

List Building Success Interviews

By Patric Chan

Interview With Anik Singal

Patric Chan's Short Profile:

Patric Chan, from Malaysia, is a direct response expert, internet infopreneur, internet marketing strategist, speaker and author. Already, at the age of 24, he has achieved extraordinary results in the internet marketing world.

He has joint-ventured with many well-known internet marketing experts in product creation, selling online, and managing online businesses. Some of the positions he has held include:

- Group Director of Business Development for Daily Marketing Ace
- Vice President of Customer Support - Nicheology
- Vice President of Jason Mangrum's Instant Marketing Miracle

Visit Patric Chan's Websites:

[Internet Marketing Tactics Inner Circle](#)

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[5-Step System To Make Money Online](#)

How To Use This Super Easy [5-Step System](#) **To Crank Money Out Of The Internet Each Month** For YOU By Selling Products/Services Online Without FAIL, Even If You Are A Beginner!

Anik Singal's Short Profile:

Anik Singal is a 21 year old graduating college student from Gaithersburg, Maryland. He started online over 2 years ago and has since become an expert affiliate marketer and niche marketer. Furthermore, he is recognized for his expertise in search engine optimization. Anik has created what many are calling the first "true" step by step coaching plan for beginners. Working less than 3 hours a day as a full-time college student, Anik is already earning a multiple 6-figure income from his internet ventures.

Visit Anik Singal's Website:

[Affiliate Classroom](#)

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Word-for-Word Transcript of interviewing Anik Singal by Patric Chan.

(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. We don't proof read what we say on phone. 😊)

Hi, this is Patric Chan of <http://www.automateinternetmarketing.com> and with me today is Anik Singal. Anik Singal is an expert in search engine optimization and affiliate marketing. He is already making a six-figure income online by spending only two hours a day.

P: Hi, Anik.

A: Hey, Patric. How are you today?

P: I'm doing great. How about you, man?

A: Never been better.

P: All right. Anik, can you share with us how did you get started on the internet and what inspired you to start two years ago?

A: Sure. I actually was a pre-med student in college and I didn't like it at all. So I started to look around on my own to see if I could start a part-time business somewhere. Somehow I found Anthony Blake forum and once I found the forum, things took off from there. I spent about a year just learning and looking around on the internet and finally last January I got serious and it took me about a year and two months before I could earn six-figure income. And that's just about two hours a day, considering I'm a full time college student, and I don't work that hard.

P: All right. Congratulations on that, man. Awesome.

A: Thank you.

P: All right. Anik, can you share with us what products and websites that you currently have so listeners who want to know about how to make money on the internet can visit and we could learn from your expertise?

A: Sure. I actually have a lot of niche websites but the main one is <http://www.affiliateclassroom.com> and that's where we have a membership site and I've set up a really cool step-by-step training module for individuals who want to be affiliate marketers. And that's my main project right now.

P: And the site is a membership site?

A: Yeah. It's basically a training site - you kind of joining a coaching program for one-tenth of the cost.

P: Yeah. Actually I've been a member of your <http://www.affiliateclassroom.com> site, and I noticed there are case studies of successful internet marketers and how they actually do it, which is very powerful in that sense.

A: Yep, every month we actually do new case studies, new interviews, and we add new products to the marketing library, we set up a forum and we do conference calls. So it's very active and busy.

P: What makes <http://www.affiliateclassroom.com> unique from other marketing courses or products?

A: Actually, there is a really unique part – about a year ago when I started - I thought about what it is that helped me become successful. And I had bought every other internet book on the market. So I realized it wasn't the ebooks. It was the step-by-step coaching I got from a couple of friends. So what I decided to do was have a program going and develop a really neat step-by-step training and project management group.

So what's really unique about affiliate classroom is that you can join and create this step-by-step training process and you go one step at a time. So you don't have to read a bunch of materials and try to figure out what to do. It tells you exactly what to do. You hit next.. you do the next thing. You join some forum to make sure you actually did it right, and you hit next, and in the whole process not only are you building a website, you are building and testing traffic, you're building promotions.

So it takes you through the entire thing one step at a time, and you can do them as many times as you want. We have five websites that actually track it all for you so you know exactly where you are at any time. So that's what really makes it unique - we have a step-by-step mentoring and training programs.

P: It sounds like a one-stop solution for someone who wants to be a pro in affiliate marketing. It's better than buying five ebooks...two, three ebooks a month that cost you much more than joining your affiliate classroom.

Because if you buy ebook, it costs you hundred...how much do you think ebooks on affiliate marketing will cost?

A: Mmm.. about \$30 to \$100.. average about \$50.

P: If someone wants to spend \$50 a month buying ebooks, I would strongly suggest they look into your <http://www.affiliateclassroom.com> because your membership is like.. how much is that, the membership fee?

A: You only pay \$1 to try it for one day and \$30 a month after that.

P: So relatively so much more affordable and usable compared to buying an ebooks each month.

If someone wants to hear what you have to say weekly or monthly, is there any newsletter that you have on going?

A: Yes. You actually go to [affiliateclassroom.com](http://www.affiliateclassroom.com) I not only do newsletter but we also send you a pdf file that reveals all my traffic frequency... driving traffic to affiliate websites. And I do send out weekly newsletter, and sometimes three messages in just a week... not just the sales promotions but also the things I actually found out and conduct.

P: Cool.

The main reason that we are having this interview is to pick on your brain on how to build a list fast and easy, compared to the conventional methods that people been using. Before we start, can you speak a little bit louder, Anik? Because I'm recording this and I just want to make sure that it comes out clear.

So the first question that I have for you is what is the best list building strategy that you've used to build your lists easily and quickly today?

A: I've actually done two. One of them is I let my affiliates and joint venture partners fill my lists, and the other one is I do a lot of ezine advertising...I place ads in other people's ezines... that actually works out very well.

P: Ok. That's a new approach to build a list.

Affiliate marketing, joint venture and ezine advertising - I want to pick your brain on these three things later, right?

Before you used all of these strategies, what made you think they were going to be successful?

I mean, if Henry Ford wants to create a car today - and before that there was no one who had done it – so he wouldn't know that creating and selling cars would be successful but he went on and did it? So in your case, what made you think that using affiliates, contacting jv partners and advertising in ezines would successfully build your list?

A: The main reason is because it is a targeted traffic. If it's coming from an affiliate or a jv partner, you know, they already have the trust there. If it's coming from ezines and that, it is actually coming from someone interested in what I am doing.

So I know it's going to have high conversion just because...hey! it's a free newsletter and you're already interested in the topic. So I know from there, ok, it's not going to be too bad of a conversion.

P: Ok. I'm going to ask you how you get to implement the three ways in a step-by-step manner, so that the listeners, any newbie or myself can follow your strategy.

Example, if you were to use affiliate to build a list, what would be the steps to take – do you contact them personally, do you get your customers to join as affiliate.. how do you do it?

So maybe we can start with using the affiliate marketing strategy and how you do your list?

A: Ok. The no.1 thing to do is you have to test it first. You have to know that your page is converting. The affiliate will only send you traffic if he is also making money on that. So you have to make sure that follow-up newsletter is converting and making the affiliate some money.

So the first thing to do is sketch the sales process.

And the process I have is – they opt in and for a few days they receive a message about a \$1-trial. And I'm actually converting over 10% to 15% of my people into a \$1-trial and that's helping me AND helping my affiliates because they make money.

Also, in the long run, when I release a new product and I send a message to my list, affiliates would automatically get credit for it. So they are building long-term income by referring traffic to me. What you have to do is make sure there is more in it for your affiliates than there is for you.

Now let's say you have the sales process done and set. All you do is give your affiliates 3 choices.

- Say, hey, you can send straight to my regular product page or you can send it to my opt-in page. Give them the statistics and let them know what the benefits are on the opposite, let them make the decision themselves.

Now just make sure you're converting though - I have to drive home that part because if you are not, you're going to lose that affiliate.

Now, how to get the affiliate - as soon as someone buys your product, focus on converting him into an affiliate. Let them know how well you are converting.

Secondly, just going out and finding websites that have products that are related to yours, and sending them an invitation. So that's how you get the affiliate set up.

As far as sending the affiliate traffic to an opt-in page, it is pretty much just the setting in your script and giving them the choice of having either one.

And then track it.

You never know... maybe you are making more money by not sending them to the opt-in page. I doubt it but, if that's the case, maybe that's just your business model.

It might not work for you but for me...let me just give you guys an example. When I implemented the opt-in option strategy and letting my affiliates use it, my self and my affiliates literally increase our conversion by about 10 times. That's a 1000%!

P: Wow!

A: It was just incredible! So now when I contact a jv partner and affiliates they are more than happy to refer traffic to my opt-in page because they know it works very well.

P: So your affiliates are actually building your list for you?

A: Every day on the average... on the worst day I add at least 50 to 60 new subscribers to my list just because of my affiliates.

P: So you get affiliates to promote your products and let the affiliates choose whether they want to promote direct to your sales letter or to your opt-in page.

And if someone goes to the opt-in page, you'll send an automated email and probably on day 3 they'll have an opportunity to sign up for your \$1-trial - and that is where you convert up to 5% to 10% of them to be customers to affiliateclassroom, so your affiliates can actually earn commission from there.

A: Yeah.

P: Is jv strategy different from getting affiliates to build your list?

A: The jv strategy is just a bit different in the sense that it's harder to convince a joint venture partner to send the traffic to your opt-in page.

Most of them, if you don't know them personally, they get a little suspicious with that so you have to back it up with numbers.

So what I do is I show them the proof... these are the conversion and once again I give them the choices; you can send it directly but if you send it to my opt-in page, you'd make more money. So they make the choice.

It's pretty much the same strategy but affiliate and joint venture are different in that usually the joint venture people have big lists, very high traffic, I would say, and they can drive orders to the max.

P: What I'm curious about is that every time I talk to other internet gurus, they always stress on how important joint venture is. How do you actually manage to convince jv partners to promote your products either through your sales letter or opt-in page. What did you do?

A: Ok. See, when I started with this I thought it would be too hard. I thought if I were to email to someone like you, for example, and I wouldn't get any response.

And I was amazed and shocked that even big gurus online actually respond to their email... if you are just genuine about it.

So if you really want some big JV partners, what I recommend is, first of all, start emailing them. I made it a personal goal to email at least 30 big people a day for a week, and I did that.

My God! I built so many connections and got such a nice circle of friends! Not just for promotional materials, people to promote my products, but actual friends I could talk to, get ideas from, share ideas with. That's the whole strength behind a JV partner, that's the whole strategy.

So one thing I do is after emailing them, I call them - their numbers are published everywhere. That's very unique. Most people don't do that. So they are not used to getting phone calls and they'll like to hear from you.

Also, send them a physical copy of your products... You have to have a lot of faith in your products...

See, I didn't put people into my sales process or into my websites, and I did not let joint venture partners see it until I knew they had a positive response. So now I know that there is no chance of them just going in there and tearing it apart. Every one of the joint ventures I've put in the site now loved it and they immediately promote it. So you have to have high quality products. And if it is something like a book or a CD or a program, send them a physical copy of it in the mail.

You know, there's a program that I read done by Jason It's How To Broker JV Deals. It's one of the best products I ever read. Actually I have a joint venture broker right now, who is working with me, and who has read this material and he is going to be doing this for me. So that's such a great strategy and I've seen some good success with it, so I recommend that book for anyone looking at doing joint ventures.

P: All right. Do you use a JV broker often. Is a JV broker one of your main strategies to get more JV partners?

A: It has been from day one, there is a jv broker who's been working with me and he's helped me a lot in getting in touch with the big guys. For example, I had lunch recently with Yanik Silver and that was all thanks to my jv broker who just called to get me in touch.

Now I have another jv broker coming on too and he's going to be using a different strategy. So I have two jv brokers, each using a different strategy to get after some big lists. Yeah, they have been a pretty big part of my strategy so far.

P: Do you give special attention or incentive to your jv brokers compared to your normal affiliates?

A: Yes, they get hired on second tier commission. What I do is I give them more on the second tier. So I have a two-tier affiliate program and my regular affiliates make a certain amount and my jv brokers make a higher amount.

P: So if I have a product that I want to use the jv broker strategy for, what type of percentage would you recommend I should give to jv brokers?

A: It's hard for me to say because it depends on your product, the price point and your production expenses and always on what you are offering the first tier.

One key is to offer the jv partner, not the broker, but the partner he sets up...offer that partner more than the regular affiliate. And you offer your jv broker more than your second tier.

A lot of times you don't offer the second tier more.. like I have jv broker that I don't offer more but I give him incentives – online bonus and extra products he can use to promote. He also has special access, for example, he can set up free membership... he can do a lot of that stuff. So you may not have to give them extra amount but you give them privileges.

P: Do you give an extra personal attention, in the sense that if they have any problem with their online business, then they actually contact you for help?

A: If occasionally people want to contact me for help regarding jv brokers?

P: For example, your JV brokers, if they face some problems, do you actually give personal attention to help them build their business, more than your regular affiliates?

A: Yeah, of course. They have my phone number and my personal cell phone number. They definitely get a lot of help from me. The recent JV broker I brought on just sent me his package that he'd be sending out to all the people he wants to set up a JV with... and so I took a good two hours to review it from head to toe and I sent him a big critique back. Because I'm also a copywriter, so I critique his copy a lot.

Yeah. If you're a JV broker you get lots of privileges such as special attention, high rate, more bonuses, more promotional materials and all that stuff.

P: Yeah, at the end of the day, I think a lot of people would want to be JV brokers for marketing gurus like yourself because of these extra privileges, even though they don't actually make more money from there. But the personal attention or critique given is really worth more than any other learning they could get elsewhere. For example, ebooks will never ever give them firsthand information like what you shared with them.

A: Sure. One piece of advice I want to give to individuals who want to be JV brokers.. is you have to be fast to jump on a product. For example, I'm not going to make everybody who emailed me a JV broker and the reason is out of respect for my current JV brokers. I can't have 15 JV brokers out there because they gonna start competing against each other.

So if you find a new good product coming out, especially if it's coming out from someone who doesn't have a big name, and you want to be a JV broker.. you have some people that you have contact with... jump on that!

Because if the person is new, he's going to want you also and at the same time he probably doesn't have a JV broker already.

P: Yep. Thank you so much for bringing on that tip. Because some people like the wait-and-see strategy or they jump on it, get the result first and think about it later.

I've done JV brokering for Jimmy and Ryan for <http://www.nicheology.com> last time when they first launched. It was

really a good launch because names like Jimmy and Ryan sell automatically on that. And, you know, what I had to do I just contacted a few of my good friends... I got Willy Crawford, Frank Mullen and a few others, and sent them a complimentary copy. I told Ryan and Jimmy that I needed his authorization to allow jv partners to review it first and then actually join for free.

They just loved Nicheology and started promoting it to their lists. And till today I'm still earning passive, recurring income each month from the subscription. That jv partner actually sells for me and, of course, for Jimmy and Ryan.

A: There you go!

P: If someone wants to be your jv broker, is there any special email or subject that you want them to send to you for you to review?

A: Yeah, if they want to do it. To be honest, for affiliateclassroom, I'm kind of very selective because the current jv brokers I have, I want to give them some time.

I have other products. If you want to send me an email, be sure to put jv broker and the subject at the top and I'll get to it.

P: Ok. We have covered 2 strategies. Now we are going to cover the 3rd interesting strategy, which is through ezine advertising, right? Would you share with us the strategy behind promoting on ezine?

A: Sure. Actually ezine advertising was the 1st way I made money when I first started in January 2004. I got a membership with a directory of ezines, something that is run by Charlie Page It's a great membership to have because he has a listing of hundreds or even thousand of ezines related to various different interests from making money to gardening to dog.

I went in there and I research the ezines. I looked at them, I subscribed to them and I tracked them for a few days. The ones that are good, I go ahead and purchased an ad.

Now there are a few types of ads. You can purchase a sponsor ad, a top ad, middle ad or an end ad, then you have a solo ad.

The difference is classified ad is between five to six lines, and each ezine might have 5 to 15 of them. A top ad is something that allows

you more lines, about 10 to 12 lines, and is placed at the top of ezine; a middle ad is a sponsored ad and stuck in the middle, about 5 lines; and the end ad is at the end. And the solo ad is basically a promotion that is 15 lines and it's just your message. So obviously solo ad is most expensive.

In the last year I bought nothing but solo ad. So I did very well in solo ad and you tend to find the critical ezines that you like the most and you stick to them. And you keep testing other ones and you keep adding to the list.

What I do in those ads is simply offer a free new membership, bonus guide, something really cheap or something free. I shouldn't say cheap.. it's inexpensive.

You just offer them something captivating that it won't make them want to quit the link. I never sell them on the product, I never sell them on the price, I just sell them to get the link..the click. The click to my page and my page will sell them on the rest of it.

And basically I've been able to sell that way, sell membership, sell product even software. So it was selling.

P: If a newbie wants to start advertising in ezines – because there are 1,001 ezines on the internet that sell advertisement – so how do I know which ezines should I advertise in?

A: That's one of the biggest things. If you want to make sure you review the ezines pretty closely because there are so many of them and you may end up wasting a lot of money.

What I like about [Ezine Directory](#) the most is Charlie does a good job of keeping it updated. So you're not going to have a bunch of expired or bad ezines. But still I've tested some ezines in there that still don't work. The only way to know that is by testing it.

However, the first thing you should do is subscribe to it, just see a few of the messages. Some of them have archive so look at their past log. If all you see is just messages and bunch of ads, nothing is really substantial, it's a good sign that it does not have a responsive list.

Secondly, I always send the person an email. I never bought an ad without getting a response from the person who's running the newsletter. I just ask what type of ad works the best, what type of

product the viewers respond to, how long the ezine been running. And, you know, the directory of the ezines does not get updated by the minute - so what's the latest subscriber standing?

I ask them a lot of questions about the ezine to see just how responsive they are. If they don't respond or they give me a bad response, that raises the red flag because that is probably a bad ezine, they don't offer much of a positive value to the subscribers. So that's the second thing - I made sure they have some ingenuity in there, in the product.

The 3rd thing is if they have archive, you look at the kind of ads that are in the archive. If there are 5,6 or 7 in the archive look through all of them and see if you can find any recurring ads.

The biggest trick I've used is to see if it's profitable or not – because most people who advertise in ezines won't do it if it is not profitable.

For example, for me, if I put an ad and send a message out to 30,000 people and it got me only 50 clicks – that's a bad ezine for me. So you won't see my ad more than once.

So see if any of the ads is repeating. If you see a bunch people putting only one ad over the course of 10 ezines or something ... it's a good sign that probably they are not making any money from it, so you won't either.

P: That's a good sign that you brought up regarding recurring ads. And relatively what is the amount of money one should pay for a solo ad?

A: You know, that's a hard question to answer because I've seen a solo ad that is cheap at \$30 and one as expensive as \$1,800.

P: Wow!

A: \$1,800 - I just don't want to spend that kind of money on advertising. But I've heard some good things about them. I heard they are pretty responsible.

On average, I spend – if you really twist my arms for an answer – I usually spend a \$100 - \$150 for a solo ad, around \$30 or \$40 for classified ad and the top ad is usually about \$50 to \$70. That's typical and it really varies.

Don't go on that by any standard. The ezine – I don't care how much the ad costs, that's another thing. I care about how much it brings in. if I pay \$300, as long as it brings in \$400 I'm happy.

P: Yeah, it's the return on investment that counts, not how much you have invested into it.

How many times do you actually advertise in a month, in how many newsletters or is it in the same newsletter? Give me your guideline. The reason I asked – for a newbie who has never advertised on ezine they might be confused about the procedure and so on. We want to dissect the step-by-step plan on how to use this strategy to build a list.

A: This is another good sign that I forget to mention before... if you contact the publisher and he says, "oh, an ad is available tomorrow, the next day or whenever you want it, let me know." The red flag goes up for me there...there shouldn't be so many ads available.

What will happen, which you'd normally find, just because of how busy the good publications are, you can't even have an ad in there for more than once a month. And I wouldn't recommend promoting the same product in the same ezine more than once in every few weeks. Now if you have different products, promote in it as much as you want. But for the same product, no more than once every month, maybe? I tend to go back to the same list about once every month.

P: Right. That's a powerful way to look at it.

Anik, many people are holding back from advertising in ezines or paid advertisement because they worry about spending the money. From your point of view I realized that it is not how much you paid but how much the paid advertisement can bring in the money back to the advertiser.

A: A good way I always tell that to people is, you give me a \$100 and I give you \$200 back. How many times would you give me a \$100?

P: As many times as you want, man!

A: But now I also don't want people to get over confident. When you are starting, in the beginning stay conservative, be cheap and really, really research the niches and really research the ezines because you're just starting. Just go for whatever your budget allows, and as

you grow continue investing more and more and then you can be a little bit more open about your testing. And maybe you can become more edgy and go after some of the unsure ezines. At the beginning try to stick to the ones you know are going to do well.

P: To wrap up do you have any final tip - that you use to build a list – for anybody who wants to build a list by using your method?

A: Sure. The last one that's actually working very well for me is pay per click. I don't recommend that if you are in the home making money or traffic website generation industry. It's too expensive to pay per click. But if you are in niches, take all that traffic directly to an opt-in page.

Have a nice headline, have a couple of bonuses on what they gonna get for their email, make it really short and just get the traffic to that page. And I actually get about 25% to 35% conversion. And I'm building some niche also by doing that. So it's very possible doing that.

P: Like we've discussed...it's not how much money you spend but how much it can bring back.

If you get a subscriber, maybe for 20 cent per click, and this subscriber buy an ebook that costs \$19.90, you are actually making \$19.70 in a day. If 20 cent is for 100 subscribers and you need only 1 person to buy your ebook and you actually cover all your costs.

A: Patric, I can give you an example. I spend on a certain promotion... spending over a \$1 per click. How many times have you heard of someone willing to admit he spends that much money on an ad? Then actually after optimizing my ad, I started offering \$3 per click. You know what? It's a profitable campaign. That's another example of "I don't care how much money I'm paying out as long as it is bringing in more."

P: Ok. I'm going to wrap our discussion:

- Use your affiliates to build your list.
- Contact JV partners, if possible, recruit JV brokers.
- Use paid advertisement and when doing paid advertisement, most important is how much money your advertisement can bring back to you or profit rather than how much you get to spend on the advertisement.

Now, Anik, What are currently that you are doing that you want to share with us?

A: I actually have one project that I'm working on that I can't talk about but it's going to be huge! So if you want to keep up to date with that, in about August 2005, we'll start leaking some news about it. It should launch about September.

Other than that, I'm releasing a new software this coming week. It's an amazing software that allows you to put video and audio on your website very easily. I took a long time to develop this and so far it's beaten the quality of any other software online. The audio and video are just of amazing quality.

And I'm working on some niches right now. We're continuing to build the affiliateclassroom. We actually have a long list of things to build into it. We are building a certificate program soon. I'm considering this so if you have an opinion on this, please email me. I love to hear them.

I'm actually considering building a course and you go through it and actually take an exam on it, just like you do in college. If you pass the exam, you become a certified affiliate marketer.

The reason I'm doing it is I want to make sure that anyone would have the knowledge before they start. By taking the exam, we made sure that they understand.

So these are some of the neat things we'd be plugging into affiliateclassroom. My near-term goals, everything we're going to do is focusing on helping our members in the affiliate process. At least for a year...that'll be our focus.

P: Anik, for your new project, is there any domain address or url that you want to let us know today because it could be that your product is already launched by the time the people get to listen to this audio. So after they listened to this they could just go ahead to that site?

A: Sure. The url for the video and audio product is affiliateconversion.com and in the future we will continue building new products and put them on that domain name...that can help affiliates improve conversion at their websites. This is the first one in the series for those products.

Right now I have a domain where you can download a free report - and I'm not making a business out of it - on how to get it approved for adsense. So it's adsenseapproval.com.

P: By the way, I'm curious, will google find you when you buy the domain adsense?

A: Well, I've looked into that before and I saw there are a lot of websites that use it. But it's very important that at the bottom of the your website you clearly distinguish that you are not affiliated with google or that they are not supporting your products. But other than that, let's find out...

P: A friend of a friend of mine has something like that...googleadworkpro.com.. and the story that I heard.. google actually contacted him and he finally gave back the domain to them.

A: I heard that if you use the word google in your url, then they'd make you give it up. However, there are lots of websites, and very high-traffic websites actually have the word "adsense" in their url....we'll find out soon enough.

P: Well, Anik, thank you very much for your time and your sharing with us today and I'm so sure all the listeners are actually benefiting from what you've just shared.

A: Awesome. Thank you and I appreciate being on the call.

P: Awesome, man! Thanks and take care.