of an upgraded membership:

1. As an upgraded member, you may email more levels (see chart below for details). These additional levels will apply both to your personal matrix and your "Lucky" matrix. As a free member you

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may only email a maximum of 5 levels providing you have grown your downline that big.

2. Greater mailing frequency. Upgraded members can mail more often, whereas free members can only mail once a week.
3. Upgrading will add extra prospects to the list of people you can mail to each week. The best part of this is that these are random members that change each week. So if you have upgraded to diamond member then you get an extra 1000 members each week but that may be a different 1000 members from one week to the next.

Below is a chart that shows the various upgrades and the benefits and cost of each. This was accurate as of the writing of this (July 25, 2006) and may change.

Account	Mailings Per Week	Number Of Matrix Levels	Bonus Prospects	Monthly Price
Bronze	1 Per Week	1 - 7 in Forward & Reverse	100 Prospects	\$19.95
Silver	1 Per Week	1 - 8 in Forward & Reverse	250 Prospects	\$39.95
Gold	2 Per Week	1 - 9 in Forward & Reverse	400 Prospects	\$59.95
Platinum	2 Per Week	1 - 10 in Forward & Reverse	800 Prospects	\$79.95
Diamond	3 Per Week	1 - 10 in Forward & Reverse	1000 Prospects	\$99.95

As a diamond member you can mail 3 times a week to both your matrix, your "Lucky" matrix and an additional 1000 members. If you take advantage of the one-time offer when joining you can get the diamond membership for a full year for less that the cost of two months at a later time.

When you upgrade, you will also earn commissions on an ongoing basis from the upgraded members that you refer.

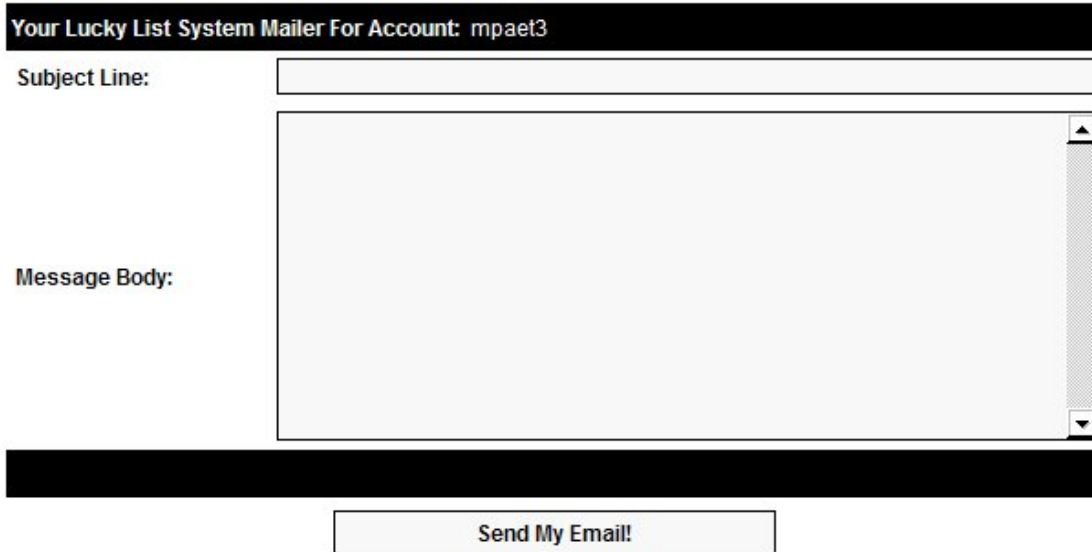
Using the Member Mailer

Each week you may mail both your personal matrix and your Lucky matrix a specific number of times, in accordance with your membership level.

It is quite easy to use the mailer.

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Log in, click the mail options button on the top bar and you will see a form to fill in that looks like this.



Your Lucky List System Mailer For Account: mpaet3

Subject Line:

Message Body:

Fill in your headline, then fill in your message and click send my email.

A couple of quick tips for composing your message

- Use note pad or something similar to create the message and copy it in. You don't get a second chance once you click the send button.
- Format your message to be 50-55 characters wide. It gives a more professional look if you have taken the time to format your message.
- Have a clear call for action. Don't let there be any question about the action you are requesting. If you don't ask you don't get. Only ask for one specific action. Offering three, four or more choices will just confuse the reader and you will get no action at all.
- Put in full contact information in your message. Remember, you are trying to create a relationship with this person. Just using contact information shows you that you are a real person with a real name and address not some anonymous user name.

Remember that you should use [Your Lucky List](#) to collect opt-in

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subscribers for your own mailing list. This means all of the promotions you send to your matrices need to invite a reader to some type of squeeze page or lead capture page.

Basic Lead Capture Concepts

A lead capture page, also called a squeeze page, is a simple web page that is designed to collect the contact information of your visitors so you can follow-up with them using a newsletter or email series.

Such a page needs to be quick-loading, inviting, and to the point. Here is a quick outline of what a good lead capture page should include:

1. **Headline** - You'll need a strong headline that tells a visitor right away exactly why they need what you have to offer.
2. **Your Offer** – Clearly, few people are going to give you their name and email address just because you ask for it. You'll need to provide a suitable exchange; for instance a monthly newsletter that is packed full of great information or a ten day e-course on how to solve a problem that is related to your market.
3. **Benefits List**- Provide a few concise bullet points that illustrate the key points of your offer.
4. **Call to Action** – After you have presented your case, tell the prospect (never ask) to fill in the short email form so you can send them whatever you are offering.
5. **Privacy Policy** – Everyone hates spam, right? So you should place a quick guarantee statement under your opt-in form, assuring your prospects that you will never share their contact information with third parties.

Click [here](#) for a working example of a well-built lead capture page. For best results, you need to link all of the promotions you send through [Your Lucky List](#) to a page of this nature.

Again, once you have a prospect on your personal mailing list you can earn their trust and turn them into a paying customer.

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How to Build the Relationship

Now lets get down to what makes the difference between profitable email promotions and email marketing that plain doesn't work; Building the relationship.

AutoResponder

The first thing you will need is a top-notch autoresponder. I strongly recommend [AWeber](#) for a few reasons.

Deliverability – Getting your email actually delivered is a full time job. Nobody does it better than [Aweber](#). Most shared servers hosting an autoresponder will get 50% of your email delivered if you are lucky.

How important is email deliverability? Just consider this one example.

You send out an email that gets a 1% conversion to your list of 500. Each sale makes you \$20. You would expect to make \$100 if all of your mail gets delivered. If you only get half of your mail delivered because the server you are on is blacklisted then you will only make 2 or 3 sales instead of 5. That would cause you to lose \$40 to \$60 on just that one mailing.

The potential losses from a bad delivery percentage are far greater than the nominal cost of a good autoresponder.

Great Service – They have live help during the week, as well as audio, video and written tutorials to get you started.

A Variety of Form Options - You deliver your opt-in form in a number of ways, including un-blockable pop-ups, slide-ins, and static forms for your squeeze page. This can all be set-up through a very easy, intuitive interface.

An autoresponder system like [AWeber](#) will allow you to set up your follow-up emails and have them automatically delivered to any prospect who submits their contact info through one of your opt-in forms. This gives you the chance to build the relationship over time without working yourself to death in the process.

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Your Email Series

With your first email you will of course deliver any free gift that was offered on your lead capture page. If your free gift was a PDF like this book, you would include the download link in your welcome email. If you offered an e-course, your welcome email would also be the first lesson. And of course, be sure to close the first message with a pleasant 'thank you' for signing up for your list in the first place.

Set the tone for what is to come. If your course is seven parts delivered every three days let them know that. If you are going to send a weekly update state that also. This way they will know exactly what to expect and when to expect it.

Give your list information but don't be afraid to add little things like a signature ad or a sales pitch in the form of a P.S.

Personally, I like to put the information I give my readers online. For instance, you can add in a link to your email and request them to click to get go to your site and read your e course. This helps to condition the subscriber that they need to click when you send them emails.

You can also place the information on a blog and do the same thing. This has a couple of extra uses.

If you have a domain and add the blog onto it you are getting constantly updated information that will help you with the search engine rankings. If your sales pieces are intermingled on the blog with your articles and your articles are well written people will continue reading, and your pitches will get a second look from someone that came from your article.

Maximizing your use of Your Lucky List

In order to get the best possible results with [Your Lucky List](#), you will need a winning headline that gets your email opened in the first place, a good piece of ad copy that compels a reader to take action on your offer and click over to your squeeze page, and a well-designed squeeze page to close the deal.

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You will need to first create a headline that can't be ignored. No matter how good your ad is it won't work unless you can get your email opened.

To find the best headline possible, you will need to try different headlines and test the results. One easy way to test your headlines is with a quality tracking service like [Hits Connect](#).

Using the [Hits Connect](#) system, you can see how many people are clicking the links in your ad. This will give you a basis for your testing, as you could include a separate tracking link with each new headline and compare click thrus.

I recommend testing 3 headlines at first.

You can also send prospects to three different landing pages that appear identical but have different tracking codes in the signup forms ([AWeber](#) allows you to set tracking codes in your forms to see which pages your opt-ins are coming from). This will allow you to see not only how many people clicked the link but how many people signed up from each email.

Test these headlines for two weeks and you should see a clear winner.

Next you will want to test your ad copy. The third week you will start sending with the same headline but a different ad for your offer. Again, you should run 3 separate pieces of ad copy and compare your results. After two weeks you will know which ad is pulling best.

Next test your landing page. You have an ad that works, with a headline that works so each mailing send to a different landing page.

If you are a diamond member and can mail three times a week, and can thoroughly test your headlines, ad copy, and landing pages in a much shorter time frame.

After just three sends or one week if you are a diamond member you will know which landing page works best.

By running the simple tests above, you can tweak your entire system to get the best possible results.

Start all over with two additional headlines and again test each piece. This way you are constantly improving your results.

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Over a two to three month period you can improve your response tremendously. This is something you should be doing in all parts of your promotions, and not just with [Your Lucky List](#). Every successful marketer uses a system to track and test all of their campaigns. If you aren't using a tracking service like Hits Connect, you are losing money because you don't have a clear idea of what is working and what is not.

Finally the last piece of the puzzle to making [Your Lucky List](#) work is to promote it. The bigger your downline the more people that you can email to on a regular basis, and the more people you can bring over to your personal list.

There are many effective ways to promote your YLL referral link, and I have added an appendix with some of my favorite sources of free traffic at the end of this book.

Follow these tips and you will see what a great opportunity Your Lucky List is for building YOUR list.

Free and low cost traffic sources

[Link Crews](#) - A Unique and Exciting hand coded script
Brand new idea! Different from all other traffic exchanges

[Mysticalmaze](#) - A Unique Concept to the Traffic Exchange Industry. Designed to take the boring and sometimes tedious aspect out of our everyday advertising. One of the Easiest, Efficient, and Most Affordable Methods of Driving Traffic to your Website Today!

[Traffic Roundup](#) - Looking for more free website traffic?
TrafficRoundup has been delivering free website traffic since 2001,

[I Love Hits](#) - One of the oldest and most respected Traffic Exchanges around, over 50,000 members

[StartXchange](#) - Ranks members by their activity from surfing, referring, purchasing, and using the forum. It then rewards you with traffic and an active downline based on your activity level.

[MaxTrafficPro](#)
Lots of features with this one and great traffic delivery.

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[Traffic Soldiers](#) - Many unique features for members that makes advertising your website both fun and challenging

[Dr.Traffic](#) - The internet's premier advertising co-op, join the free affiliate program to earn monthly residual income!

[AdTactics](#) - Simply one of the most responsive and unique safelists on the Internet today.

Make Money with this Report

Now that you have read this short report, you should understand the importance of building a relationship with your prospects, and have a good idea of what an autoresponder is. But that's not the only benefit you can get from having downloaded this product.

You can also generate ongoing affiliate commissions by giving your personalized copy of "Your Easy Guide to Your Lucky List" to other marketers!

How does this work? It's simple.

This report contains the links to some great marketing tools that will help you increase your profits. When someone uses the links in this report to sign up for a program I have recommended, I earn ongoing commissions as a result!

Pretty cool, huh? Well what if you could take this report and turn it into your own affiliate commission generator?

With my special rebrander program, you can do just that!

When you become a rebrander, you earn the rights to replace all of my referral links with your referral links! This means when you give this report away, and people join the recommended resources, they will be joining through your affiliate link.

The report sells the services for you, all you need to do is rebrand the links and give the PDF to as many people as possible. How's that for an easy way to get free traffic and affiliate commissions?

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You can become a rebrander right now and personalize this entire product for only \$17!! And check this out:

When someone you give the report to decides they want to become a rebrander, they will pay their \$17 rebrand fee directly to your paypal account!

So by personalizing "Your Easy Guide to Your Lucky List "right now for a measly seventeen bucks, you can pick up loads of monthly affiliate commissions, and make \$17 over and over again each time someone you give the free report to decides to become a rebrander.

Click [Here](#) now to learn more.