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- Doberman Dan:* Hi, how you doing? This is Doberman Dan from DobermanDan.com, and I'm speaking with John Anghelache today. How you doing, John?
- John Anghelache:* I'm doing good, Dan. How are you?
- Doberman Dan:* Fine. Thanks for joining me today; I really appreciate it.
- John Anghelache:* No problem.
- Doberman Dan:* Today we're going to talk about something really exciting John has developed, and it's basically how to build a responsive list for free. Does that pretty much sum it up, John?
- John Anghelache:* Yeah, it does sum it up, and I want to sort of throw in a quick qualifier before we go on. This has absolutely nothing to do with SEO or article writing or joint ventures in the typical way you think of joint ventures. It has nothing to do with any of that stuff. And in fact, I have not actually seen any kind of a product on this – I don't even have a product for it, by the way – but I've never heard of anybody really talking about this specific way of building a list for free. But I just wanna qualify that it has nothing to do with the typical stuff you hear about when you talk about building a list for free.
- Doberman Dan:* Okay, good. I'm glad you clarified that. And I should've given a little bio up front. I'm gonna let you fill in the holes, but John's what I consider one of my go-to guys. As a matter of fact, before this call he just gave me an idea that was completely under my radar, that I was pretty much unaware of, that's gonna probably make me a ton of money. And he didn't even charge me anything for it – don't worry, John, you'll be on my Christmas card list forever.
- John Anghelache:* Excellent.
- Doberman Dan:* But John is a copywriter who he's worked for some of the biggest names in direct marketing, and one I think everybody will recognize is the great Gary Halbert. John is one of the few copywriters that has actually been hired to write copy by Gary Halbert, and he's also an entrepreneur – could I even call you what I like to call myself? Would you be called a kitchen table entrepreneur?
- John Anghelache:* I think that's very accurate.

Doberman Dan: Okay. And trust me, that's not demeaning whatsoever. That's what I call myself. We like to research niches and develop products and market to those niches bootstrap-style. We don't have 100 grand to invest in product development and product launches, so we do this stuff as economically as possible and build these little part-time businesses on the side, on our kitchen table, so to speak, which in many instances can grow to be some pretty successful six-figure part-time income, six-figure businesses. And John's also a freelance copywriter, and you wanna fill in any holes I missed as far as your bio?

John Anghelache: No, I mean that's pretty accurate. I would say that primarily what I do now is I put together marketing systems for businesses to work their existing database of customers. That's really my primary focus as far as my copywriting and consulting business. I do write long copy as well, but primarily what I do is I help businesses look at their existing database and see how to extract more profits from it, because in most cases the customer database is the one that is the least worked. Most businesses are out there chasing the new prospect, whereas they to a great extent neglect their existing customers. So that's been my primary focus is working existing customer databases.

Doberman Dan: That's great, because that's a common problem. In fact I just finished up a little video about that. So the back end is where it's at as far as making money, and in fact if you aren't working your back end correctly, the way things are going now you might even be out of business in a short time if all you're doing is chasing customers on the front end. You can go into a business and be a hero just by showing them how to extract all the value out of their customer list.

John Anghelache: Yeah, absolutely. In fact what we found is that often by having a couple or three little systems in place for working an existing database, that can finance – and leave a profit – but it can finance the pursuit of new customers. And so a lot of businesses are sitting there going, “Oh gee, I wish I had more money to go after new customers.” Well, they do – it's sitting right there in their business. They just don't know how to extract it out of their database, so in any case, that's my primary focus right now.

Doberman Dan: That leads right into what we're gonna talk about today, and this is something I'm really interested in – this new technique you've developed for building a list online and offline. Which is actually the biggest frustrating thing for me when I've entered different markets is like we said I'm the kitchen table entrepreneur. I don't

have 50 grand to dump into a new project that's unproven. So when I wanna build up a list – either an ezine list or subscriber list – or just get prospects to raise their hand and say, “Hey, I’m interested in your product,” I have to do that as cheaply as possible.

And in a lot of different markets – Google AdWords is just absolutely cost prohibitive for me. So I am all ears to hear about your new method.

John Anghelache:

Well, you know again I wanna qualify this a little bit further. First of all, I came up with the – I didn't come up with the idea, with the concept behind the concept, so to speak. I actually read about something similar – not the exact thing, but something similar – in a newsletter that Gary Halbert wrote Wednesday, October 31, 1990. That issue. Whoever has the Gary Halbert Newsletter, I would recommend reading that issue, and that was the seed that planted the idea in my mind for how to do this. And basically, just to give you an idea, when I started my copywriting business what happened was I was not online.

I didn't even have access to the internet from home. I mean I'm like a technophobe to the max. So I went to the library – I had a list of 20 people that I wanted to contact with my copywriting services, and I had their email addresses. And I went to the library, and I had a free Yahoo account. And I typed in – I actually wrote a very brief letter, and I emailed it to all 20 of them. Now it didn't cost me a penny to do this, and that started my copywriting business. In fact, a couple of those clients have been worth – I did the math – over six figures over the last, I don't know – it's been five, six years now that I've been actively freelancing. So the point is, is now you can understand my mindset.

I try to see, okay, how can I do something for the least amount possible up front for a number of reasons, and one of them's just that you wanna test cheaply to see how things are gonna happen. So in any case, I thought to myself, “What if I didn't have any money?” Like I do have money – I could spend probably ten grand a month, if I wanted to, building lists. But what if I had no money at all and I wanted to build a list in any market? What would I do? And so at some point I ended up reading this newsletter by Gary Halbert and the newsletter doesn't talk about listbuilding. It talks about a PR strategy for getting your press releases read and getting them featured as articles in newspapers.

So essentially what I've come up with is a combination of a PR technique and an endorsed joint venture where the list owner becomes your advocate, okay? So let me kind of explain how this works – and again, I wanna reiterate here I don't even have any notes. I've never actually put this down on paper to explain to myself what I was doing – I've just been doing this. But the results that you can get are fairly good. I mean you could build a list, an email list, let's say, if you did this process correctly, of easily 500 to 1,000 new opt-ins within probably a couple of weeks. And if you repeat the process you can see that happening consistently, okay?

So that's kind of like what you have to look forward to. You could literally build a list of a couple of thousand people a month from scratch doing this, and of course over a year you're talking 20,000 opt-ins or more.

Doberman Dan: Which let's say if you did that with pay-per-click, Lord knows how much that will cost you. I mean it depends on your keywords and your market, but to build an opt-in list of 20,000 people could easily cost you a high five-figure number.

John Anghelache: Yeah, it could be very expensive, depending upon the market. And I'll tell you I don't like Google and I never have, and there's a number of reasons why. But basically you and I are like kind of old-school guys, offline guys who came online, and you know just as I know that pretty much the worst business model for direct marketing offline is classified advertising. I mean it just is – other than TV. But classified advertising, you know more people have lost money trying to make classified ads work than just about any other medium, and Google AdWords is exactly that. So you know if you think of it in that sense, you see why Google is not really – in my opinion, anyway – the best way to market.

But in any case, as far as building a list for free, here's kind of what I came up with. I'm sitting here thinking to myself, "Okay." Let's say I go into – and let's talk about a market that we kind of both know a little bit, and you know it a heck of a lot more than I do, but let's say the bodybuilding market.

Doberman Dan: And use it as an example.

John Anghelache: Right. I haven't done this in the bodybuilding niche, but let's just say you decided to write an ebook on how to build big muscles if you're a hardgainer and go into the bodybuilding market. And I have no list, no contacts; nobody knows who I am. I don't have

any credentials, per se, other than having been a gym rat for years, but that doesn't take you too far in terms of credibility. So you're going into it without having any real knowledge of who you can contact and how you can get in with the big boys, so to speak. So essentially you're left out of that process. So here's kind of what I thought I would do – and I have done this, by the way, in other markets.

What I would do is this: I would get myself on every single ezine list in the bodybuilding niche. And in fact, what I would do – to be a little more precise – is I would probably join the directory of ezines or some other directory where ezines are listed and you can take a look at who the owner of the ezine is and how many people they say they have on their list. I'll tell you, I take that with a grain of salt because I think a lot of people flat out lie about the size of their list. But in any case, you can sort of get a grouping of the ezine publishers in the bodybuilding market.

Doberman Dan: John, do you happen to have or do you recommend a website that you use for this – the directory of ezines?

John Anghelache: Yeah – the directory of ezines.

Doberman Dan: Okay.

John Anghelache: Yeah, there's actually a website called the directory of ezines, and they've got a whole bunch of different categories that you can choose from, anything from antiques all the way down to internet marketing to business, business opportunity, golf, whatever, and fitness, and so forth. So anyway, I would look in those categories and I would pick out everybody who has a bodybuilding ezine, all right? And I'd categorize them in terms of who says they have the most people on their list, okay? And then I would join their lists. And what I would then do is I would go ahead and I would read those ezines, and I would send an email to the publisher if there was a particular ezine that I liked.

And I'd tell him, "Hey, I really like what you said about how to increase your bench press. I got a quick question here. Should you wear wraps on your wrists, or should you wear elbow – what do you call those – supports or whatever, so you can increase your bench press?" I would just engage them, and whoever responded, whoever was responsive to engage me back – because not everybody is. A lot of people try to play the guru thing and you can't get a hold of them. What I would then do is I would go ahead – and here's the essence of the whole process. I would find

10 to 21 different things that I learned from these people, and I would put it in a report. Okay?

Doberman Dan: The people who got back to you after you engaged them, basically.

John Anghelache: Exactly. The people who I was able to open up a line of communication with.

Doberman Dan: Compile that from the different people that got back to you into a report. I'm with you.

John Anghelache: Yeah. Well, what I would do, let's say out of ten people three of them got back to me. I would then take a look at the ezines – because a lot of them will have past issues and so forth – I would take a look at the ezines that these guys have and their past issues, and I'd pull out let's say ten things from the first guy who got back to me who's got the biggest list that I learned from him about bodybuilding. And I would put that in a report, and the report would be selling that person and their ezine and their products.

Doberman Dan: Oh, okay!

John Anghelache: It has nothing to do with me. The report would not be about, "Oh, John Anghelache has a book out on how to gain mass if you're a hardgainer." It would have nothing to do about me at all. The report is all about them; it would be like a rave review – like Gary Halbert talks about – that I'm writing about them and what I learned from them. And at the end I'd have, if they have products – and most of them would – at the end I'd have like a recommended products page with direct links to their products. And I'd put this into like an 8 to 12-page report. So now we've got a little bit of a setup.

The setup is first of all out of the available ezine publishers, we've engaged three out of the ten in this example, and we've built a little rapport. And by the way, as I'm writing this report I might email them again with a question; I might email them again with an accolade and tell them, "Man – that was a great point you made in that other ezine." You see what I mean? And this is a setup now, so this is not a little devious marketing ploy. We're setting them up for them to see us as somebody who's really excited about what they're doing.

Doberman Dan: Would you at that point, when you're in this process of communicating with them, would you disclose that you're actually compiling this info for a report, or not?

John Anghelache: Not yet; not yet. We're gonna do that – they're gonna know – but at this point – and by the way, this isn't – I wanna make this disclaimer. You know yes, this is a setup, because if you don't set up a sale you're just not going to sell as effectively. But this is genuine. I mean if you genuinely did benefit from the information that you got from them, you tell them about it and you compile it. You understand me? This isn't just like a ploy, per se. And I'll tell you one of the big reasons why – because the report you write is going to reflect if you're really excited about what that person has to say or not.

Doberman Dan: That's true, and if the guy's info is crap you're not gonna use that. You're just gonna _____ that particular guy.

John Anghelache: Right. So the idea here is – and I'm gonna have to tell you like a little story before I go on – but the idea here is you're writing a rave review about that ezine publisher, about what they're doing and about what you learned from them. And then at the end of this report you include links to their product, and you know maybe like a little two or three-line blurb about it with a link – a direct link, not an affiliate link – a direct link to their product or products, if they have more than one. Now –

Doberman Dan: I now know which issue of the Gary Halbert Letter inspired this. Go ahead – I'm sorry.

John Anghelache: Yeah – no, no, that's fine. Let me explain that as far as how I put together what Gary was talking about with what I'm talking about here. What Gary was talking about was look, he said, "If you wanna get publicity for your business, you have to understand that an editor at any publication is interested in stories that are gonna benefit his or her readership." And no matter what an editor tells you in terms of – you know you're not supposed to go to an editor if you want your press release to be out there and tell him, "Hey, by the way, I'm also an advertiser doing 100 grand a month with you guys," because the editor is supposed to be objective. But you know what? They're not objective, and the reason is because they make their money working for that publication, you understand?

Doberman Dan: Exactly, yeah.

John Anghelache: So they're just not as objective as they wanna portray. So anyway, what Gary recommended was he said, "Look, what if you wanted to put your press release in newspapers? Maybe you could have a news release with a headline like, 'New Book by Top Ad Expert

Says Newspapers Are the Best Place to Spend Your Advertising Dollar.” You get it?

Doberman Dan: Yeah.

John Anghelache: Okay, so what you’re doing is you’re writing a rave review about why newspapers are a great place to advertise in. What newspaper editor wouldn’t want to know about that; and what newspaper editor – especially now when newspapers are just getting crushed by the internet – if it fits with what they’re doing, wouldn’t want to have this rave review press release put out there so that people can see the benefits of advertising in a newspaper?

Doberman Dan: It’s what they’re dying to say themselves, but they can’t say it.

John Anghelache: Yeah. That’s a great way of putting it. So – and Gary has a couple other headlines. I just wanna actually mention these so that people can kind of get an idea of what I’m doing here. Here’s another one: “Research Report from Key West College of Millionaires Says Radio Ads Can Generate a Flood of Customers for Almost Any Business.” So there again, if you wanna get interviewed on radio shows, wouldn’t that be a great topic for the radio show to want to do an interview with you on? Another one here says, “Marketing Genius Says American Magazines Are Absolutely the Best Media to Use to Generate Huge Sales from a Well-Defined Market.” And on and on and on.

So again, let’s go back to our bodybuilding example. The report that we’re creating is a rave review about that ezine publisher’s ezine – the things, like ten things let’s say that you learned from reading the ezine. And then you’re also including the direct links to his or her product. Now my question is what ezine publisher who has any marketing savvy at all would not want that report to go out to his entire database?

Doberman Dan: Only one who’s recently had a head injury, I think.

John Anghelache: You know that might be the case. I mean this is like brain-dead simple, and here’s the critical part is there’s nothing in this report about you. It’s all about him. What you’re doing is this is like the biggest ego stroke that you could possibly give anybody. And it’s one very good way to get into the fold, so to speak, and have them promote for you. So here’s what happens next: what happens next is – and let’s kind of have a timeline here, so to speak. So you’ve engaged these ezine publishers by first of all praising them on what

they're doing, asking them some questions, and you've done this several times.

Now you've got a little bit of a rapport going on, right, and you're setting them up to see you as somebody who's really interested in what they have. Now if you want to, if they have any product that you really like, you can buy them. That's also a good thing to do, but you don't have to. And so now you're sort of to some extent part of their top-of-mind consciousness, okay, because I guarantee you nobody else is doing this on their list.

Doberman Dan: Yeah, I guarantee this is the first time they've ever had anybody do anything like this.

John Anghelache: So what you do next is you send them another email and you say, "Look, Joe Biceps, I've been reading your ezine now for the last month, and I've asked you a few questions. I really appreciate you getting back in touch with me. But I've learned so much that I decided to write a report on the ten things that I learned from your ezine" – and you wanna have a good title, so whatever it is. "Ten Bodybuilding Secrets I Learned from Joe Biceps About How to Get Huge and Shredded." Whatever. "And what I'm gonna do, I'm gonna sell this report for maybe ten bucks or something like that. But before I do I thought that maybe you should look it over, and if you want to, why don't you offer it to your list for free?"

Doberman Dan: That's ingenious. That's frickin' ingenious.

John Anghelache: So what we do next is we put up an opt-in page with a good headline that talks about Joe Biceps, and then it talks about the report. And I do these really simply; it's usually like a paragraph, and then it's usually bullets from what they're gonna learn. Like if there's ten things you're gonna talk about in the report that you learned from Joe Biceps, you've got ten bullet points. And then you ask them to opt in to get it, and you tell Joe Biceps, "You know the only thing I'm asking is for these people to opt in to get it because that's the way I like to do things." All right. You've gone through a little bit of work here to make this part happen.

Oh, by the way, very important – very, very important. I mentioned that the way you contact them is with an email, okay, and actually that's part of the way you do it. The real, the better way to do it, I found, is to send them a Priority Mail letter. Or you can send them a FedEx letter, whatever.

Doberman Dan: I'm glad you mentioned that. You know like take myself for example, I am contacted by so many people via email trying to pitch me on promoting their product launch or this or that, that email doesn't necessarily get my attention any more.

John Anghelache: Right. Yeah, I actually said that incorrectly. What you do is you do send them an email, but the email alerts them that they're getting this letter about this stuff. Everything else I said was valid, but the email alerts them that they're getting a Priority Mail letter, okay? So in the Priority Mail letter like for example the headline could say, just to get their attention, "This letter is all about Joe Biceps." And then you go into just a little bit about here's what I learned from you and I decided to put this report together, and here's what it's about, and I think your stuff is great.

"Now I'm gonna sell this report for 10 or 20 bucks or something, but if you want to you can offer it to your list for free, and here's the link to the report, and here's the link to that opt-in page so you see what this looks like." So you're explaining to him what you're doing, right? And then what they're gonna do – and you send them an email too that lets them know they're getting the letter and what's included in there. That's actually the process I've used. Really important, because first of all, who's mailing them a Priority Mail letter or a FedEx letter? Nobody.

Doberman Dan: Nobody.

John Anghelache: Okay, so this again, it completely differentiates you from everybody else that's trying to engage him in a business relationship. And you're doing this in a way that – let's say that the resistance level to getting pitched for this kind of a thing – which is sort of a JV, but you'll see as we go on that it's more than a JV – that the resistance level is like let's say from 1 to 100, 100 being really, really big. And the way most everybody else does it, it usually elicits a resistance level of like 80, you know? But doing it like this, the resistance level might only be 20, just because none of it says "pitch" really.

Doberman Dan: That's right.

John Anghelache: And even the part of it that is a "pitch," which is the letter, here's what happens: when they read the report, if it's written properly, if it's written the way I said, as a rave review about them, unless they have like no ego at all or no sense of their own importance, they're gonna want everybody on their list to have this. Because check out what happens. 1) It validates what they're doing. 2) Somebody's

telling them they're important. Who's telling them they're important right now, from their list?

Doberman Dan: Probably no one.

John Anghelache: I mean and certainly not in this way. 3) It gives them the right to say – I mean this is like a case study testimonial, essentially. It gives them the right to say that their stuff works. I mean there's so many different things and so many psychological little triggers that are getting tapped on as a result of this process. And it all comes down to one thing: it comes down to people care about themselves more than anything else, and we're tapping into that. And again, throughout the entire process, there's nothing about you at this point at all. So then if they agree to do a mailing – the best way to do it, by the way, is a solo email blast – to their list and you prepare the email for them.

So they do a solo email blast that says, "Hey, you know what, there's a free report that one of my subscribers wrote, and it's about this, this, this and this. It's fantastic – I've read it. Go ahead and opt in to get it. You're gonna love this, and it's a little gift from me to you." Something like that. You know you're gonna get a fairly high response rate, a fairly high opt-in rate for something like that. First of all, it's a gift. Second of all, it's not selling anything – because it's not. Nowhere in the report do you actually sell anything, although you do have that page that says "Recommended Products" – but it's not a pitch for anything. It's more of a –

Doberman Dan: And in that email to their list they point their subscribers to the opt-in page that you created to capture the emails and then give them the report, right?

John Anghelache: Correct; exactly. Okay?

Doberman Dan: You know correct me if I'm wrong, but I don't see any downside at all in doing this. In fact, worst case scenario I see, if you happen to go through this process for some guy who is insane or has had a recent head injury, and he says, "Nah, I don't want to send this out to my list." Worst case scenario is that you've got a report that you can actually sell for a few bucks if you want to.

John Anghelache: That's absolutely right. That is the worst case scenario. You have something you can sell, and you can always change those links in the report to affiliate links, if that's applicable in that case. So yeah, exactly. I mean this is a way to create content that gets you a

list, and it gets you money, and here's how. Usually what I do is I tie in a time frame to the availability of the report for free. So the opt-in page would say something like the report's gonna be free until – I give them seven to ten days, right? And after that it's gonna be sold for ten bucks, so get it now. That's another little – you'll bump up the response there by building in this urgency.

So what'll end up happening is you'll end up getting a bunch of people to want the report. Depending on the size of the list, the relationship that the ezine publisher has with the list, there's all sorts of little things there that you don't control. But you can probably get, like I said, 3, 4, 500 to 1,000 opt-ins within that 7 to 10-day period.

Doberman Dan: That's exciting. And the only money you've got invested is actually sending the Priority Mail package to this guy.

John Anghelache: Right. So that'll cost you about maybe, I don't know, \$5.50 I guess, something like that. It's like five bucks to send one of them out.

Doberman Dan: And for the real cheapskates like me, the Post Office provides the envelope for free.

John Anghelache: Yeah, exactly. So that's part one. It doesn't end there.

Doberman Dan: Oh, I thought that was it! Part one is incredibly _____ as it is, so – all right, continue.

John Anghelache: That's part one. Here's part two. Part two is you pick up the phone – and actually you can even pick up the phone when you send them the letter. You know you wait three, four days and you pick up the phone, because a lot of times they'll include – in the directory of ezines they include their contact info. I mean they have to include at least a corporate phone number and an email, because a lot of times those ezines, I think all of them accept advertising, so you gotta have a way to get in touch with those people to be able to advertise with them. So you pick up the phone, you call them, and you say, "Hey, did you get my report?"

"Yeah, I did." "What did you think?" And then again, this isn't like brown-nosing; you've gotta be genuine with it. You know I did this – I don't wanna say with who – but I did this with a person who's been in the mail-order business for like ages, and I really found this person's material to be extraordinarily important in my business. So when I wrote the report for them, I was really excited

about what I was writing about. It's not – there may be a degree of – I don't know, I don't wanna call it hype – but there may be a degree of overexcitement, over-enthusiasm, but you wanna be as genuine as possible with this process. So anyway, you call them up and say, "Did you get the letter? What did you think?"

"I found your stuff to be incredibly effective. By the way, point number seven really helped me do" – whatever. "And I think it would be a great idea if you sent this off to your list. What do you think?" I mean when you do that, you're almost never gonna get a "no." I mean you can, of course, but it's very, very hard for them to say "no" when you think about the entire setup to that point. Because you're not just sending the letter out of the blue; there was a little setup period.

Doberman Dan: That's right.

John Anghelache: Right? That pre-sell is critical. I've done it without the pre-sell; doesn't work as well. You wanna break the ice early. And so you've engaged him now over the phone and hopefully had a chance to talk with him; if not, by email's fine, whatever. And now you go to part two. So they've done the email blast, you've gotten several hundred people on your list, and you go back to him and you say, "Hey, you know what? I've had an idea. I don't have to sell this report. I've had a few people opt in to get it and they seem to really enjoy it, and I'm wondering maybe if you want to you could do this on an ongoing basis.

"Maybe every month you could send an email to your list about the report, and I'll offer it for free the whole time and I'll leave the links in the product recommendation page as they are – direct links to your products. I won't put in my affiliate link. What do you say?" I had one guy say, "You know what John? Here's what I'll do. I'll put in my auto-responder series." You know I'm not gonna say it's gonna happen every time, but what if they agree every month or every couple of months or something like that to send it out to all their new subscribers – send out an email blast to their new subscribers? That's the second part. Is that always gonna work? No, but why not at least give it a shot?

Doberman Dan: You might as well ask. All they can do is say "no."

John Anghelache: Yeah, and more often than not you're gonna get them to wanna do it.

Doberman Dan: I couldn't see any reason why not to. It does nothing but benefit them.

John Anghelache: That's absolutely true; it does nothing but benefit them. Now the big question that people have is, "Okay, so how do you make any money because now you got the list?" Well, here's what you do. Let's pretend again we're in a bodybuilding niche. What you do is when somebody opts in, the first thing they'll do is they'll go to a thank-you page, let's say, that says "Thanks for opting in to get the report that I wrote about Joe Biceps" and this and that. "You're gonna get that in a couple of minutes, and here are the benefits." That's usually how I do it; I just reiterate the benefits. And then you get a second email that has the report attached to it, okay?

In addition to that, like three days later I send them another email. I say, "Hey, you know what, if you like the report that you received, I have another free gift for you." And if you wanna put them on your ezine list, "This is an ezine that I've put together especially for hardgainers" or whatever, and that's how you can get them onto your ezine list. Otherwise what you can do is you can simply offer some other product that you have for sale, and I always like to – you don't have to do it this way, but I always like to take them from the list that the opted in to get the free report about the ezine publisher into a separate list, and let me tell you why. Multi-opt-ins are very similar to multi-buyers – they're more responsive.

Doberman Dan: I don't think I've ever heard anybody teach this before.

John Anghelache: Well, you know as far as the multi-opt-in thing, I did not originate that. I can tell you that for sure. I've heard it a few times from a few people; most recently Perry Marshall was talking about it in a seminar that he gave. So to give credit where credit's due, I didn't actually originate that. I heard it from a few people, and Perry Marshall was the last one who kind of went in depth in how to do it or several ways to do it. And so I came up with this strategy – I said, "Well, if they're on this list to get this free report they're not necessarily interested in me yet, right? So how do I get them interested in me? Well, I wanna put them on another list.

And you're not gonna get everybody to go on that other list, but that doesn't mean you can't work both lists with an offer. I just wanna build another list of multi-opt-ins at this point, and those people tend to be more responsive, and they tend not to unsubscribe.

Doberman Dan: I can verify that in several niches that I've done that in; actually sent out to already one opt-in list. Sent out an email asking them to opt in to another one, actually in one case offering them a very compelling report to get them to opt in. My open rates on the people who opted in twice, my open rates were just off the charts, and click-through rates and actually sales were just infinitely higher than just the regular opt-in list.

John Anghelache: Okay, yeah. I mean that makes sense. And the other thing that you could do is that you could go ahead and let's say you've got an ebook for hardgainers is you can go back to Joe Biceps and say, "Hey, Joe, I wrote this book about how to get bigger if you're a hardgainer. I was wondering if maybe you would look it over and tell me what you think, and maybe give me an endorsement if you don't mind," right? A lot of times they'll be more than happy to do that. So now you can go back to that list that you built that was just for his report, and you could send out an email that says, "Hey, Joe Biceps recommends this," right?

And then you have his testimonial in there and you tie it into your product and you have a product link. So that's a great way to leverage that relationship and also to lower the resistance when you send out a pitch.

Doberman Dan: That's excellent. That's good stuff, John.

John Anghelache: So I mean that's basically it. That's the deal.

Doberman Dan: You know and if you repeated that say ten times, each time contacting a different amount of people, if you only get a small response – like you said in your example, out of ten people you only get three that you can do this with. So contact another ten and repeat the process. In a very short period of time you can actually have a pretty big list built.

John Anghelache: Yeah, you can. And the other thing that you could do with that is let's say you do this and over the course of six months you have six people who decide to do this with you, right? You can go back to all the other ezine publishers you contacted who never got back to you or who never did anything, and you can try to pitch them again and say, "Joe Biceps from www.biceps.com ended up doing this with me, and so did this person and that person," you know what I mean? And a lot of times they'll know who they are, because usually if you're in a niche you know who's in your niche; you know who's a competitor. And so you can sort of set it up like "look what you're missing out on."

Doberman Dan: That's true.

John Anghelache: Then go back to them and do that. That's a strategy I've used even to sell my copywriting services where I go in and contact 10, 20 people who kind of knew each other, and I get maybe 2 of them to work with me. And I go back to the other 18 and say, "Hey, look, these two guys work with me. Here's what they said."

Doberman Dan: That's right.

John Anghelache: "What are you missing out on?" And inevitably you get another one or two, and you just keep going back and doing it. Pretty soon, if you've got 8 people out of 20 who did this with you, the other guys have to be either just completely disinterested in what you're doing, or they're gonna be intrigued and wanna get in on the bandwagon. You know it's social proof at that point.

Doberman Dan: And you're offering a lot of value to the guru or to the publisher, whatever you wanna call him – you're offering a lot of value. You're giving them a rave review. Like I said, it's stuff they'd love to say about themselves and love to tell their list about themselves, but they can't because that would not look credible. But coming from a third party, it just is way more credible. It's a third-party endorsement. It gives them a report to give away, so all of a sudden they look like a great guy – their subscribers getting free information. And on top of that, in the resources section of the report it sells their products.

John Anghelache: Exactly. And so they could end up making some money as a result of that. Yeah, it's definitely a winning strategy for them, for sure. If you do it right and you do it genuinely, the point is they're gonna benefit from this, and you benefit by getting a list. And if things work out right, not only can you get that initial list built up, but if you do this on an ongoing basis, you're continually getting people on your list by doing this. Think if you have 5 or 6 people doing this with you, you could potentially have an extra maybe 5 or 600 new subscribers every single month – or more. This isn't a strategy where you're gonna get a million people right away.

That's not gonna happen. Really the only way to make that happen is to have a combination of all sorts of things and run it all at once, or to have some major affiliate promotion with huge lists. But other than that, you can build a list for free that is responsive and that you can turn into profit fairly quickly. And you can continuously build your list by doing this, and do it for free. So you're leveraging – you know if you think about it, you're

leveraging all of the efforts that those ezine publishers are putting forth in building their lists. If they're doing Google and they're spending 10,000 a month, you're getting part of that.

Doberman Dan:

This is excellent stuff, John, and you know this system basically takes away anybody's excuse as to why they can't get a project going in their market. I will admit Google AdWords has become cost prohibitive for a lot of kitchen table entrepreneurs, depending upon the market. I mean if you're in some really, really obscure market maybe you can still get Google AdWords cheap. But for the most case if you've got a really limited – like my first kitchen table project, I had like a few hundred bucks to work with, so my options were extremely limited. But that's an excuse I hear all the time.

“Well, I can't get this going because I don't have any money to get it going and Google AdWords cost money. Even a fractional page ad in a magazine in my niche is too expensive, so I can't do anything.” Well, this takes away that excuse.

John Anghelache:

Yeah, it does; and there's a couple of leverage points too, Dan, that are kind of critical to point out. First of all, unlike typical free traffic generating strategies like writing articles – you know I know how to get pretty much any web page – some of them have to be structured a little differently to do this, but I can get pretty much any web page over the course of a couple of weeks or so to rank in the top three to four organic searches for Google. I've done it with keywords on my own website. But you have to do quite a big to work to maintain that, and it's not targeted traffic. I mean I don't care what anybody says about Google – it's not really necessarily targeted traffic.

You don't know if you're getting people who are really interested or just searching around and kind of wanna know more info about it. And in addition to that, it doesn't necessarily build your list quickly. It takes a lot of keywords to rank for to make it work properly. So there's a lot of work, is what I'm getting at.

Doberman Dan:

That's true, for a small payback that might not even be a truly interested prospect in your particular niche.

John Anghelache:

Yeah, or you might go to a lot of work, rank high, and nobody opts in anyway. I mean because there's so many different factors. With this process, there's a little bit of work. I mean to write an 8-page report – 8 to 12 pages, that's how big I make mine. It doesn't have to be any longer than that. I don't know – it takes me maybe

a week, because you gotta do a little research. To me that's not a lot of work, but for some people it may be. But you do it once, and now you can leverage it into number one, a source of leads that go on your list, and you can also take it and sell the report if the second phase of the strategy doesn't work out.

So you only have to do the work once, basically, for this strategy to work, and then you can go on to the next one and do the same thing, but you only do it once. It's not like you have to perpetually put out articles and do all the other nonsense. That takes forever, and there's no guarantee you're gonna get anything. Here, it's very unlikely that you're going to not get people to opt in.

Doberman Dan: I'm gonna – you know my head's kind of spinning right now with ideas. I'm actually gonna implement this for DobermanDan.com. John, you know this. I initially started that website when I was still doing freelance work and was planning to use it as a lead generator for getting copywriting clients. But since I stopped taking copywriting clients a few years ago, I decided to start sharing the lessons I learned while mentoring with Gary Halbert. And so it's kind of like it's a passion for me; I don't make money at it. It's a part-time little thing, and so I've been – like I said, I'm a cheapskate.

I've been reluctant to spend money on Google AdWords to get new subscribers; the subscribers I have has been pretty much word-of-mouth. But I'm gonna implement this with DobermanDan to start getting more subscribers to that, and my head is spinning with all the people I could do this for.

John Anghelache: Yeah, and also the other thing is that this strategy probably works even better in niches that are not marketing-savvy. So in other words, like the internet marketing crowd, there might be a little bit of a higher resistance level to this, because people might be a little more reluctant to essentially let you have part of their list – because that's kind of what the process is. But in niches that aren't as marketing-savvy, I would surmise that it's easier. I've only done this in like the small business niche and the marketing niches, but I haven't had much of a problem with it at all. But I would guess that the niches that are less marketing-savvy would be even easier to do something like this.

Doberman Dan: Yeah, I believe you're right.

John Anghelache: But yeah, I think it's a great way to build a list, get people on there who are excited because they're not being pitched anything

initially other than a valuable free report. And you could do a video, you could do audio. I like doing free PDF reports because somebody can just download it real quick and read it over and it doesn't take up too much bandwidth and all the rest of that stuff. That's my preferred way of doing it, but I'm sure you could do any combination of media if you wanted to do it as a multi-media or as some other media than a written report.

Doberman Dan: The report is a little bit easier for when you're contacting your guy, your guru or your publisher or whatever you wanna call him. It's a little bit easier to send him a report in paper along with your letter when you Priority Mail it to him. You know I guess if you did a video or audio, just burn it to a DVD or a CD and send it to him.

John Anghelache: Right.

Doberman Dan: You know based on my experience, I think – you know in your example you said three out of ten guys actually respond. My gut is telling me it's gonna be way higher than that, especially in like you said markets that are not so marketing-savvy. Niches that are – pretty much any niche outside of the internet marketing field is not savvy about this stuff. But you know that absolute worst way – in my most humble, but accurate, opinion – to get somebody's attention or to make an initial contact with somebody is email. That would be one of my last options.

John Anghelache: Right.

Doberman Dan: But you know sending them a Priority Mail package or a FedEx package with a report all about them – nobody does that, and in fact, that is – I've used that technique twice on "VIPs." It's worked 100 percent of the time. That's how I wound up mentoring under Gary Halbert – I used a similar technique to get Halbert's attention. And so I have a gut feeling that as people start testing this – and don't cut corners. Don't contact the guy with your report and your pitch by email. Send him a Priority Mail package or a FedEx package with that stuff, and send him the email to tell him the FedEx package is coming. I have a feeling you're gonna get a really high response.

John Anghelache: Yeah, I think you probably can. I've done this several times, and it's worked well. And part of the reason is because – you know I realized something a long time ago when I first started in business. I was like 23 years old and I didn't know anything about anything, and I decided I was gonna become a real estate agent. And like my first six months I made like \$2,500.00, which means I didn't have

too much food with my meals. And then I decided I was gonna learn how to sell, because I was gonna starve if I didn't. So I started listening to this old-time sales trainer; his name is Floyd Wickman, and he specifically taught real estate agents.

And what I had learned from him is that if you learn how to sell properly there's different stages to selling anybody on anything, and the first stage is the pre-sell. And if you don't pre-sell you're really shooting yourself in the foot. There's the pre-sell, the sell, and then the sell after the sell. Those are the stages. If you don't follow that process – and most people don't. They just skip right to trying to make the sale. If you don't follow that process you're just not gonna do as well. So I wanna really drive this point home. The pre-selling part of this is what's gonna open up their minds and their ears and put you on top of their consciousness for them to pay attention to whatever else you're gonna do after you've made those initial contacts.

So it's really important, and if they don't get back in touch with you after a couple, three tries, they're not the right prospect – you need to move on to somebody else. Because essentially you are gonna be building a relationship. And it leads to all sorts of stuff – I mean afterwards you could do joint ventures. Now who are they gonna be happy about doing a joint venture with – some guy who emails them or even sends them a Priority Mail package who they've never heard of and has never done anything to benefit them, or you?

Doberman Dan: That's right.

John Anghelache: So it leads to all sorts of other things. I mean when you expand this out, as I mentioned, you can get a testimonial for whatever product you have. You can have them become a joint venture partner on whatever product you have – and in fact, that's a very good way of doing it. So there's all sorts of things that can happen as a result of that. And if you were to actually have them – I haven't done this yet, but if you were to have them become a joint venture partner on some other product that you have, the best time to strike, of course, is while the iron's hot.

So if they just promoted the free report and they're happy about putting it consistently into some process that they always send it out, you can come back and say, "Hey, I'm gonna leave those links in the report to be direct links, and so you get the benefit of any profits from those sales. But I've got this little ebook I would like to sell and I'm thinking it would be perfect for your list. Check it

out, tell me what you think, and let's do something." They're gonna be so much more likely to say "yes."

Doberman Dan: Now you've got the law of reciprocity working in your favor. You've just given them a lot of value, and you've given them something that boosted their sales that you've not benefited from at all. So now they're gonna be much more likely to agree to promote your product.

John Anghelache: Right.

Doberman Dan: You know, that's – I have so many people in the bodybuilding niche hit me up, and the pitch is usually this: "Would you promote my ebook? Promote my course? Promote my product launch?" And that's the pitch, and they offer nothing of value. And I won't go off on a rant today, but I got a little problem with all these product launches. Like that is so rude. You know I got a schedule for my business. I have things set up and I got a schedule, and just because you pick some arbitrary date for your product launch, and seven days beforehand these certain messages have to go out, that doesn't mean that that fits into my schedule.

Usually that screws my schedule up, so all that stuff kind of – anyway, I won't go off on a rant. But you know I'm offered no value whatsoever – "Hey, promote my product."

John Anghelache: Right. And also if you read most of the joint venture courses out there, that's the basic pitch. The hot button benefit for most joint venture proposals is "you can make X amount of more money." That's really it. It comes down to like, "Okay, you want to do a joint venture with me, and you're approaching me to do that, so what's the benefit to me?" The only benefit in most of – and I've got several joint venture courses – the only benefit is, "Well, you can stand to make more money." Now there's nothing wrong with that, but the ego stroke is much more powerful.

Doberman Dan: No doubt. You know like I said, I'm approached by people wanting to do JVs all the time, and people have a \$30.00 or \$40.00 ebook, and it doesn't matter, even if they wanna pay me 50 percent, 75 percent. You know I can make more money promoting my own products, so it's actually not a good idea for me to promote some of these JV products. But with the ego appeal, that's kind of hard to turn down, there.

John Anghelache: Yeah. I think in most cases that's true, and you know we're kind of revealing and unveiling a lot here in terms of what's gonna

motivate somebody to do this. So who knows? Maybe if this spreads around too much some list owners may not want to participate in something like this – although I doubt it's gonna be that big of a deal. But what I've come to find out is again, just like Gary talked about, hey, if you're gonna approach an editor for a newspaper, radio show, or magazine, and you want a press release to go out in their publication, what is in it for them? What's really in it for them? And that is the question that nobody really answers.

I mean people think they're answering it, but they're really guessing, when the only answer they have is "you can make more money" when it comes to a joint venture. That's typically the only benefit that they give, and it's not the most responsive benefit. It should be included – like I mentioned, you tell them, "Okay, there's a product recommendation page and there's direct links. You get all that money." But it's a side benefit. The real benefit is when they read that report and it's telling the world how great Joe Biceps is and how great his information is and how it helped you, if you've used it, or how you think it's gonna help you.

Because this doesn't have – by the way, the report doesn't have to be a report based on necessarily your experience with the advice you got from the ezine publisher. It could just simply be what you think of it. And you can also do this for a product of theirs if you wanted to, so if you bought a product of theirs and now you're writing this rave review about it – I just wanna mention that because I talked about looking at their ezine and then gleaning out interesting things that you feel are gonna be helpful, or things that you try and get certain results from. But you could do it with a product.

You could say, "Hey, I just bought your "How to Bench Press 1,000 Pounds with Your Pinky" ebook and it was great. Now I'm benching 500 pounds with my pinky, and I used to only do 100." You know what I mean? There's different ways you can do this, but the point is, is that it's a rave review about them, and nobody does that. That's not how people are being approached. They're being approached with the idea that, "Hey, you can make more money." That's great, but that's not the determining factor. I would say 90 percent of the time there needs to be another element there, and I think the ego stroke is it.

Doberman Dan:

A lot of good stuff today. I mean we talked about a really extremely low-cost, basically free way to build a large and responsive list really fast. And basically how to get past the gatekeeper, so to speak, to the people you need to get to, and

basically ensure that this is a success. Rather than just using the typical standard pitch – “Hey” – you know?

John Anghelache: I’ll tell you something else if you have a couple of more minutes.

Doberman Dan: Sure, go ahead.

John Anghelache: That I have found – another application of this offline. Let’s say for instance that you wanna contact the CEO of some big company, and you know that there’s a gatekeeper, right? There’s always a gatekeeper; there’s always an executive secretary that stands between you and the CEO. One of the best ways to get through the gatekeeper is this – and I’m just talking about now executive secretaries. This may not apply to everything. But you can get a list of executive secretaries, by the way, for particular businesses, and there are publications out there that cater to executive secretaries.

One of the best things you could do is you could write a little report and send it to let’s say ten different executive secretaries that are the gatekeepers for the CEOs that you wanna get to. And send a little report with some great productivity tips from the different publications that are out there that cater to them – because by the way, they don’t all read those. You understand? So you send this report and you say, “Hey, Judy, I thought you might like to read this, and here it is.” And then you call her a couple of days later, say, “Hey, Judy, this is John with whatever company. Did you get that report? Fantastic! What did you think about it?”

“Great! Well, you know what we do is we’re here to help secretaries to improve their productivity. I thought you might like that report, so I’m glad you had a chance to read it. Thanks for your time.” That’s it, right?

Doberman Dan: No pitch, nothing.

John Anghelache: There’s no pitch; there’s nothing to it. Then what you do next is you send a Priority Mail package. Judy already knows you. She knows your company. She knows the address this is coming from, because it’s on the report. It’s on the package she got. You send – I’m sorry, a FedEx package with your letter, your pitch, to the CEO, and the cover letter says, “Hey, Judy, I hope that you don’t mind giving this to your CEO. I think it’s really important. I think they’re gonna appreciate it also.” You understand? How many times out of ten do you think you’re gonna get through now?

Doberman Dan: Oh yeah – you just made the gatekeeper your ally.

John Anghelache: Exactly. Well guess what – nobody does this.

Doberman Dan: No. They try to trick the gatekeeper and get past the gatekeeper. This makes them your ally.

John Anghelache: Everybody’s trying to figure out a way to get around, through, or under the gatekeeper, or over the gatekeeper. Nobody is trying to get the gatekeeper on their side. How stupid! This is the one person who stands between you and however much money you’re gonna make if you strike a deal with the CEO. Here’s a great way to make them your friend. You’re giving them value. You’re helping them.

Doberman Dan: That’s smart.

John Anghelache: You’re making them more successful in what they’re doing. And even though there’s executive secretary magazines and all this, they’re not reading all of them, you know what I mean? So here you’ve got a condensed version of some things they can do that would help them. I mean this is again you’re setting up the sale. And you know what Judy’s gonna do? Not in every case, but I’m willing to bet 50 percent of the time Judy’s gonna take that FedEx package after she reads your cover letter, which is directed to her, and she’s gonna say, “Hey, Mr. President-of-the-company, I think you ought to read this.”

Doberman Dan: That’s right.

John Anghelache: Whereas all of the other letters and all of the other pitches that are coming into the CEO are probably gonna find the circular file. So again I go back to the concept of there’s three phases to a sell. There’s the pre-sell, there’s the actual sale, and then there’s the sale after the sale, and all three parts need to be integrated when you’re trying to get to somebody of importance to help you. And the first way you gotta do it is to help them, right? Isn’t that what Zig Ziglar says? “If you help enough people up a hill you can’t help but get there yourself,” or something like that? And this is the embodiment of that – but nobody does it.

Doberman Dan: No, nobody does it, and that’s a good thing. That’s why when you do this you’ll get the attention that you wanna get and you’ll get the response that you’re after.

John Anghelache: Yes, that’s absolutely true.

Doberman Dan: Lots of good stuff today, John. I really appreciate you sharing that. Anything to say in closing?

John Anghelache: You know, nothing really; I think this process is fairly simple. Like anything else, it's still a numbers game. You do have to realistically work a certain number of these to make a smaller portion of them work out. But the one thing that I would say is that whoever decides to use this strategy, or is thinking about it but not sure if they should, you need to think beyond just building your list. You need to think to all of the other fringe benefits, such as you're creating a relationship with somebody who can become an advocate for your products. And you never know where that could go.

Doberman Dan: That's right. It's not just strict one-time listbuilding strategies.

John Anghelache: Exactly, it's not. And think of it as something that you can do for the long haul, and that could be either because the list owner decides to plug your promotion into their auto-responder. Or maybe they do it every couple of months, or maybe they decide that if you approach them with a JV they're more likely to do a JV with you. Or they've got a product you can promote to your list. I mean think of it as ultimately a great way to build a solid relationship with someone who can make you successful. And if you think of it that way, it almost becomes – in my opinion anyway – a no-brainer to do this consistently.

Doberman Dan: I agree. Good stuff. I really appreciate you sharing that, and this is stuff like I said I'm actually gonna implement myself in several markets I'm working in. Hey, how can people contact you?

John Anghelache: Well, if they wanna get a hold of me probably the best way would be they can either go to my website, which is John Anghelache, which is spelled A-N-G-H-E-L-A-C-H-E, dot com. They can email me at john@johnanghelache.com, or they can call me at 219-789-4456 if they have questions or if they have a project that they'd want me to consider working with them on.

Doberman Dan: Okay, good. Well, thanks a lot, John; I really appreciate you doing this today.

John Anghelache: Hey, you bet, Dan. My pleasure.

Doberman Dan: Okay. We'll talk with you soon.

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