

# **SPRING JUMPSTART INTENSIVE MODULE 5 – Building Your List**

**Presented by  
Connie Ragen Green**

**Date – Thursday, May 15, 2008**

**Call-in number – 218-486-3696**

**Pass code – 644104#**

**Time – 4 PST, 7 EST Use [www.time.gov](http://www.time.gov)**

**You may listen by phone or on your computer  
through the webcast.**

Quote of the call - "Whatever you can do, or dream you can -  
begin it. Boldness has genius, power and magic in it." ~von Goethe

Our course website is available online! All of the Action Guides, audio files, and additional materials are available to you at [www.SpringJumpstart.com](http://www.SpringJumpstart.com)  
I will continue to update and add information to this site.

## CLASS SCHEDULE

Thursday, April 10 ~ Module 1 ~ Overview and Introduction

Tuesday, April 15 ~ Technology ~ How to hire a web designer with Nikki Talmadge - Her eBook is available at <http://www.HowToHireAWebDesigner.com>

Thursday, April 17 ~ Module 2 ~ Making a Plan of Action

**NO CLASSES FOR ONE WEEK – TIME FOR YOU TO WRITE, CREATE, AND THINK**

Tuesday, April 29 ~ Technology ~ Using FrontPage, Dream Weaver, or other web design program to write sales letters

Thursday, May 1 ~ Module 3 ~ Copywriting and Sales Letters Part I

Thursday, May 8 ~ Module 4 ~ Copywriting/Sales Letters Part II

Tuesday, May 13 ~ Technology ~ Google Adwords

Thursday, May 15 ~ Module 5 ~ List Building, PPC

Tuesday, May 20 ~ Technology

Thursday, May 22 ~ Module 6 ~ Teleseminars, Product Creation, and Putting it All Together

**BONUS CALLS ~ 2 calls, Topics and times TBA**

## Module 5 – Building Your List

**You can build your list in one of 3 ways – Time, Effort, Or Money**

Build – this one takes *time*

Borrow – this will take *effort*

Buy – this way costs *money*

Building your list over time

Borrowing other people's lists – co-registration

Buying traffic/visitors – pay-per-click

## Using Google Adwords

Two short eBooks from Google:

[www.FromIdeatoEbook.com/googleadwords.pdf](http://www.FromIdeatoEbook.com/googleadwords.pdf)

[www.FromIdeatoEbook.com/adwordsinsiderguide.pdf](http://www.FromIdeatoEbook.com/adwordsinsiderguide.pdf)

Ultimate Guide to Google Adwords, 2007, Perry Marshall and Bryan Todd – ISBN 978-15-9918030-4

## Terms You Should be Familiar With

**PPC** – pay-per-click – when you agree to pay every time someone clicks

**CPC** – cost-per-click – how much you agree to pay when they click

**CPM** – cost per one thousand impressions

**Impressions** – each time your ad is shown, whether someone clicks on it or not

**CTR** – click through rate – how many times someone clicks on your ad

**Keyword targeted** – you bid on specific keywords

**Site targeted** – your ads are shown on specific sites (your choice of sites)

## ACTION STEPS

1. Look at the 3 ways of building your list and decide what's right for you in your business at this time
2. Give each of the three methods a try to see how they work, just so you'll know how they relate to your needs
3. Set a goal for yourself to build your list at a specific rate over time
4. If you are not meeting your goal after 3 months, be willing to try a different method of list building
5. Remember that the gold is in the list – the more people you have on your list, the more money you will make
6. You must have a product to sell – yours or someone else's – go to [www.ClickbankProSearch.com](http://www.ClickbankProSearch.com) to find affiliate products to sell

# RESOURCES

Get a 14 day free trial at [www.ClickbankProSearch.com](http://www.ClickbankProSearch.com)

Sign up at Clickbank – <http://lavista.reseller.hop.clickbank.net>

Visit my blog at  
[www.EbookWritingandmarketingSecrets.com/resources/](http://www.EbookWritingandmarketingSecrets.com/resources/) for  
additional resources

[www.ConnieKeywords.com](http://www.ConnieKeywords.com)

Kick Start Cart Database Management system –  
<http://kickstartcart.com/app/?pr=31&id=97834>

Free eBook on How to Pick a Shopping Cart –  
<http://www.FromIdeatoEbook.com/kickstartgift.pdf>

Instant Teleseminar recording service–  
<http://instantTeleseminar.com/productInfo.asp?x=1286210>

Facebook recorded interview with Mari Smith and The Blog  
Squad – <http://www.1shoppingcart.com/app/?Clk=2299097>

Joan Stewart – Publicity and Press Releases  
Free Tutorial –  
<http://www.marketerschoice.com/app/aftrack.asp?afid=706647&u=www.publicityhound.net/index.php/press-releases-just-got-easier-thanks-to-this-free-tutorial>

Copywriting – The Copywriter’s Cheat Sheet by Ben Settle  
<http://www.FromIdeatoEbook.com/ben.pdf>

