

MAGNETIC

SPONSORS

Get **Thousands Of Targeted People** To Easily Add Themselves To Your List!

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MagneticSponsors.com

Core Idea

Ask any experienced online marketer, and they will tell you that the most important thing you can ever do when you are building an online business is to create e-mail mailing lists. In the beginning, every name on any list you build will be that of a prospect, but once you know how to 'work' that prospect mailing list properly, you will quickly start to turn some of those prospects into customers and raving fans.

No matter what kind of online business you are running, it is important to understand that there is a vast difference between making money online and building your business. For example, many people who decide that they want to earn an income from the internet begin their moneymaking journey without a product or service of their own to offer to potential customers. Often, they start their business doing something like promoting products as an affiliate marketer or by featuring paid advertising on a webpage.

In both of these situations, the marketer concerned might be making money but they are not building their business, because at the very heart of the business building concept is the ability to collect information from internet users who take a specific action to give you permission to send them additional information in the future. In this case, the specific

action that you need to ask them to take is to subscribe to your prospect mailing list.

When people have chosen to subscribe to your prospect mailing list, they have made a small commitment to your business. However, at this juncture, they have not made a commitment in the most important way, which is by spending money with you. By using the tactics and strategies that you'll read of in this report, you will be able to convince some of your prospects to also spend money with you.

The commitment that they have now shown to your business is far greater and more important, for several reasons. Firstly, they have demonstrated that they are happy to do business with you. This is important because every business person (whether operating online or offline) wants to build a list of loyal customers to whom they can sell products and services on a regular basis.


By becoming a customer, the individual concerned has also indicated that they are willing to spend money on the internet.

Through their purchase, they have given you an initial indication of how much money they are willing to spend, although as you will discover, you should not be satisfied with this initial purchase as representing their 'price ceiling'.

The bottom line is, building a customer mailing list is building your business, and if you do not want to spend the rest of your life chasing new prospects every day, building your business is critically important.

This report is about getting targeted people to opt in to your list for the reason that you are going to learn how to have a prospect mailing list of thousands, starting from scratch.

Let us therefore begin to consider how you would do this by looking at the essential 'nuts and bolts' of building your own mailing list.

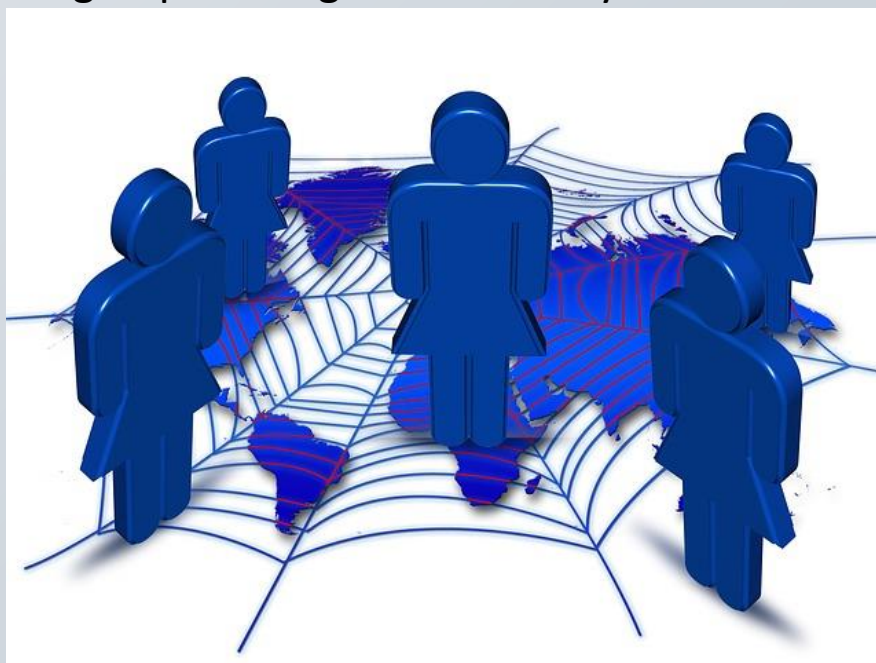
 *NOTE: You have to take action in you want to see results. If you are not going to act, then you might as well stop reading this report right now and go get a job...If you are willing and passionate, then turn the page and lets get the list building started!

Taking Action

Here are the 5 major steps needed to build a growing list!

1. You have to have a website/place to be seen online
2. You have to have a way to capture contact information
3. You have to have provide instant gratification
4. You have to have a way of becoming viral
5. You have to have TRAFFIC to your page

From this point forward we will focus and go in depth on each of these 5 major steps. Once you get up and running, then the key will be to focus on scaling up your traffic and continuing to provide great value to your list.



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Without a website, you have no property on the internet, or world wide web, that you can call **your own**. Thinking that you own your subscribers on Youtube, Fans on Facebook, or followers on Twitter is being foolish.

These social media giants own them and you just get to be connected with them and share your ideas now and again. Without a moments notice, you can be removed from any one of these websites and instantly your list is gone.

You need to step up and realize that even the free blogging platforms have similar ideals and terms/conditions that allow them to pull the plug on you when they want to and you could lose everything you established in seconds.

Some also do not let you change the code or add in plugins which limits how flexible and adaptive your site could be.

This is where having your own site is going to be crucial as you become the King or Queen of your own domain. You set the rules and you post what you want and when you want.

You get to add plugins, media (audio, video, images and more) to your hearts content, assuming your hosting is in good standing and you are not doing anything illegal.

You can elect to have a standard website which can be static, or not really being updated consistently, though the more popular way to venture would be to get a blog, which is a living and growing reflection of you and your business.



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Once people are on your website or blog, you want them of course to come back again...Just like a brick and mortar store owner wants repeat customers walking through their doors over and over again.

There must be a way for you to capture your viewers interest at the same time as capturing their contact information so that you can get them back to YOUR PROPERTY again and again.

When they are on the page known as an opt in page, or the Lead Capture Page (LCP), there must be a way for them to enter their details so that you can stay in touch with them.

One of the easiest things for a visitor to your site to provide would be an email address. This is lowly invasive, compared to asking for a phone number, names, address and such, which might result in more fake information than legitimate details.

I am sure at one time or another you have “opted-in” or registered for a website with your details and have possibly put some information in there that was not accurate for lack of wanting to get overwhelmed with people calling you and sending you junk mail.

It has been tested over and over again that the less you ask your visitors to give, the more willing they are to give it, thus just asking for an email in the beginning would be the best practice and as the relationship grows and purchases occur, you can then build the trust and gather more specific details.



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The third most important thing you have to focus on is being able to provide “instant gratification” to your new subscriber. This means that as soon as they provide you with their email address (hopefully a real one) they are going to instantly receive whatever it was you promised them.

Take this report for example...as soon as you opted in, you were taken to my “Thank You Page” where you were able to download this report and get to know me a little better. Perhaps you have a Free Video, audio, report or the like, that you want to share as well with like minded individuals that you are willing to give in exchange for an email address.

The options are endless in where you could send your visitors after they register with your site through what is sometimes labeled as an “ethical bribe” in that you give them some great content in exchange for their email.

When you provide exactly what it is you said you would do on the opt in page...and do it instantly, you are taking the relationship to another level. Most sales are built on trust and not just about liking someone, though there is a lot of truth in the saying that it is all about the “know, like and trust” factor.

So feel free to introduce yourself to the subscribers so they can put a name together with your face and build that personal connection, where they are more apt to listen to your suggestions at a later time...like with investing in a product you created or are promoting.

The magic here only happens if you have a piece of software called an email autoresponder. Not only does this collect the emails, though it also creates the list you want to build and instantly redirects the subscriber to your report, video etc. and is also responsible for your daily broadcast and follow up messages, which can be pre-recorded and set to be delivered on specific dates and times, or to send out instant broadcasts as well to keep with the changing times.



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The speed at which some diseases go around can be scary, though when it comes to spreading around YOUR BRAND, you want it to go even faster!

The ability to spread your content virally works just like a disease, in that other people are going to come into contact with it (your blog, report etc.) and are going to spread it to others whom they into contact with.

Now unlike being sick and sneezing or coughing and not really wanting to share with others, sometimes you have to provide some additional incentive for your list member to share your content, website, or report with their network of individuals as well.

People often follow the WII FM marketing radio channel and wonder “What's In It For Me” when it comes to sharing content with others. They want to know how THEY will be

able to benefit not only from the report itself, but from sharing it with their friends in the social network that they may be connected with.

You want them to trust you so much, that they are even willing to pass your sites on to their trusted network, friends and family.

Perhaps you can run a contest, provide extra training or audio versions of the product or similar. You just have to think outside the box a little to get other people to promote your products and websites.

You could also keep this as simple as having social media logos inside your report that would link directly to your fan pages for people to share just like I am doing right here...man, am I a mastermind or what...and you can be just as well!



facebook®

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One of the most vital things you need for your site and opt in form is to have traffic coming to it! There are of course many ways that you can get that and it can either be created from you, or brought there by someone else.

Depending on how long you are willing to work to build a growing list, there are many things you can do to bring traffic to your website like article marketing, video marketing, blog commenting, forum commenting, social media engagement, safe lists, free advertising forums and other places where you can physically spend the time creating content, banners and more and uploading them yourself. Each piece you create would have a link pointing back to your blog or opt in form, of course.

As free methods can take years to build up a steady flow of traffic and visitors and leads, there are faster ways which include paid traffic. This could include anything from paid solo ads, paid banner ads, paid ads in targeted print publications and similar (though these have a longer wait time until you might see some traffic coming and need to be set up to test so you know exactly which source it is coming from).

Since I have been marketing online, I have (like many others) found that paid traffic is always the fastest and easiest way to get lots of eyes on your site. Depending on your budget, you can start as low as \$10 and work into the thousands in bringing visitors to your site. Just be sure you are not putting an ad for Dog bones in a golf magazine. Not to say that golfers do not have dogs, though it is not as targeted and would be a waste compared to putting it in *Dog Fancy* magazine instead.

One thing to remember is that growing a business is going to take investments in time, money or both. Depending on where you stand, you might need to put more time in when you start and can scale up over the years to spend more money and have more time freedom to enjoy the vision you set out to achieve by building your large list.

Keep in mind if you do not have steps #1-4 squared away before hand, having traffic is going to be most likely pointless unless your goal is to send traffic to an affiliate offer and build someone else's list.

That is a mistake I made a few times when I was first getting started out and realized it was not benefitting me in the long run.

Even if I send traffic to an offer now, I will often use my own capture pages to collect the lead and then have a short welcome video to bridge them over to the offer and how I have benefitted from it. This way I establish myself as someone they become familiar with and they are going to be more receptive of opening emails from me in the future when I follow up with my autoresponder series...regardless of whether they bought a product upon their initial opt in.

Now when you go log into your email inbox you will see emails from "Dave Gardner (Magnetic Sponsors)" which have already started to be delivered! That is the power of the autoresponder.

And you can see the power of the bridge video I have just by clicking on this link>> [Bridge Video for Autoresponders](#) <<

You can try to be fancy with your marketing, though keep in mind that the basic methods and being consistent are what usually win out in the end.

It is not always what you are doing, but what you are doing daily that is going to make the difference in your progress in building your subscriber list.

Having the right tools at your fingertips to make it all happen is one of the most important aspects of getting your business running and off the ground. You can go and spend hundreds of dollars on website/blog development, email autoresponders, website hosting, opt in templates, video hosting, live training webinar/conference rooms and much more and piece them together from many companies...

...Or you can get them all in one place, from a company that has been around many years and continues to grow, while servicing businesses around the world.

Why complicate things when instead, you can get a whole marketing suite of tools and software that will allow you to build the list of your dreams.

I am taking about the key essential things you need for:

1. **Building a website**
2. **Adding capture pages**
3. **Delivering content instantly**
4. **Training you how to spread quickly**
5. **Getting the right TRAFFIC to your page**

All 5 of these things are either included inside the member area, or can be linked through them (for example, there are suggested traffic vendors found inside the member area that are trusted and will send higher quality traffic to your offer)

What do you get with the [Now Lifestyle](#) Platform

- Autoresponder→ Grow your list up to 50,000 subscribers
- Webinar room→ Train your team members live
- Authority Website→ Create YOUR BRAND and blog daily
- Page Builder→ Collect the leads with awesome designs
- Much more...

And guess what, you can test it all out for a full 30 days with no risk! Just turn the page to find out how.

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You can gain get started with [NOW Lifestyle](#) right now just by clicking the link above or my picture below to “Find out more”.

You can also join our Facebook group of thousands of marketers working towards a better life!



Work with Dave Gardner

The Now Lifestyle is the same company I had the privilege of attending the first ever leadership retreat down in Cabo San Lucas Mexico as a guest of CEO Joel Therien.



See what it was all about here in the [Cabo Highlight video](#)

What are you waiting for? Take some massive imperfect action and start building your own list of growing subscribers and customers.

Be sure to keep an eye out for your daily dose of marketing tips and strategies that will help you continue to grow your list and your brand. Again, these will come in your email inbox (using the Powerful Send Shark/Now Lifestyle autoresponder) from DaveGardner and Magnetic Sponsors.

I hope you have found some value here and I look forward to continuing the effort of sharing with you as well.

I look forward to connecting with you and helping you any way I can. Please let me know how I may be of service to you!

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Bonus Traffic Training

Traffic can be hard to come by if you do not take any action. Unlike the classic baseball movie Field of Dreams, if you build your website, they WON'T come. You need to take massive imperfect action and do it daily if you want to see growth.

Traffic can really be one of two ways: Free or Paid.

Free takes a long time to get, but the work you do can last a lifetime and can bring you leads years down the road. Some examples would be content you create on social media, blog posts, articles written, forum comments (where you can have a signature file) as well as blog comments and YouTube videos.

Come see the bonus training I gave for Now Lifestyle here:

[Free Traffic Methods and How To Take Action for business leads](#)

[Grab the PDF Guide to Free Traffic Methods here](#)

Bonus Traffic Training

Paid traffic costs money but can bring you leads within 24-72 hours, depending on how quickly you can get your ad set up. Some examples are banner ads, Facebook ads and Solo ads online or you can place a classified ad in a print newsletter, or magazine (which will probably cost a lot more than digital advertising and take a lot longer to see results)

Please watch these for some recommended sources of paid traffic that I have used to build my list faster than using free traffic methods alone.

[Udimi Solo Ads Review](#)

[Traffic For Me Solo Ads Review](#)

[Traffic Authority Review](#)

Now these are just three paid options and there are many more, though they are some of the main ones I have used that you can start looking at to get ideas about quicker ways to build your list or possibly grow your team.

Traffic Secrets

I highly recommend the book Traffic Secrets, by my friend and mentor [Russell Brunson](#) who has done hundreds of millions of dollars in sales and created one of the biggest platforms online with Click Funnels.

His “Secrets” books have been a staple in my marketing growth and I continually refer back to them for their amazing content and the expertise he shares. Get it Free (Plus Shipping)

Grab [Traffic Secrets Here](#) or by clicking the banner below



The image is a promotional banner for the book 'Traffic Secrets'. On the left is the book cover, which features the title 'TRAFFIC SECRETS' in large white letters, a subtitle 'THE UNDERGROUND PLAYBOOK FOR FILLING YOUR WEBSITES AND FUNNELS WITH YOUR DREAM CUSTOMERS', and the author's name 'RUSSELL BRUNSON'. A foreword by Dean Graziosi is also mentioned. The cover image shows a person sitting at a desk with multiple computer monitors. On the right side of the banner is a photograph of Russell Brunson, the author, speaking at a podium. The background is dark green. The text 'TRAFFIC SECRETS' is prominently displayed in the center in large white letters, with 'SECRETS' enclosed in a green-bordered box. Below this, it says 'New FREE Book' in white and green. At the bottom, a green arrow-shaped banner contains the text 'Get Your Copy Now!' in white.

FOREWORD BY DEAN GRAZIOSI

TRAFFIC SECRETS

TRAFFIC SECRETS

New **FREE** Book

Get Your Copy Now!

Contact Information

Come find me and say hello at the following locations

[Facebook.com/Gardner5](https://www.facebook.com/Gardner5)

[Youtube.com/Barefootpainting](https://www.youtube.com/Barefootpainting)

[Twitter.com/barefootpaintin](https://twitter.com/barefootpaintin)

[Instagram.com/SuperDaveGardner](https://www.instagram.com/SuperDaveGardner)

Text me in the USA with any questions you might have about Marketing, the Now Lifestyle or Traffic Generation at
315-559-2784