

Shaqir Hussyin

# MAGIC BULLET L I S T



## BUILDING SYSTEM

SHAQIR  HUSSYIN



## From the Desk of **Shaqir Hussyin**

Dear Marketer,

Congratulations for downloading this free report, the Magic List Building Blueprint.

How This Report Will Help You...

This report is designed to show you exactly how to build a list of at least 50,000 people this year, and make \$50,000 per month from it.

Now I know building a 50,000 person list sounds like a daunting task. Maybe \$50,000 per month sounds a little ridiculous to you.

It's okay to be skeptical, because I was too. When I started, my big hairy audacious goal was to make \$10,000 per month from my online business.

Last month, I am proud to say I passed over \$585,000 in sales. All from a list of around 80,000 subscribers. So if I, a young punk kid from east London can earn \$6 per subscriber per month on my list, you can easily earn \$1.

This report is going to show you the formula, and give you the shortcut to growing your list quickly and easily.

Now if you're new to marketing you may be asking, why do I need a list? But if you have been in the marketing arena for more than a month you probably know the age old saying "the money is in the list".

This is just as true now as it was when it was first said. But another question that I like to ask is how much money exactly is in the list?

Most marketers say that one subscriber on average is worth \$1 per month, so a 25,000 subscriber list is worth \$25,000 per month.

I make 4-6 times that, so you shouldn't have a hard time hitting \$1 per subscriber on your list.

1000 subscribers - \$1,000/month

5000 subscribers - \$5,000/month

You get the point...





Your first step is deciding upon an outcome. Me personally, anything less than \$50,000/month is not worth my time. Any new business I decide to launch must make at least \$100,000 a month or I don't bother.

So for the sake of this report we'll work on \$50,000 per month.

Our outcome is 50,000 subscribers, which if we use the \$1 per subscriber formula that's \$50k/month or \$600k per year.

And that's from just one list. If you chose to go into other niches and build separate lists then the only limit you would have is what you put on yourself.

I'm really excited to share this, because it is pretty much the closest thing to a treasure map you will ever find.

The key to finding the treasure is consistency, it won't take NASA level brain power. Unfortunately, with so many distractions and "shiny objects" consistency seems to be a rare trait in most people.

This report is no get rich quick scheme, it will take some work on your part. But in my view the work to get to \$600k a year in less than 12 months is well worth it.

Consistency is key, I know there are hundreds of other products out there along with websites that will distract your attention. What I would say is focus for a minimum of 8 weeks, see the results you are getting and you will lose track of the other distractions.

It could save you hundreds of dollars in useless "shiny objects" you might have bought had you not found this report.

## To Pay or Not To Pay?

So when you are building your list you have two main strategies for traffic. Paid vs Free.

There are lots of free traffic sources out there, youtube, blogging, article marketing, forum marketing and I can go on and on. But these traffic sources aren't really free. You pay with your time, and another downside is they don't yield instant results.

That is why we focus on paid traffic.

Paid traffic has a number of upsides, the main being it is instant and you don't have to wait days or even weeks for traffic to arrive like you would if you were article marketing.



Seeing a surge of buyers after I send out an email still makes my hairs stand on end.

So we are looking at investing around \$20 per day into traffic, spend \$20 per day and you'll be flying within a few weeks if you stick with this.

## Niche Decisions

When it comes to choosing your niche, there are three main ones. make money online, weight loss and relationships. It doesn't matter which niche you tailor towards because this system works with all of them.

I am going to be focusing on the internet marketing niche, or make money online as it is sometimes known. This niche is worth over \$100 billion a year! And there is no need to reinvent the wheel, just go to where the money is.

So you have a niche, a goal - now its time to build your funnel.



## Marketing Funnels or 'Sales Funnels'

A sales funnel is your set of pages and processes that covert traffic into sales. The job of your funnel is to take cold traffic, turn it into leads and turn those leads into buyers.

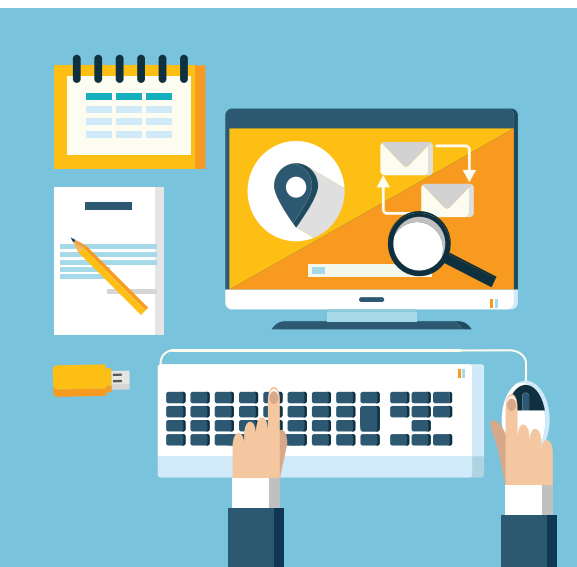
There are all kinds of advanced sales funnels I can teach you.

- Launch funnels.
- Milestone content funnels.
- Webinar funnels.

They all have their own place, but you don't have to worry about that just yet. Most people have extremely basic funnels.

By basic, I mean they buy traffic straight to a sales video aka affiliate link or they send traffic to a simple Squeeze page that redirects to their affiliate link.





Promoting affiliate offers is fine, but when you're promoting the same offer as everyone else your conversions go down, especially when you're using the same traffic as your competition.

So if you're in a home business or promoting a competitive affiliate product, stop driving traffic to a Squeeze page that redirects to your affiliate link.

Instead, you need to PRE-FRAME your offer, but that's a topic for another report.

For the sake of list building, we're going to focus on a really simple sales funnel.

## The Magic List Building Funnel

Squeeze Page > Thank You Page > Affiliate Offer Or Tripwire

You can do this the quick and easy way, or the hard way.

The hard way will result in drastically higher conversions and get you to your elusive 50,000 subscriber list a lot faster.

Page 8! of 23!

First, the simple way...

Create a high converting Squeeze page. A page that offers something for free in return for a visitor giving you their email address.

There are a ton of page builders out there for creating all of these pages, I recommend [leadpages.net](http://leadpages.net) or [clickfunnels.com](http://clickfunnels.com) or [OptimizePress.com](http://OptimizePress.com) for advanced users.

These services will allow you to create high converting Squeeze pages to capture people's emails and store them on your list.

Of course (for all the newbies reading this), you'll need an autoresponder like [aweber.com](http://aweber.com) or [getresponse.com](http://getresponse.com).

None of these tools are optional, and I'm not making affiliate commissions from recommending them!

Your Squeeze page needs to give away a high perceived value free gift in return for email addresses. A free report works well.





Here's an example of what your Squeeze page might look like:



Here are a few ideas for free reports (you gotta write them for your market):

How To Do X Without X

The Truth About About X

The X Method

The X Blueprint

5 Lessons Learned From X

5 X Mistakes You Must Avoid Or X

All of these angles work, you just have to decide what's best for your market. Anything of high perceived value that helps your market move towards what they want, and away from what they don't want.



Here are examples for the Internet Marketing niche:

How To Get Facebook Leads Without Paying For Ads The Truth About Making Money Online

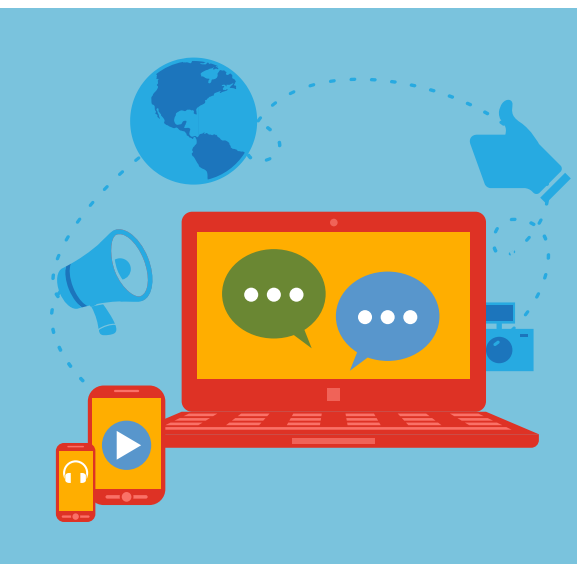
The Rapid List Building Method The Resell Rights Riches Blueprint

5 Lessons Learned From Attending A \$25,000 Mastermind 5 Critical Facebook Ad Mistakes You Must Avoid At All Costs

But you can't just have a free report about anything.

The key with your free report, is to pre-frame your offer. It needs to be congruent with the offer you want them to buy later.

You don't offer someone a report about solo ads, and sell them a \$5000 course about Facebook advertising.



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You would offer a free report that teaches how to use Facebook advertising, and sell a product that helps them get cheaper, faster/better results.

The secret is positioning your offer as the solution that is going to allow you audience to reach their goals faster, easier and more effectively.

## **READ THIS ABOVE STATEMENT AGAIN ^^^**

You do this by giving people free content that teaches something they can do to reach their goal, and offering them your product as the ultimate solution .

By the time they finish your free content, they know what to do to hit their goal and why its important.

So if you offer them a shortcut or an easy way to do it faster, they will buy it.

Teach how to do something.

Demonstrate value in doing it, how it will help them.

Point out issues with method, and how your offer will solve them.

A wise man once told me how to sell with content:

Teach the how, sell the what. Teach the what, sell the how.

Teach the how, the what and sell the tool for making it faster/easier/more effective.

Few quick examples...

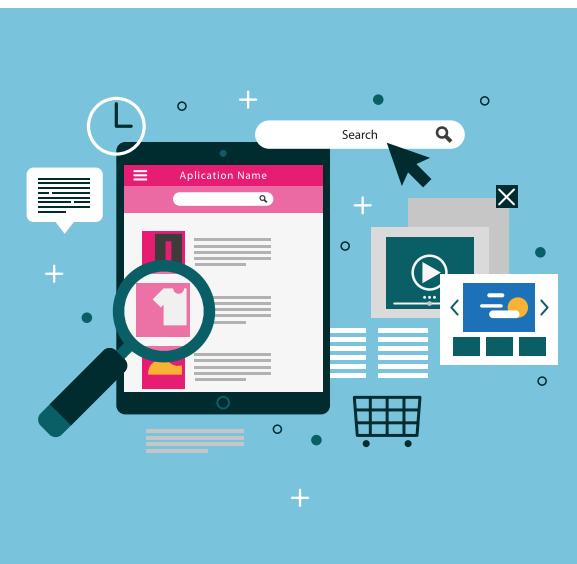
Teach people how to make money online with traffic and products, and sell them done for them products they can resell to earn money right away.

Teach people how to get traffic blogging, and sell them a blog.









You create your own product and sell it for \$7-\$47. This is the best thing to do for the highest conversions and fastest results with this list building system.

Why? Because you can create a product that perfectly works with your free offer. You can create a report about

solo advertising or whatever else, and offer a \$27 report with the top 100 solo ad vendors in one easy file to save people time.

This works in any niche, for any business. Whether you're in a home business, Internet Marketing, personal development, or have any other kind of product.

You create the product as the perfect solution or 'add on' to your free report. You then create a sales letter for it and use it as the thank you page after people opt-in for your free

report.

That's the basis of your list building funnel. The goal is for your funnel to be self liquidating.

So you put in \$100, and get at least \$100 back within a few days. This way, each week your results compound.

Let's say you're paying \$1 per click and you get a 50% optin rate with a solo ad.

Week 1, you invest \$100 and have 50 subscribers. Week 2, you invest \$200 and have 150 subscribers.

Huh? Real simple..



Let's say your 'tripwire product' or affiliate offer is \$20, and 10% of subscribers buy it. That means, every 50 subscribers generates 5 sales and \$100 in revenue.

Therefore your \$100 investment into a solo ad generated 50 subscribers, and 5 sales at \$20 each = \$100.

Your funnel self liquidated, so on week 2 you had \$200 to put into solo ads. As long as your funnel works, your list size will compound and compound each week.

If you want your funnel to self liquidate or immediately see profits, you need follow-up emails.

A high converting email follow-up campaign in your auto-responder. There are a few types of emails I like to use in my campaigns.

1. The Soap Opera Sequence
2. The Milestone Sequence
  - A. Daily Emails

Soap opera sequences or SOS for short are the first 3-5 emails that go out in your autoresponder to new subscribers. They are long story based emails that sell your, your story and your offer.

Here's the basic structure of the 3 SOS emails:

High Drama

The Backstory

The Epiphany

An SOS is supposed to be like a soap opera. Story based, entertaining and they all link together. High drama is the first email, where you tell the story of the time in your life of high drama which relates to your offer.

"I was down, burnt out and frustrated. I pulled my car into the drive only to have the compartment in the front buckle open with a dirty letter, my debt. \$40,000 in the hole. I reached down inside myself and made a decision to take action. To change my life for the better, and I got online. That was when I clicked on the email that went to this system. The same system you're getting access to when you decide to take action."

The pivotal moment of high drama, intensity where you made a decision that changed everything, and how it links to your offer.

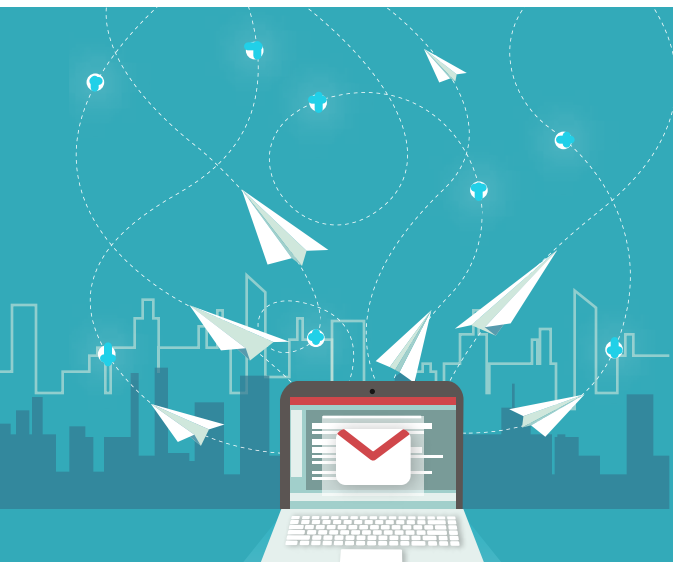
Email two of your soap opera is the backstory. How you got started, and what happened before. The story of struggle and Woe.

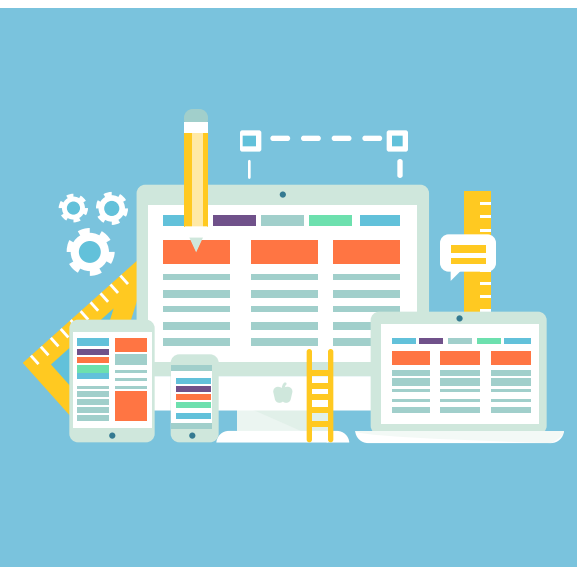
Email three is the big epiphany. How after all this time searching or trying aka failing you had an epiphany and it led you to discover the system/product/-method/offer.

These sequences are deadly when done right, and you can have a lot of fun with them. You're writing a soap opera about your life!

The next type of emails I like to use our milestone emails. Emails full of content or emails that link to actual blog posts or videos that help your audience move towards their desired goal.

Creating a milestone sequence is really easy. You map out where your audience is when they start on their journey, what their desired result is and the obstacles in the way of them achieving it.





In the home business space, the obstacles are traffic and conversions. But you can break it down further with getting a website, finding a product, creating a sales funnel, getting traffic, improving conversions and scaling the business.

Map out the starting and desired end point for the average person on your list.

Create emails and content around each key obstacle, and distribute it like a bootcamp. A three or five day bootcamp to help them hit their goals.

A friend of mine did very well with this, his market was Network Marketers struggling to recruit reps. His bootcamp was 7 Steps To Recruiting 30 Reps A Month.

Each milestone broke down things like getting a funnel, getting traffic, getting conversions. Each piece of content

taught something valuable, while also positioning the offer as the best solution.

Daily emails - real simple. Once your follow-up sequences are over, start sending daily emails to your list sending them to your tripwire offer, your main offer and any other offers you want to promote over and over again while giving value.

## That's the list building funnel.

A Squeeze page that gives away a free report.

A thank you page that promotes your tripwire product or affiliate offer.

A follow-up sequence that builds rapport, gives value and promotes your tripwire/affiliate offer and any other offers you have.

The key is for your funnel to be self liquidating.

So you can invest \$100 into traffic and make \$100 or \$150 back in the first week.

The majority of your subscribers won't buy right away, but they might buy on the second, third, fifth or tenth follow-up email.

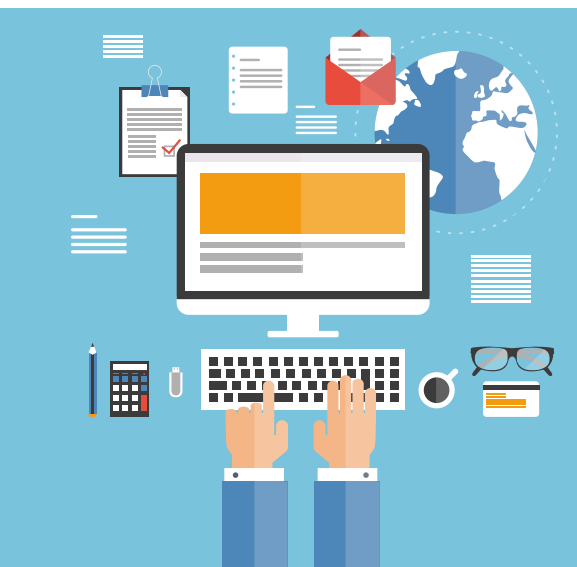
Some subscribers will buy after being on your list for YEARS. That's why list building pays off.

With this in mind, your goal should be to recoup your traffic investment within the first week.

So each week, you can double down on your investment and exponentially grow your list.







Contact the list owner by email.

Get price quote on solo ad.

Send list owner your swipe copy (if they need one)

Contact list owner for verification

Look at your results

Rinse and repeat

That's all you have to do to buy solo ads.

Solo ads are fast, cheap and effective.

The main reason I choose to use them is because they produce fast results, so you can quickly scale with this system.

### **To recap, let's give you a step by step action plan 'big picture' style.**

Work out exactly how much you are willing to invest weekly.

Set up your conversion system – squeeze page + free offer + Self Liquidating Offer.

Test that both the squeeze page and SLO convert well by buying a little bit of solo ad traffic to start testing.

Keep sending traffic on a weekly basis by buying solo ads, re-investing profits from SLO sales into buying traffic.

That's the magic bullet list building system.

Magical isn't it?

Put money in, get subscribers, make it back within 7 days with a simple self liquidating offer.

If you do this, you are guaranteed to see results.

The details aren't too important.

Solutions

I want to leave you with a few simple things.

It's not about how hard you work, but how smart you work. When I got started, I fast tracked my success by hiring people who were smarter than me, who were getting the results I wanted.

So if you want my team to build you a Magic Bullet List Building System for you, we can do that.



You'll get a Squeeze page, a free report, a self liquidating offer.

As well as done for you, high converting traffic.

Go here now:

<http://shaqirhussyin.com/magic-bullet-system-apply>

Fill out the form and you'll be able to schedule a call one of our top coaches to discuss us building a Magic Bullet List Building System for you.



**APPLY NOW**