

JV Giveaway Tactics

Build Your List Like a Pro



by Jerry Iannucci
<http://www.GetRichWithJerry.com>

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Introduction

Hello and welcome to JV Giveaway Tactics.



Before we get started I thought it would only be proper for me to introduce myself. My name is Jerry Iannucci and I am an Internet Marketer from St. Louis, MO.

I got my start in Internet marketing in 1996 while working for a company that helped businesses move their offline business onto the web. I was in charge of targeted link building where I was able to practice marketing in a wide variety of niches.

In 2002 I lost my job. Unfortunately there wasn't a huge demand for Internet marketers back then so I set out on my own to find ways to make money working from home on the Internet. What I found were thousands of other people who had the same idea as me and we were all competing for the same slice of pie. I tried nearly every type of program you can think of and spun my wheels for years while barely making enough money to cover what I was spending. I was very close to giving up.

Finally, through one of the programs I was promoting at the time, I started to see the value of list building. I started by giving away a free money making ecourse and then used that course to promote my program. It was only then that I started to see my income increase every month as my list continued to grow.

It's been just over three years but I still make money from that very first list I built. I continue to build my lists ever day but I also enjoy helping others discover how they too can earn a nice income from building their own lists.

JV giveaway events are just one way to build a list. It just happens to be one of the easiest and fastest ways I know of to build a really large list. The purpose of this book is to help you get a better understanding of how you too can use JV giveaway events to build your business using many of the same techniques that the top Internet marketers are using.

List Building 101

One of the things that nearly all successful Internet marketers have in common is that they all have a huge list of people available to them that they can sell to anytime they want. With a large enough list they can essentially make money at will just by sending a new email to their subscribers.

I'm sure you've heard it before but I am going to say it one more time to make sure it sticks... *“The Money is in the List!”*

There are many companies out there that will offer to sell you a list of leads that you can send your ads to. These leads are generally worthless and will most likely land you in hot water from spam complaints. The only list worth having is the one you build yourself.

So how do you build a list?

Well, there are a few basic components that you will need. The first is a good autoresponder. An autoresponder is a service that stores your email list and lets you send your emails to them. You can either broadcast messages to your entire list manually or you can set your autoresponder to automatically send out a sequential series of emails for you every few days.

It is important to choose a good autoresponder from the start because you don't want to worry about having to move your list to a new autoresponder if you ever decide to upgrade. I recommend using [Aweber](#) because they offer the best deliverability and have all the features you will ever need.

In addition to a good autoresponder you will also need a web page and a free product to give away. The product can be almost any ebook, software, or even an ecourse that someone would find valuable enough to exchange for them subscribing to your list.

Take a look at how many people are out there promoting generic affiliate links. They are basically sitting back and crossing their fingers hoping that someone will sign-up for whatever they are promoting the first time they see

their page. If that person leaves their page without buying something they are gone and they are probably never coming back.

Now if these people were promoting a page giving away a free product that targets the people they are trying to attract a certain number of those people would subscribe to their list. Once on their list they would have multiple opportunities to build a relationship with these people and hopefully sell to them again and again.

Here's one of my favorite quotes...

“All things being equal people would rather buy from someone they know and trust. All things NOT being equal... people would STILL rather buy from someone they know and trust.”

Building a profitable list is the key to success in Internet marketing. If you would like to learn more about how to get started building a list and receive free one-on-one help from list building experts check out [Affiliate Funnel](#).

Flip Your Downline, Fill Your Funnel!



Join the ultimate marketing hub on the net and learn how to turn free leads using the best resources around into highly qualified buyers, team members and loyal clients.

[Claim Your FREE Membership!](#)

How JV Giveaway Events Work

A JV, or “joint venture” is what is formed when two or more people get together to perform some kind of business venture. In the Internet marketing world this can be as simple as sending an email to your list on behalf of someone else in exchange for them emailing their list for you.

A JV giveaway event is a site setup by Internet marketers who agree to use their lists to help build the lists of all the members involved. By participating in such an event each member has the potential to increase the size of their own list by taking advantage of the combined power of all the other list builders who are participating.

The way it works is each member of the JV giveaway submits one or more free products along with their squeeze pages that they will use to collect new sign-ups. They then agree to email their list on launch day promoting the giveaway event and all the free products being given away by other marketers.

When all of the giveaway participants promote the event on launch day it creates a lot of excitement as new members pour into the event eager to download their free gifts. With a decent product and squeeze page it's possible to generate hundreds of new subscribers for your list in just a few days with very little effort.

JV giveaway events almost always operate for a limited amount of time, usually about a week. The reason for this is that it creates more of a sense of urgency for people to join and get their free gifts. Giveaways are often scheduled around major holidays to make them even more of an event that people look forward to every year.

It's important to point out that not all giveaway participants are treated equally. Those who do more to promote the giveaway and bring in new members usually receive greater rewards for their efforts. For every new member you send to the site through your referral link you receive points that can be used towards giving your gift a higher rank on the site. The higher

your gift is ranked the more likely it is to be seen which means a better chance for getting new sign-ups for your list.

You don't necessarily need to be at the top of the list to get the most sign-ups in a giveaway event. Having a valuable gift that people want is probably the biggest factor but the more exposure you have for your gift the better.

There are two kinds of JV giveaway memberships, “contributor” and “member”. Contributors are the list builders who have a gift to contribute and have agreed to email their list about the event. Members are the people who are only interested in downloading free gifts. If you are an Internet marketer who wants to take advantage of JV giveaways to build your list you should always sign-up as a contributor.

There are dozens of JV giveaway events going on at any given time. One of the questions I am often asked is when is the best time to join a giveaway. Is it better to join as soon as a giveaway is announced or is better to wait until it has launched? There really is no perfect time to join. Joining early will give you more opportunity to promote and increase your rank but joining later still gives you an opportunity to take advantage of all the activity that takes place at the time of the launch.

Since most giveaway events are free to join it almost always creates a win-win situation where everybody who participates in the event can benefit. If you are building a list by giving away free products then there is almost no reason why you should not be participating in JV giveaways.

Your First JV Giveaway Event

Ok, let's jump right in and join a giveaway event. You can find a list of upcoming events on the [JV Giveaway Tactics](#) website.

So which event should you join? Well, it really doesn't matter at this point. Sure, some events are better than others but since they are all free you really have nothing to lose by trying one out.

Each giveaway event is a little different so it is important to read their rules before you join. Some have special conditions that you must meet before your gift is accepted. Some giveaways also operate under a specific theme and if your gift does not match this theme it will not be accepted.

Once you are inside the members area you can get a better feel for the quality of the event by looking at the list of contributors. By checking the “Stats” you will eventually start to recognize the names of the people who's gifts are often ranked at the top of the list. While it may seem like you could never hope to compete with these people these events are usually the best ones to participate in because these contributors are able to bring in the most members which benefits everybody.

There is nothing wrong with joining some of the smaller giveaway events too. With fewer contributors you have a much better chance of having your gift ranked at the top of the list. However, with fewer contributors there also won't be as many members on launch day as there would with some of the bigger events.

After you have joined a giveaway take a look at the gifts that are being offered by some of the other contributors. Make a note of the people who have the highest ranked gifts and what they are promoting.

Notice the quality of the gift images that people contribute. Many members don't take the time to read the full gift descriptions. They will often scroll down the list of gifts until a picture catches their eye. Having a quality picture of your gift can go a long way towards getting your gift noticed by

the most members.

It's also a good idea to check out the squeeze pages of some of the top contributors and even sign-up to their list to receive their gift. You can learn a lot by observing how these marketers build their lists. Being on the list of some of these top contributors also gives you the opportunity to follow them into other giveaway events that they have chosen to promote.

I'm sure you are anxious to get started but before we jump in and submit our first gift there are a few things we need to prepare first.

1. Your gift (obviously)
2. A picture of your gift
3. A lead capture page
4. A “One Time Offer” page
5. A “Thank You” page
6. A “Download” page
7. Several descriptions of your gift

We will cover each of these over the next few chapters.

You will need to prepare these things in advance but once you have them done you will be able to use them in multiple giveaway events.

How To Create Your Gift

There are a number of options available to you for coming up with a gift that you can contribute to JV giveaway events.

The easiest method is to take a free ebook that you got from somewhere else and use that as your gift. Make sure you actually have permission from the author of the ebook before you decide to use it as a free giveaway. Most ebooks will usually include a disclaimer telling you what you can and cannot do with the ebook. If you're not sure if you have giveaway rights to a product do not give it away! If there is any doubt you can always contact the author and ask them directly.

The advantage to using someone else's product as your free gift is that it takes almost no work on your part however there are quite a number of disadvantages to doing this. One of the disadvantages is that most giveaway events do not allow duplicate gifts. If someone else is already using the gift you won't be able to resubmit it as your own.

Another big disadvantage to using someone else's product is that many of these free ebooks have been around for quite a long time and a lot of people already have them. If you want people to join your list you need to give them something unique that they can't get anywhere else. If you want to keep them on your list it's a good idea to set yourself up right from the start by giving them something valuable so they will look forward to your other suggestions in the future.

Creating your own product isn't nearly as difficult as it sounds. All you need is a decent word processor such as of Microsoft Word or [Open Office Writer](#) and something to write about. Both of these products have the ability to export anything you write into a pdf file which is the format that most ebooks are distributed in. It only takes a few hours of research on Google or YouTube to become an expert on almost any subject. Well, maybe not an expert... but you can certainly learn enough to create an ebook that people would want to download.

If you don't want to create a new product from scratch you can also buy some PLR products to give yourself a head start. Private Label Rights (PLR) are reports and ebooks that you can rewrite and call your own. PLR articles are often sold to hundreds of people so it might take some effort to make it truly unique but it's a lot easier than starting from scratch.

If writing isn't your thing you can always hire someone to write for you. Sites like [Elance](#) and [GetAFreelancer](#) are filled with hundreds of people who are willing to create your product for you at a very fair price.

Another trick to creating a unique gift is to do an interview with someone. Don't be afraid to ask another Internet marketer who is more successful than you to do an interview. Most of the big time Internet marketers that I know would welcome the opportunity to have themselves portrayed as an expert on something especially if you are offering them a link in your ebook to one of their sites. It never hurts to ask. The worst they will do is say no.

When preparing for an interview with someone make sure you create a list of questions in advance. You can then conduct the interview over the phone, via email, or even on Skype. Just make sure you record everything. When you're done you can easily package the entire interview as your own unique product.

Instead of doing an ebook it is also becoming very popular for contributors to release an audio or video product. You can actually spend 20 minutes talking into a microphone in front of your computer and have product that would normally take days to create if you were writing an ebook.

Again, you don't need to be an expert to create an audio/video product. Just talk about your personal experiences on a specific topic. Most people will appreciate the fact that you are just a normal person and find it easier to learn this way. It will also help people get to know you a little bit better which will benefit you later on when they are on your list and they start receiving your emails.

Another option is to create a product that is a bundled collection of other gifts. This is really easy to do and works great. It's a good idea to try and select products that match a particular theme. For example you can create the “ultimate graphic template collection” or the “ultimate collection of blogging tools”.

Whatever gift you come up with make sure you put your own unique stamp on it so that people will know it's yours. It will help you down the road when people start relating your products back to you and start to see you as an expert who's list they want to be on.

How To Create Your Gift Graphic

You can't judge a book by its cover, but that's exactly what most people do when they join a giveaway event. Having a good graphic associated with your gift is the first step towards catching someone's eye and getting them to read the description of your gift and ultimately getting them on your list.

There are a few options available to you for creating your graphics. The first is the do-it-yourself method. Get yourself a copy of Photoshop or some other graphic design software and get to work.

If you plan on using Photoshop to create your graphics you are you going to want to install some “actions” to make your work easier. These are plug-ins that will automatically convert your graphics into 3d product covers. Get a copy of [Amazing eCover Creator](#) to receive 70+ Photoshop action scripts that you can use to create your gift graphics.

Personally, I am horrible when it comes to graphics. I can spend all day working on a design and it still comes out looking like something a 4 year old drew with a box of crayons. If you're like me I would suggest you hire a professional graphic designer to do the work for you.

Hiring a graphic designer isn't nearly as scary as it sounds and it is actually quite affordable. Try to have an idea of what you want your graphics to look like first. Explain what you are trying to accomplish to the designer and let them create a rough draft for you. You will usually have several chances to suggest changes to their work before they give you a final product.

A quick search on Google will give you the results of many graphic designers with online portfolios that you can browse for ideas. A few that I have personally worked with and recommend are [CheapestCovers](#), [Minisite911](#), and [SeamlessWebSolutions](#).

Having a professionally designed graphic can go a long way towards transforming an average gift into a quality product that people will want to have. Do not overlook this very important step.

Writing Your Gift Descriptions

I don't want to spend a whole lot of time on this section. Mastering the art of copywriting could take years to perfect and goes well beyond the scope of this book. Since having a few well written gift descriptions can help you bring more visitors to your squeeze page i'll try to cover some of the basics.

The first thing you are going to need is a good headline. What's the purpose of having a good headline? Well, it's to get the first sentence of your description read. The purpose of your first sentence read is to get the second sentence read. This continues on until you can get the reader to take an action which in our case is to get them to your squeeze page.

Your headline is going to be the most important part of your description. On average, 8 out of 10 people will read your headline but only 2 out of 10 will read the rest of your copy.

When writing your headline try to keep the 4 U's in mind:

1. Your headline should be **useful** to the reader.
2. It should provide them with a sense of **urgency**.
3. It should convey that your product is **unique**.
4. It should do all these things in an **ultra-specific** way.

When writing your gift descriptions try to focus on the reader as much as possible. Tell them how your gift will specifically benefit them. Try to build on their sense of curiosity and then tell them to click your link to get more information. You can let your squeeze page do all the selling but the purpose of your descriptions should be to get them there.

Many giveaway events will ask you for multiple descriptions of your gift. It's a good idea to have a few good descriptions ranging from 50-300 characters ready to submit when you join a new giveaway.

How To Create a Lead Capture Page

Now we are getting to the good stuff. Unfortunately I will probably lose a lot of readers here who are not ready to take that extra step they need to succeed. Stick with me though and you will start seeing the results that you haven't been able to find anywhere else.

Just to get it out of the way, a lead capture page and a squeeze page are basically the same thing. They are webpages which contain a piece of code from your autoresponder that are designed for one purpose... to get people on your list.

From this point on there are two paths you can take. You either have your own website where you can host your own pages or you don't. If you have your own webhosting you are way ahead of many of the other Internet marketers out there still struggling to make their first buck. If you don't have webhosting there are still options available to you. Just keep reading.

Ok, let's assume you have your own webhosting. You have the ability to make and host your own lead capture pages. Good for you! First, let's talk a little about what makes up a good lead capture page...

1. A headline
2. A graphic
3. 3 to 5 benefits
4. A call to action
5. Your autoresponder code
6. A privacy disclaimer

You can use software and templates such as the ones that have been provided in the [JV Giveaway Tactics](#) downloads area which will make the task of creating your lead capture pages much easier. However, these 6 basic elements should all still be included.

Headlines

As we discussed in the previous chapter having a good headline is the most important part of your page. Without a good headline your visitor may never bother to read the rest of your page.

Creating a great headline is much easier said than done. For starters you should keep your eyes peeled while surfing the web for headlines on other people's webpages that catch your attention. Copy these headlines into a file on your computer and refer back to them whenever you are looking for ideas for you own headlines. Think about what makes those headlines good and try to incorporate them with your own ideas.

For more information about how to write killer headlines check out CopyBlogger.com. They have a really great section called “[How To Write Magnetic Headlines](#)” which has been a big help to me.

Graphics

Having a picture on your lead capture page is optional but it really helps catch the eye of the surfer who is quickly skimming the pages looking for gifts to download. Since we already discussed how important it is to have a professional looking graphic associated with your gift you might as well include it on your lead capture page.

Benefits

Next we need 3 to 5 bullet points outlining the benefits of your gift. Notice I said benefits and not features. There's actually a big difference. Features are just attributes that relate to your gift. They may be interesting but they are very rarely exciting. Benefits tell your reader exactly what your gift will be able to do for them. Well chosen benefits can suggest that your gift will solve one or more of your reader's problems that they might not have known they even had.

Try putting your bullets points to the “So What” test. After reading each one try to imagine your visitors asking themselves “Why should I care?” or “What's in it for me?” Keep making changes until your benefits produce a response that makes them want your gift and willing to join your list to get it.

Call to Action

Don't just assume that because there is a form on your webpage intended for a person's name and email address that they will know what to do with it. You actually need to tell them what to do. *“Fill out the form below to receive your free gift”*. It sounds simple but you would be surprised what a big difference a good call to action makes on a lead capture page.

Autoresponder Code

This is where you will place the code from your autoresponder that creates the form on your page asking for the person's name and email address. Make sure you keep this form as simple as possible by only asking for their name and email. Don't try to get fancy by asking for their phone numbers and information like how they found your page. Asking for too much information has been proven to reduce the number of sign-ups you will receive. Get them on your list first. You can ask them all the questions you want later.

Also, if you can, you should modify the text that displays inside the submit button to something other than the default *“Submit”*. I think you will find that something like *“Send Me My Gift”* works much better.

Privacy Disclaimer

Your privacy policy is just a way of assuring people that they can feel safe giving you their name and email address. It doesn't need to be anything elaborate. Something like *“We respect your privacy and will not sell or abuse your address in any way”*. It sounds silly but many people do look for this information and will not subscribe to your list if they can't find it.

When you put all of the pieces together you should end up with a lead capture page that looks a little bit like this:

Safelist Marketing Just Got Easier!

Inside You Will Discover...

1. Headline drastically reduce the time spent clicking for credits sending a maximum number of readers.

2. Graphic

3. Benefits

- ✓ How to setup your inbox to make managing multiple safelist accounts a breeze.
- ✓ How to stand out from the competition by creating stunning html emails with just a few clicks.
- ✓ How one simple safelist email can generate multiple streams of income over again.

4. Call to Action

5. Autoresponder Code

6. Privacy Disclaimer

Enter Your Name & Email Below

First Name:

Primary Email:

Your email address will be kept strictly confidential and will not be abused in any way.

That's fine, but what if you don't have your own hosting?

Well, one option is to use a free webhosting service. I don't really recommend this because with most free hosts you get what you pay for. Free web hosts usually severely limit the amount of traffic your pages are allowed to receive. They may even put banners or pop-ups on your page without your permission. If you're going to do it, do it right and get a paid hosting account. It costs less than \$10 a month and is worth every penny.

If you're not very technical and don't want to mess with hosting at all then I recommended joining [Instant Bonus Page](#). The site is geared towards creating download pages which we will cover in a later chapter but there is also an upgrade option that gives you a complete lead capture page generator that is very simple to use. Not only will it allow you to create lead capture pages quickly and easily but they will also host your pages for you. Another option is to use [AdKreator](#) which for a monthly fee will let you create unlimited lead capture pages that they will host for you on their servers.

How To Create a Thank You Page

A “Thank You” page is really an “Email Verification” page but “Thank You” just sounds nicer. It's a way for you to confirm that the person who just tried to join your list entered accurate information and that they really want to be on your list.

The whole purpose of building your own list is that everybody on your list knows who you are and wants to receive your emails. Most autoresponders will send your subscriber an email after they fill out your subscription form asking them if they really do want to be on your list. This is called “double opt-in” and it prevents people from getting signed up to lists that they don't want to be on. It also cuts down on spam complaints because everyone on your list has absolutely agreed that they want to receive your emails.

Unless people verify their email address they won't be put on your list!

To ensure that the maximum number of people verify their email address it is important to make the process as easy for them as possible. Here are a few things to include on your Thank You page:

1. Your email address
2. Whitelisting instructions
3. The subject of your confirmation email
4. Instructions to click the link in your email
5. A second chance optin form
6. Viral list builder
7. Bonus offers

The first few steps are pretty simple. Make sure your subscriber knows that they need to check their email for a message from you and that they need to click the link in that email before they can get access to their gift. Try to make it as simple as possible for them to locate your email. Include whitelisting instructions to make sure your email doesn't get sent to their spam folder.

You can get whitelisting instructions for your list at CleanMyMailbox.com

Have you ever signed up for something and didn't receive the email verification? Some email providers are very picky about what emails they like to deliver. There's also the people who put in a fake email address trying to get your gift for free and then change their mind. For these people it's a good idea to put another optin form on your Thank You page to give them another chance at providing you with a good email address. Sure, they can go back to your main lead capture page and subscribe again but we're trying to make the process as simple as possible for them.

Here's an example of what your Thank You page should look like...

Thank You

A [Confirmation Email Message](#) has just been sent to you with the title:

Response Required, confirm your request for information from jerry-jvsmt

To access your ebook please follow these instructions...

1. Please whitelist "jerry@safelisttactics.com" to make sure you receive your email.
2. Check your email for a message from "Jerry Iannucci".
3. To receive your free gift please click the confirmation link inside that email.

Attention

If you do not receive a confirmation email in the next 5 minutes please use another email address. You can get a free email address from gmail.com.

Enter Your Name & Email Below

First Name:

Primary Email:

Your email address will be kept strictly confidential and will not be abused in any way.

Those are the basics, but there are a few other things you can include on your Thank You page to make the process of list building much more profitable.

A viral list builder is a tool that you can use to bring in more subscribers to your list from outside of the giveaway events. The way it works is that you add a piece of code to your Thank You page that displays a list of other newsletters that people can subscribe to. The owners of these newsletters also have the same code on their Thank You pages. Every time someone joins your list and sees your Thank You page your newsletter will be advertised on the other list owners Thank You pages. This is a great way to get more exposure for your list and bring in more subscribers without doing any extra work.

You can sign-up for a great viral list builder at [Advertising Know How](#).

While you are at it, feel free to add some free bonus offers to your Thank You page. Many sites now offer promotional ads specifically designed to place to on your Thank You page. These work great because your visitor has already proven that they are interested in your free gift and are more likely to sign-up for other free offers too.

Don't go too crazy with the offers on your Thank You page. You don't want to scare your new subscriber away with a page full of ads. Try to limit your free bonus offers to no more than three.

How To Create a Download Page

Your Download page is very similar to your Thank You page. This is the page that your subscriber is sent to after they have verified their email address so that they can download their free gift. You can set your autoresponder to automatically redirect them there but you should also set your autoresponder to send them an email which includes the link to your download page.

The reason why you want to send your subscriber to a download page instead of just sending them a link to download their gift is because it gives you one more opportunity to present them with bonus offers.

Here's an example download page:

**Thank You.
Your Download and
Bonuses Are Below**



Right-Click on the cover of the book and select "Save Link As".
If you can't see the cover you can also [Download it Here](#)

Below your download link you can include your bonus offers. Again, try to limit your bonus links to no more than three.

Obviously you will need to upload your gift to your webhost to provide your subscribers with a link to download it. This is another reason why it is necessary to use a paid hosting site. In most cases a free hosting company will not provide you with enough disk space or bandwidth to make this possible.

The alternative to using a paid host is to join [Instant Bonus Page](#). This is a site that will allow you to easily create your own Download page and even add free bonus offers to the bottom of the page. The best part is that [Instant Bonus Page](#) will allow you to store your gift on their site and provide you with a download link for your subscribers. [Instant Bonus Page](#) is free to join but I highly recommend checking out the upgrade offer which will give you access to their instant lead capture page builder. It's well worth the price of the upgrade.

Quickly Make Your Own Cash Producing Download Pages And Bonus Pages To Make More Money From Your Visitors



[Click Here To Claim Your Free Membership](#)

How To Create a One Time Offer

A one time offer is a sales page that you can add in between your lead capture page and Thank You page. The idea is to show your new subscriber a paid offer while you have their attention from your free gift. The way the offer is presented makes it appear more important because they might not get a second chance at it later.

Some people don't like to use one time offers because they are afraid that if they try to sell something too soon that the subscriber will be offended and not verify their email address. In reality, it is a good way to let the subscriber know that even though they are downloading a free gift now, you are probably going to be showing them paid offers sometime later. If you never plan on selling anything to your subscribers this won't be an issue. However, if you want to make money from your list then showing a one time offer is a great way to start.

A one time offer can be any sales page that you host on your site. An easy way to find products to sell on your page is to use master resell rights products. You can find cheap MRR products with premade sales pages at sites like MasterResellRights.com. All you need to do is add your contact info and payment button to the sales page. Don't forget to add a "No Thank You" button at the bottom of the page for people who do not want to buy your offer. The button should link to your Thank You page so that they can continue with the email verification process.

If you don't have your own hosting you can use a site like OTOGoldMine to show your one time offers for you. OTOGoldMine lets you choose from a number of products that you can sell on your one time offer page. They will host the pages for you and give you a commission for anyone who buys something. OTOGoldMine is free to join.

How To Submit Your Gift

Hooray! We're done with all the hard stuff. Now we can finally start taking advantage of everything JV giveaway events have to offer us to build our list.

Just to review, here is everything you will need to submit your gift:

1. Your gift
2. A picture of your gift
3. A lead capture page
4. A One Time Offer page
5. A Thank You page
6. A Download page
7. Several descriptions of your gift

Once you have all of these things you are ready to submit your gift.

You will find a listing of JV giveaway events that you can submit your gift to on the [JV Giveaway Tactics](#) website.

There are quite a few giveaway scripts out there so not all JV giveaway events will be setup exactly the same. They are all usually very simple and easy to understand if you take the time to follow the instructions.

When you join as a new contributor you will often be given the option to upgrade to a premium membership at a reduced price. I'll talk a little bit more about the advantages of upgrading in the next chapter. For now, unless you know for sure you want to upgrade, you can ignore this and go right to the main members area.

The main members area of any JV giveaway event will normally give you all the instructions you need to get started. Make sure you read all of these instructions since each giveaway works a little bit differently.

Normally, the first thing you will want to do is add your gift. Find the link to add your gift to the giveaway and submit your information. You will need to

submit a picture for your gift, your description, your lead capture page, and your download page. The download page is necessary for the owner of the giveaway site to confirm that you are in fact giving away a gift for free.

Most giveaway events use a system of points to determine how your gift is listed. You earn points by referring new contributors and members to the giveaway. You can then use your points to increase the rank of your gift. Some giveaways will also let you use your points to submit multiple gifts, add banner ads to the site, or add your profile for other members to see. It's up to you to determine how you wish to spend your points so use them wisely.

Take a look at the list of other gifts that are being given away to determine where you would like to have your gift listed. Obviously not everyone can be at the top of the first page however there are still ways to strategically place your gift to give yourself the best exposure. For example, it might be better to have your gift at the top of the third page rather than have it buried in the middle of the second page.

After you have submitted your gift and assigned points to it then it's time to start promoting the giveaway to earn some more points. Most giveaway events will give you some promotional tools that you can use to promote the event such as pre-written emails and banner ads. You should send at least one email to your list looking for new contributors and at least one after the event launches promoting all the free gifts being given away for regular members.

You are not limited to only promoting the giveaway to your list. You can do blog posts, write articles, use [traffic exchanges](#), or promote the event using [safelists](#). The more contributors and members you are able to refer the more points you will receive and the higher your gift will be ranked.

Not all giveaway events will automatically assign points to your gift. It's a good idea to login every few days to manually assign any points to your gift to try and increase the rank while the event is going on.

The Benefits of Upgrading

Most JV giveaway events give you the ability to upgrade your account to give your list building efforts a little boost. Upgrades usually give you the ability to earn more points for your gift, the ability to add login offers, add banner ads, submit multiple gifts, and even earn higher commissions. So how do you know when it's a good idea to upgrade?

If you are just starting out and don't have much of a list to promote to yet then upgrades are a great way to get your gift listed high enough on the leaderboard to start getting yourself noticed. However, not all giveaways are created equally and some are clearly better than others.

The best way to determine if a giveaway is worth upgrading in is to take a look at who some of the top contributors are on the leaderboard. Eventually you will start to notice some of the bigger names in the giveaway events. If it looks like they are promoting and bringing in lots of new members then it's probably a safe bet that the giveaway is going to be worth upgrading.

You can save quite a few dollars when you upgrade if you take the “one time offer” that is shown when you first join the site. Obviously it can be a little tricky knowing which sites to upgrade in before you actually get into the site. There are quite a few annual events that are run by some of the big promoters that are always worth upgrading in. It doesn't take long to figure out when these events are taking place and plan your upgrades accordingly.

If you plan to use your upgrade to submit multiple gifts it's a good idea to not submit gifts that are too similar to each other. For example, there is no reason to submit two different social bookmarking gifts since they would probably attract the exact same people. It's also a good idea to create separate lists for each gift you submit so that your subscribers don't receive an “already subscribed” error if they try to download multiple gifts from you.

One of the biggest advantages to upgrading in JV giveaways is the ability to add your own login offers to the event. These are the sales pages that are displayed every time a member logs into the site. Adding your own login

offer to the site gives you the ability to earn a little extra cash directly from the giveaway event.

It always seems like a very small percentage of upgraded members ever take advantage of the ability to put up a login offer. That means that the members who do put in the extra effort to add a login offer will really benefit by having their offer shown hundreds if not thousands of times during the giveaway.

Creating a login offer is not very hard to do. If you don't already have a product of your own to sell you can buy some master resell rights products from sites like MasterResellRights.com. Most MRR products come with premade sales pages that you can easily edit and turn into a login offer usually by just copying code in between the <body> tags. It helps to test it on an html editor such as KompoZer before you submit it to the site. You don't need to include a payment button. The giveaway script will put that in for you automatically.

If you are serious about building your list then upgrading in a few giveaway events is a great way to do it. By taking advantage of all of the benefits available to upgraded members you can often cover the cost of the upgrade and make a nice profit too.

Using Your New Mailing List

Ok, you joined a few giveaways, submitted some gifts, and people are starting to join your lists. Now what?

As I stated at the beginning of this book “*the money is in the list*”... but that's not entirely true. It makes much more sense to say “*the money is in the relationship in the list*”.

You can't just start sending offers to your new list and hope you are going to make piles of money. It takes time to develop a relationship with your list. Once people get to know you and trust you then you can start sending paid offers that meet the needs of your subscribers.

Your first email should be pretty straight forward. It thanks the subscriber for joining your list and tells them where they can get their download. You can put another free offer in this email but you usually don't want to try and sell them anything at this point.

The second email should remind the subscriber what product it was that they downloaded to get on your list and how they can use that product. You can also use this email to tell the subscriber a little about yourself so they can get to know you a little bit better and what that can expect from you in the future.

After this you can continue to send your subscribers more free offers and eventually start sending them some low cost offers that you think would be of interest to them.

If you really want to know the best ways to make money from your list you should read [Internet Marketing Success Formula](#). It's a free ebook which not only gives you a step by step system for you to build your list but it also shows you exactly how to monetize your list for maximum profits. For a small fee you can even purchase the rebranding rights which will allow you to earn money just by sharing the book with other people on your list.

Recommended Resources

[AdKreator](#) – Powerful ad creation tool. Upgraded members can design and host their own lead capture pages.

[Advertising Know How](#) – Free viral list builder tool that you can use to generate even more subscribers for your list.

[Affiliate Funnel](#) – Internet marketing hub with a huge collection of resources and free online training classes with list building experts.

[Amazing eCover Creator](#) – Photoshop plug-in that will turn your graphics into professional looking product covers.

[Aweber](#) – Professional autoresponder service with top notch deliverability.

[CheapestCovers](#) / [Minisite911](#) / [SeamlessWebSolutions](#) – ecover designers.

[CopyBlogger](#) – Great resource for how to write your own ad copy.

[E lance](#) / [GetAFreelancer](#) – Use these sites to hire ghostwriters, graphic designers, programmers, or anything else you don't want to do yourself.

[Instant Bonus Page](#) – Create and host your own Download pages.

[Internet Marketing Success Formula](#) – Step by step guide to making money with your list.

[MasterResellRights.com](#) – Source for master resell rights products.

[Open Office](#) – Free software that you can use to create your own pdf ebooks.

[OTOGoldMine](#) – Create and host your own One Time Offer pages.

[Safelist Marketing Tactics](#) – Free guide to using safelists to drive traffic to your sites.

Give This Book Away

I hope you have enjoyed reading your copy of JV Giveaway Tactics.

Now that you have finished the book I just wanted to remind you that this book comes with free giveaway rights. Feel free to make copies for your friends, upload it to your website, or give it away as a gift to your subscribers.

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Thanks for reading!



Jerry Iannucci

jerry@giveawaytactics.com

<http://twitter.com/JerryIannucci>

<http://www.GetRichWithJerry.com>