



"Michael Cheney's Ultimate List Building Answers"
Get Your Own Profitable List in 11 Days at <http://www.11daystolistprofits.com>

"Michael Cheney's Ultimate List Building Answers"

By Michael Cheney, creator of the
["11 Days To List Profits" list
building videos](#)



Get your own ludicrously lucrative list in 11 days at;
<http://www.11DaysToListProfits.com>



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About This Document

You can do just about anything with this document AS LONG AS IT REMAINS UNEDITED and INTACT;

- ✓ Yes! You can use this product as bait to get people on your list!
- ✓ Yes! You can use this product to SELL to people on your list!
- ✓ Yes! You can package this with other products!
- ✓ Yes! You can offer this as a bonus product!
- ✓ Yes! You can add this product to paid membership sites!
- ✓ Yes! You can offer this product through auction sites!

About Michael Cheney, the author

Michael Cheney has been online since 1995 and has a list of many tens of thousands.



He is a regular speaker at internet marketing conferences the world over and has been featured many times in national and international publications as well as appearing on radio and television.

You can contact Michael Cheney via his [list building site "11 Days To List Profits"](#).



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Q. "I understand the most important thing is to build your own list, can you tell me the quickest way to do this?"

A. In a nutshell you need to;

- Find a market that has a shared problem
- Make sure they have money to get a solution
- Offer them some answers via email for free
- Give them offers that give the full solutions

Q. "What is the best way to attract JV partners who have a responsive list of buyers if you are a complete unknown nobody, but have a great product that everybody needs and will make a lot of money for both of us?"

A. Find the JVs you want then approach them with an offer they can't refuse after first;

- joining their list
- becoming an affiliate of theirs
- buying their product
- hopefully selling their product

Q. "My site is a one page blog hosted on someone else's web space and I can't use pop overs either – can I build my own list?"

A. Having just one page is not your challenge. It's not having control. Pop overs are great but they're not essential. Ideally I recommend you look to get your own website and domain name and start doing this from something you have more control over.



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Q. "What conversion rate should you aim for in getting people to join your list and also conversion from reading an email into buying something?"

A. On some optin pages I aim for 50% optin rate. In terms of percentage of subscribers who go and buy something it depends on too many variables;

- product
- quality of email you write
- price of the product
- match to their needs
- etc.

So I wouldn't want to give a specific number as might give you a false impression (either too high or too low).

Q. "How do I promote products to my subscribers without making them want to unsubscribe?"

A. The key to advertising products to your subscribers without 'scaring them off' is to change your mindset. You are not advertising - you are providing them with value-packed additional resources that you have hand-picked and personally tested to make sure they will move people forward towards success.

Q. "Is it a legal requirement in the UK to get people to double opt-in, i.e. join your list and then confirm again via email?"

A. The law states; "Revised UK regulations will mean online marketers can send e-mail pitches and SMS messages only to consumers who have agreed beforehand to receive them". This just means that you can't email someone totally out of the blue and they must first request (ONCE) to join your list.



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Q. "Would you recommend renting or purchasing names?"

A. I personally believe you are better to build a list of your own names that you have control and ownership of. So paying for advertising to make people aware of your list so they can join it is good in my book, but just paying money to get a ready made list or contact might not be as fruitful. I wouldn't recommend renting a list although you could consider doing a list swap where you cross promote with another list owner for free and everyone benefits.

Q. "What is an average number of opt-ins someone should expect after about 30 days of list building activity?"

A. This is an impossible question to answer! Let's just say you are going to building a list of golfers. There are millions of people who love golf so you have a large target market and if you can offer them a 'carrot' to join your list then you will get lots of subscribers.

But what if you are building a list of spacemen because that is your market. There are maybe 100 living spacemen in the world! But if you got just 1 on your list and sold them a spaceship (excuse my metaphor here!) then you wouldn't care that you only had one person on your list!

So what I'm trying to say hear is that it is not the NUMBER of people that you have on your list, it is the amount of PROFIT that you can get from that list and the QUALITY of the list in terms of how qualified each person is and how likely they are to buy something ultimately.

Just getting numbers onto a list is pointless - what you need is to get TARGETED prospects onto your list that are going to convert into sales!



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Q. "Which is best - double-optin or single-optin?"

A. You will get a higher quality clean list if you ask people to confirm (double optin) to join your mailing list. It will also mean you are less prone to spam complaints as you will have all the info of the person that subscribed when they double optin. I, however, still use single optin but should probably move to double optin at some point!

Q. "What should you put in the Subject line of an email when you don't yet have an established name in that market?"

A. You need to put something in the question line that people are expecting when they sign up. You should always use your name in your marketing e.g. "Join John Doe's Ezine" or "Take John Doe's 5 Part Mini Course". This way you will start to build your name up - people will come to trust and buy from your name so this is a great way to get started.

Q. "If I have a list I have come into possession of how should I contact the people on that list?"

A. Tricky one! Just be yourself. Be honest. Explain your story behind why you are contacting them and why they don't know you yet. And yes - give them an incentive but be clear to them that that is what it is.

Q. "I have a list that I have not contacted in a long time, how should I approach emailing them now?"

A. With caution! You need to tread carefully if you haven't contacted them in a year and the chances are that a lot of them will have unsubscribed in that time or changed their email address.

In any case - just be up front with them and say you rediscovered the list or found it gathering dust. Be honest and make your apologies for not contacting them sooner and give them something for free too to say sorry!



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Q. "Are there any types of products that are better than others for promoting to your list?"

A. If you mean products to sell then it can be anything. But the important point here is not to start by choosing the products. You have to start by choosing or finding the market - the group of people with a shared problem or challenge.

You then help people overcome that challenge with the products you recommend. But the market comes first.

Q. "Should you use a third party provider for actually sending all the emails to your list or would it be better from a control and cost point of view to have your own software to do it?"

A. Don't use your own solution - it will kill you in the end through wasting time and because you can't deal with email deliverability handling it yourself. Believe me I've tried! I personally use <http://www.getresponsefast.com>

Q. "What are the top three ways to build a responsive list without spending any money?"

A.
#1. Give something of value away for free
#2. Use your existing contacts to start the list and get them to recommend others
#3. Create a 'viral' campaign that gets forwarded on from one person to the next



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Q. "I have quite a lot of subscribers but nobody is buying anything - what's wrong?"

A. You either have a problem with targeting (you're getting the wrong people on the list) or a problem with trust (they don't trust you enough to buy from you).

Be up front when you are getting people on the list about what it is they are getting and offer more valuable free information to people on the list. Go the extra mile particularly in the early stages to make sure you develop trust with them.

Q. "I want to generate leads in a particular niche market - where do I start?"

A. Get a piece of paper out. Write down on it as many places as you can that you think these people will visit online. Build up a picture of their online activity. Then visit these places and start to find out what problems and questions these people have. Then answer these problems in something you give away to these people when they join your list. Ta da! You could do all this in about an hour or two.

Q. "What should I put in each email message and how many should I send before trying to sell something?"

A. "Start slowly and don't try to sell or promote anything in the first few messages. Just keep pouring on the value and take it from there. After say 5 or so messages you can start introducing offers but be up front about it and state that that is exactly what they are."

Q. "How long does it usually take to build a list of 10,000 if you start from scratch?"



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A. You could do it in 5 minutes by buying it but the quality would be terrible. You could build it up slowly and have the best quality where 50% of the list always buy. It is impossible to answer.

You can have 100,000 and make NO SALES or you can have 100 and make lots of sales. It's not HOW BIG your list is, it's HOW BIG your relationship is with each person on your list.

A better question might be; "How great is your relationship with each person on your list and how long as taken you to foster and create that?"

Q. "I'm getting visitors to my website but nobody is joining my list or buying anything - can you help me?"

A. Turn your website around from a 'product display zone' to a 'everything you could need as a person in that market'-zone. Stop trying to sell stuff and help people instead. Help them with free advice, free information, guidance and passion and they will BUY from you.

Q. "Can I make profit from my list even if I'm not actually selling anything on my own site?"

A. As long as you sell something to your list. You can have 100% free info on your site but then promote products to your list. You don't need YOUR OWN products though - just promote other people's and then you don't have to worry about customer service, you just get paid!