

Build Your List with Ease

Carol Walczak



To Rebrand this book with your links,
please go to www.buildyourlistwithease.com

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Introduction

Congratulations! By deciding to build your list, you have taken your first step to becoming an independent business owner in the internet marketing arena.

Building your own list will give you many advantages:

- ◆ Ability to promote many products and opportunities with little extra effort
- ◆ Becoming known as a unique individual with something useful to offer (branding)
- ◆ More confidence in your online business, as you now have some power over your outcomes.
- ◆ Less vulnerability to the latest hype as your confidence in your own ability grows.
- ◆ Which all means more money in your pocket!

Before we get started, here are some words which you need to understand:

Squeeze page – also known as lead capture page. This is the page you will use to capture your subscriber's email address.

Autoresponder – a system which manages all communications with your subscribers. It accepts their subscriptions, sends out all the emails you have set up at intervals which you specify, and takes care of unsubscribe requests. Once you have it set up, it runs itself. All you need to do is promote your squeeze page(s).

List – a group of subscribers which you have collected.

So now, it is time to begin...

Step 1 – Sign up for your free autoresponder.

This book will use the free pro autoresponder at JV-Marketers.com as an example. This autoresponder is simple to use and it doesn't put other peoples' ads in your emails when you are a free member. On the down side, you are restricted to 7 emails in your series though you can send additional broadcast emails.

(A *broadcast email* is not part of the scheduled series. It goes out immediately to your entire list, regardless of where they are in the scheduled series. You can use it for regular newsletter-style updates or to announce something such as the launch of a new program.)

Another free autoresponder is EmailAces which is used at Affiliate Funnel, so I can confidently recommend it. EmailAces does put other people's ads at the top of your emails if you are a free member, but upgrades are very affordable.

This book contains instructions for JV-Marketers autoresponder. If you are using EmailAces, you'll need to adapt accordingly.

\$\$\$\$ Tip: *Your autoresponder will make you money*, because it allows you to contact the same person many times, with more than one offer. Compare that to surfing the traffic exchanges with a splash or affiliate page, where your contact with a potential buyer is limited to one view of your page. Will one in a hundred click on your offer? Use a squeeze page to capture that one, and use your autoresponder to build a relationship and promote again to that person.

Step 2 - Set up your autoresponder and lead capture page.

Set up your autoresponder

Once you finish the signup process, you will be taken to the “Create an Autoresponder” page.

Enter the name of your list. Under “From Name” you can enter your name, or the name of your list, whichever you want people to see as the sender on the list emails. Then enter an email address which people can reply to you at. (If you are concerned about spam, make a separate email address for this purpose, but be sure to check it regularly. You can get a good free email address at www.gmail.com.)

You can change the “From Name” and reply email address later if you want, but not the list name.

After this you will be on your main autoresponder management page. Here you can use the “Header/Footer Set Up” to set up your signature. This is like a normal email signature. You can include your name and your email address or website/blog link if you wish. If you want to be in compliance with the latest anti-spam regulations you should also add your postal address.

Leave this page open for now, as we have one more thing to do here in a minute.

Set up your squeeze page

Open a new tab or window in your browser, and sign up for [Instant Squeeze Page Generator](#). This is about the easiest squeeze page setup you will find anywhere. On the member page, go to step 3 and click on "Create new Squeeze Page".

This is where the fun begins...

Go through the steps of setting up your squeeze page, choosing a

template and a background, a free gift for your subscribers, a headline and text.

Put autoresponder form code into squeeze page

Step 6 will require your *autoresponder form HTML*. (That's what puts the signup boxes on your squeeze page.) To get this, go to "Get Signup Form Code" at JV-Marketers.) Tick the fields which you want your subscribers to fill in, then click on "generate HTML form code" below. Copy the code.

Go back to [Instant Squeeze Page Generator](#) and paste the code into the box at step 6, then continue.

At step 8, view your page, and make adjustments by going back through the steps. (If a template don't seem to display correctly, it's probably because you flipped from one template to another too many times. If you really want that tempate which isn't displaying correctly, start again from scratch. Otherwise, choose a template which works.)

Save your links

Copy and paste your squeeze page link and your downloadable gift link from step 8 into a Notepad document. You will need it later.

You can make and promote several different squeeze pages if you want. It is good to try out different approaches and see what works best.

Alternatives to Instant Squeeze Page Generator

If you don't like Instant Squeeze Page Generator, you can always make and host your own unique squeeze pages at [Splash Page Maker](#).

This will cost you just under \$10 a month for 3 squeeze pages, but it's really easy to set up and your squeeze page will look good. You could even include a free gift from Instant Squeeze Page Generator on your page, by including it's image. I won't add instructions for Splash Page Maker because it is so easy to use that you can easily adapt the instructions above.

Do people like the free gifts from Instant Squeeze Page Generator? Yes, they do! I've had people sign up, download the free gift, and then unsubscribe immediately.

You can also make a squeeze page for free at [TE Toolbox](#) by adding your autoresponder form code to a splash page. TE Toolbox will then tell you how many “goals” (signups) you have had from that squeeze page. Love the tracking at TE Toolbox!

Learn how to make a TE Toolbox squeeze page [here](#) or watch this video by Tim Linden, the maker of TE Toolbox
<http://www.timlinden.com/videos/tutorial-splashpage/>.

Step 3 - Write the welcome email to your subscribers.

Now you can set up the welcome email for your subscribers.

You'll need the download link for your free gift, because you will put that in the email. If you saved it in a document earlier, that's great. Otherwise, go back to Instant Squeeze Page Generator, find your squeeze page and click on "edit", then click through the steps until you get to step 8. There you will find the link under "downloadable free gift".

My free gift link looks like this:

<http://instantsqueezepagegenerator.com/dl/786125e003f41bfefc14b0cc293e064b>

As you can see, this link is longer than one line of text. The same can happen in your emails, and you'll have subscribers clicking on a broken link and getting nothing.

You can make this link nicer, shorter and more functional by cloaking it for free at [ViralURL](#). With ViralURL, you can see how many times that link has been clicked on, and even where the clicks have come from. This is especially useful when you are advertising the same link in several different places, and want to know which advertising sources are effective.

My cloaked free gift link looks like this:

<http://www.viralurl.com/carolw44/freegift1> .

Ok. Now that you have the link, and/or the cloaked version of it, you can write your welcome email. (This is not the beginning of your series, this is just a welcome, an enticement to read your next email, and a confirmation that they are on your list.)

This autoresponder does not have a special section for a welcome email, so you will need to use the first email in your series as the welcome email.

After signing in at JV-Marketers, scroll to the bottom of the page. You will find “View/Edit/Add Autoresponder Messages” under “Manage Messages”.

Use this email to thank your subscribers for signing up, and include the link for the free downloadable gift. Tell your subscribers when (in how many days) they will be receiving the next email, and what it will be about. That's it for your welcome email!

Set up some automatic advertising now

Now is the time to set up your subscription confirmation link. (This is the page which tells your subscribers that they have been successfully subscribed to your list.) At the moment this link is defaulting to whatever the autoresponder company has in place. You can make the most of this virtual real estate by setting up your own link, with your choice of promotions on it. *Two minutes of your time now, will give you hundreds or even thousands of exposures and possible sales over time. It's definitely worth it!*

Here is one example which you can put in place quickly: If you have signed up at [ViralURL](#), check out the "Promotional Tools" section, where you will find "Quick Autoresponder Profits". Click on that, scroll down to step #21.6 (Confirmation Success Page) and copy the link which is displayed there.

Go back to your autoresponder. Click on “Set Signup Redirect” under “Form Code” and paste your link into the box, then click on the “Continue” button.

Tip: That is just one example of what you can do with your “Subscription Exit URL” link. Another option is to make a web page or splash page (you can make one for free at [TE Toolbox](#)) to use as a confirmation page, and advertise whatever you like on that page under the confirmation message.

Step 4 - Write your email series.

Now that you've set up the basic framework of your list building system, it is time to put your creativity into gear and write those emails!

What's your story?

What story will you tell to keep your subscribers interested? How will you tie all your offers together in a way which makes sense? Your subscribers aren't interested in being your own personal pool of prospects. They signed up to your list for their own benefit and they will stay as long as they are getting something out of it.

If you can't see the whole story in your mind, that's ok, as long as you are clear on your main focus. You don't need to have all the emails written before you begin promoting your list, but you must keep ahead of your subscribers.

So, now it's time to begin...

Set up the message template

Here you will set up the basic look of each of your emails. Set it up once, and each message will include these details.

Go to "Edit Header/Footer for Outgoing Emails". You've already got your signature lines in the footer, so just decide what you'd like in the header. You can write the name of the list or a short advertising blurb, in that area. If you don't know what to put there, leave it blank for now.

Write the first email in your series

It's best to pre-write your emails and their subject lines in a Notepad document, because then you can add to or change them easily without having to log in and out of your autoresponder. You'll probably get ideas every so often as you go about doing other things. Once you

have something written that you are happy with, you can enter the text into your autoresponder.

Go to “View/Edit/Add Autoresponder Messages” under “Manage Messages”. Click on Message 2 (you've already used Message 1 as your welcome email.) Enter the number of days sent from last message (should be 1 for your first email), your subject line, main text, and then select HTML or plain text message. Save your message.

Tip: If you are including a link and want to know how many people actually click on it, use a cloaked link from [ViralURL](#)

Congratulations, you now have your first email in your series!

If you are not sure exactly what the autoresponder will do, or if you can really trust it, then sign up to your own list. That is the best way to see how it looks to a subscriber. Sign up to other people's lists too, and learn from what they do. The autoresponder can be your best tool and make you a lot of money. It's worth taking the time to get to know it, and to learn how to make the most of it.

Really, really stuck?

If your problem is lack of confidence in what you have to offer, then perhaps this will put it into perspective for you: If you have spent any amount of time on internet marketing, you have learned something, and there will be someone who could use that information. Pick one thing which you understand, or one product which you find really useful, and base your series on that. It doesn't have to be up to guru-standard. The guru stuff can be overwhelming for people who are just starting out, or who don't have the time or the money to get that technical. Pick one simple thing. Make it easy for someone else to understand. Be a mentor.

If you still have no idea what to write, you can download 3 series of ready-to-go autoresponder emails suitable for different audiences instantly at [Responder Series](#). Have a look at the home page, you may get some ideas just from reading it.

Another option is to upgrade at [Instant Squeeze Page Generator](#). This

will give you access to products with matching pre-written email series which you can then copy and paste into your autoresponder. (You will still need your own autoresponder when you upgrade). Upgrading will give you a greater selection of gifts to offer your subscribers. If you are unsure, try it out for one month.

There is a free email series available for you in the “My Downloads” section of your members area at [Build Your List with Ease](#).

Another free solution is to sign up at [Affiliate Funnel](#) and use their promotional emails in your autoresponder. This will build your downline at Affiliate Funnel and your list at the same time. Read more about this excellent program under “Useful Tools” below .

Promote!

Once you have written some emails and double-checked them, it is time to promote. Don't waste time worrying about whether your work is good enough. Get it out there and get some results. You can make adjustments as you go along and you will learn from doing. This is your first list. Soon you will have the confidence and the ideas to create another one, and another.

Useful tools

TE Toolbox

[TE Toolbox](#) is a truly useful tool if you do a lot of advertising on traffic exchanges. I use it all the time. You can join for free.

Features of [TE Toolbox](#) include:

- ◆ A really excellent **URL rotator** which is accepted at most exchanges. (A few exchanges don't accept rotators.) This rotator allows you to pause URLs, or to set their priority to high, medium or low. You can make the rotator invisible to viewers if you want. Add your squeeze page URL to the rotator. Want to change the sites you are advertising? Make the change once in your TE Toolbox rotator, and it will be applied at each traffic exchange immediately.
- ◆ **Useful statistics** - You need to know which exchanges are responsive to your advertising. [TE Toolbox](#) will show you how many views, and how many clicks and signups, you have had at each exchange. Don't waste your time clicking at unresponsive exchanges!.
- ◆ **Splash page maker and hosting** - very useful in branding yourself, or selling things your own way. You can add the splash pages to the rotator, or use them individually at any traffic exchange or ptc site, and still get stats for views and clicks. Do you want to put your choice of product on your subscription confirmation page? Use a splash page made at [TE Toolbox](#)! Here is an example: <http://www.tetoolbox.com/splash/6027/> . Learn how to make a TE Toolbox splash page [here](#).
- ◆ **domain filtering**, so you don't waste credits by showing ads for Volcano Hits at Volcano Hits, for example.

Tip: Upgrade at [StartXchange](#), and get a free upgrade at TE Toolbox.

Affiliate Funnel

[Affiliate Funnel](#) is the **best free resource** you can find for building your internet marketing business. It is the brainchild of Paul Kinder, who also owns the super-successful [Traffic Splash](#) traffic exchange. If you've been on the traffic exchanges for more than 5 minutes, you will have heard of both Affiliate Funnel and Traffic Splash, and for good reason!

Here, you will find:

- ◆ **downline builders** for quality traffic exchanges, safelists, affiliate products and other truly useful programs
- ◆ **helpful lessons** which cover most practical aspects of online marketing
- ◆ **free webinars** on list building and other useful topics, hosted by people like David Foley of Traffic Taxis, or Sunny Suggs of Bootscootin Traffic – people who are making a living off the internet, who know what they are doing, but who are still close enough to their beginnings to understand what it's like to be starting out. These webinars are not just disguised sales pitches, they are genuine informational events.
- ◆ **free promotional tools** - email series, lead capture pages, pages which allow you to promote your own products and brand yourself, and other tools which you can use to build your business in many ways

As you build your referrals at Affiliate Funnel, you will be expanding your business and even making sales automatically through the downline builders within the system.

WAYS AND PLACES TO PROMOTE YOUR SQUEEZE PAGES

Traffic Exchanges

You are already familiar with traffic exchanges, so of course that is where you will go first to promote your new list.

Just a few things to remember:

- ◆ Often, people need to see the same ad several times before they really take note of it, so be patient and don't dilute your efforts by promoting too many things at the same time. Your squeeze page will stand out because it is unique and that will get you noticed, but you may need to show that page 1000 times before you get your first signup.
- ◆ Surf several sites at once to make good use of your time. 5 sites at 100 credits per site = 500 credits and 500 views of your page. This can be done with tabbed browsing. If you are not sure what that is, just Google "tabbed browsing" and you will find directions for your browser. You can read about the ethics of tabbed browsing in [Traffic Exchanges Explained](#), which is a great ebook to use as a gift for your subscribers. Just rebrand it for free with your links.
- ◆ Remember that you are surfing to sell, not to buy! Getting sidetracked takes up a lot of your promotion time if you let it!

You will find the best traffic exchanges ranked and listed at [Affiliate Funnel](#).

If you want a really excellent surf console to organize your traffic exchange links, keep track of which ones you last surfed and when, and give you one-click access to your sites, you can get one for free by joining [Soaring4Traffic](#) traffic exchange.

Safelists

Once you've got your traffic exchange advertising under control, you can add safelist advertising to your bag of tricks (if you don't use them already). Safelists are a great source of free advertising, and can be quite effective.

[Got Safelist](#) is a good place to start. Free members can send one email a day to 2500 people. In exchange, you will need to provide two email addresses - one for your main contact and a handful of emails a day from your uplines, the other one for hundreds of emails from everyone else. If the idea makes you blanch, don't worry... just go to www.gmail.com and create yourself an email address specifically for this purpose. You can then go to that account and browse through those emails when you are ready.

[Got Safelist](#) is credit based, which means you will get cash, credits, and banner impressions for clicking on the hotlinks, and you can be confident that others will read your email because they want the credits too.

Read [List Builders 101](#) (free download) for a great introduction to growing your list with safelists.

Remember to use your cloaked links from [ViralUrl](#) if you want to know how many people clicked on your link.

You will find more good safelists listed and ranked at [Affiliate Funnel](#).

Writer's block?

Not sure what to write in your safelist emails? Some of your programs will have a section which contains promotional materials, including email text. You can copy that. Or cheat by reading a few of the ones in your inbox, and adapting them to suit your purpose. I like to save really great promotional emails for inspiration. You'll get the idea after a while. Have fun!

Paid-to-click (ptc) sites

Have you heard of paid to click (ptc) sites? They are a bit like a traffic exchange, but you get paid to look at advertiser sites. Paid to click sites are a good alternative source of advertising which taps into a whole new group of people. They can also be a way of creating some extra money to invest in upgrades and advertising.

Some ptc sites provide a click exchange, in which you don't get paid, but you get credits for viewing other members' sites, and you can display yours.

Many ptc sites will allow you to trade in your earnings for cheap advertising. Here are some well established ones which do:

[ClixSense](#)

[LinkGrand](#)

[Wordlinx](#)

Once you start surfing the ptc sites you will find many others to choose from. You can experiment and see if these sites respond to what you are offering.

Of course you can buy advertising on these sites too, and that's ok if you've got the money, but you can test them out for free to see what response you get before you commit your funds.

Banner Advertising

Banner ads are very effective. When people click on a banner, they are already interested in what you have to offer so your chance of getting a subscriber or customer is high.

Since there are no banners for your unique list, you will have to make some, and find hosting for them. Luckily, you can do all this for free and quite easily.

To make your banner, just search the internet for "free banner maker". Find one which you like. Remember, the banners need to be 468x60. I use the excellent free banner maker at [RoyalSurf](#) Traffic Exchange, which will make buttons and headers as well, and even allows you to use your own images.

At RoyalSurf, you can link to the banner at their site, and you can also save the banner to your hard drive.

Now you can go and put the banner and it's link into every single traffic exchange which you are a member of, or you can take the easy way out and use the banner rotators at [Banner Keyring](#). Free members get 3 rotators (or keyrings) for their banners, and can have up to 5 banners per keyring. You will see stats for each banner, showing number of views and clicks, so you will soon know which banners are working for you. Almost all traffic exchanges allow [Banner Keyring](#), and it will save you a lot of time.

[Banner Keyring](#) also allows you to upload a banner image from your hard drive, which is great when you make your own banners with a photoshop program, or copy and modify existing banners or images. Don't have a photoshop program? You can get a really excellent, free and simple one at <http://www.paint.net> .

Another excellent free banner rotator can be found at [HitsConnect](#). Free members get one rotator and up to 10 banners, and the stats are really excellent. They won't host images for you though.

Free Traffic Bar - effortless advertising

Have you seen [Free Traffic Bar](#)? It is such a simple and easy way to advertise. This is how it works:

You install the [Free Traffic Bar](#) toolbar on your internet browser (IE or Firefox).

You set up your text ads.

As you surf the net, the ads on the toolbar change, giving you credits.

40,000+ other people have Free Traffic Bar installed, so they are seeing the ads too, including yours.

Does it work? Yes. I get about the same click through rate (ctr) as I do on banners in traffic exchanges, and I'm advertising a wide variety of things, from free autoresponders to oracle cards. There are interest categories to cater for just about any product.

Tip: Some programs will give you Free Traffic Bar credits when you join, so look out for those bonuses. Here are some to get you started:

[Build Your List with Ease](#) – not a member yet? Sign up and get 10,000 FTB credits as a free member, or 25,000 when you upgrade.

[JetStream Traffic](#) – 10,000 FTB credits to free members, 50,000 or more if you upgrade

[ViralURL](#) – 10,000 credits

More free gifts for your subscribers



[Traffic Exchanges Explained](#) is a useful ebook which you can rebrand for free with your own links, and then use as a gift for your subscribers. All the links in the book are for free-to-join programs, which makes it easily accessible for anyone.

This book is suitable for the newbie and the seasoned surfer. It shows the reader exactly how to use all aspects of traffic exchanges, how to surf and advertise effectively, and the ethics of traffic exchange use.

You can get more rebrandable ebooks at [Viral Ebook Explosion](#) .

SSSS Tip: Promoting rebranded ebooks is good for you, because they promote your links, which builds your referrals and commissions! Learn more about this at [All About Viral Marketing](#).

Hosting Rebranded Ebooks

If you have your own website, you can easily host rebranded ebooks of course.

If you are using a free website or a blog, or even if your own website has limited bandwidth, you will need hosting for your ebook.

To get hosting, just Google "free file hosting". Find a host which you like, upload your ebook (which is a PDF file) to their site, and use the link which they give you as the download link.

You can then use that link in your website or blog, splash pages, or autoresponder emails.

Making your own ebook

Making your own ebook is fairly simple. To begin with, you create a normal Word document, or you can download and use the free (and highly respected) open-source software [Open Office](#). Either of these will allow you to make a document and turn it into a pdf file. (In Open Office, you go to the “File” tab and click on “Export as PDF”.) Just set the security on your pdf so it can't be altered or copied.

This ebook was made with Open Office.

Tip: Make your ebook 6”x8” for easy reading on the screen.

To make your ebook rebrandable requires a bit more expense and effort. You can learn all about it at [.Brandable Report Creation for Newbies](#)

Recommended Resources

[Affiliate Funnel](#) – a great place to learn more about internet marketing, build your list, build your traffic exchange and safelist downlines, promote your programs, and more.

[All About Viral Marketing](#) – join for free and learn how Build Your List with Ease can become your personal referral machine!

[Banner Keyring](#) – a free rotator for your banners

[EmailAces](#) – autoresponder with a free entry level plus affordable upgrades, recommended at Affiliate Funnel

[Free Traffic Bar](#) – effortless free advertising

[Got Safelist](#) – a top rated credit-based safelist

[HitsConnect](#) – free banner and URL rotator, excellent tracking, and much more

[Instant Squeeze Page Generator](#) – does what it says

[JV-Marketers](#) - free Pro autoresponder, simple and easy to use

[Responder Series](#) – instantly download pre-written autoresponder emails which you can adapt to your links

[RoyalSurf](#) – top quality exchange, with excellent free banner maker.

[Soaring4Traffic](#) – top 20 traffic exchange with a really useful surf console

[Splash Page Maker](#) – easily make and host top quality splash pages

[StartXChange](#) – excellent traffic exchange. Upgrade here, and get a free upgrade at TE Toolbox

[TE Toolbox](#) – free splash page maker, URL rotator, statistics

[Traffic Splash](#) – one of the most successful traffic exchanges around

[Traffic Taxis](#) – this traffic exchange has gone from new to 5th ranked in the world in 10 months. Well worth your time to surf here.

[Viral Ebook Explosion](#) – free rebrandable ebooks to give away here

[ViralURL](#) – link cloaker, tracker, and free advertising

[Volcano Hits](#) – quality traffic exchange with a free mentoring program

Recommended Reading

Internet Marketing Success Formula

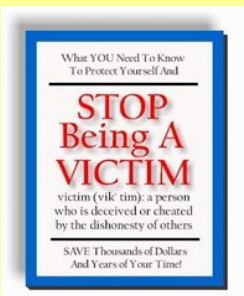


You've probably seen Soren Jordansens's [Internet Marketing Success Formula](#) advertised on the traffic exchanges, but have you downloaded your free copy yet? If not, now is a good time!

[Internet Marketing Success Formula](#) will tell you many interesting things about internet marketing in general, and list building in particular. Soren surveyed thousands of internet marketers in order to write this book, and he passes on some useful statistics which will help you to know how to

approach your market.

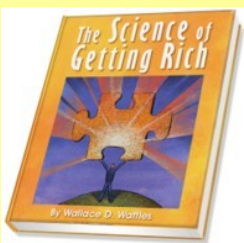
Can you tell a good opportunity from a scam?



[Stop Being A Victim](#) will cost you \$5, but it is worth much more than that in potential savings of time and money, as well as increased peace of mind.

This book was written by Dave Gray of Online Business Alliance, and comes with resale rights.

Get your head straight!



Making money isn't just about working hard. It's about your beliefs and thought processes as well. Get your mind focused in the right direction with [The Science of Getting Rich](#) free ebook.

A true story about an internet marketer

Ray is a retired Electrician who makes a living from the internet. However, it was not always that way. Here is Ray's story:

2 years ago I could not use a computer and still can't make a spread sheet (for a while I thought that was what you did to a bed). It took me about 4 months to learn the computer, and I stumbled on Internet Marketing by clicking on a “make a fortune by tomorrow” ad. Nine months and \$8531.32 later (I keep my receipts) I said “Stop”. I dropped almost all of my promotions and just watched for about 2 months. I also read as much as I could. I tried writing an email for a small product and sent it out. That worked! I sold only 5 twenty dollar items but I kept that up. In Traffic exchanges I tried to get to know the owners. I joined Traffic Taxis and sent an email requesting assistance. Within 10 seconds the mail returned with a little advice. I got to know David, the owner, and followed his training methods. I must say they were perfect for me. David must have found something in me I guess, as he asked me to be involved in Traffic Taxis Administration which I dived at. After a period of time I mentioned to David that it was always my desire to own a Traffic Exchange which was Honestly Designed for the Members, and that was all that needed to be said. David and many others became interested and really helped me to Build My Dream.



I know why I was failing but that only changed when I said “Stop!” and hopped off the merry-go-round and looked and learned for myself. I do not want anyone to go through what I went through, and my aim is to assist everyone I can to be the best they can, but I can't and won't do it for them. Thank you to Everyone who was involved in building my Dream... [Volcano Hits](#).



About Carol Walczak

I am an ex-computer programmer from the old days, currently a parent and author. I became interested in internet marketing while looking for ways to promote my book [Choose to Live!](#) and I really enjoy the dynamic environment and challenge of the internet marketing arena.

This book has come out of a combination of a burning desire to succeed, a great sense of curiosity (I love trying new stuff), and an annoying lack of funds, which has led me to find ways to get ahead without spending a lot of money.

I want to thank Ray Casey for his support and encouragement in the creation and launch of this ebook. Sometimes, you just need someone else to appreciate your value, and that is what Ray did for me here.

Carol Walczak, 11 May 2009

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