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Are YOU living the Internet Lifestyle?

WHY NOT?

If you ask 100 of the top Internet Marketers what their number one source of income online is, they will most likely tell you, “It's my mailing list”. This is their primary source of regular income - the \$\$-getting reason they can live the “Internet Lifestyle”.

If you ask 100 Internet Marketers who are not making much money online the same question as above, you may get a variety of answers of online methods they are “trying”. Almost none have a large mailing list and most are relying on other traffic generating methods to get people to their website or products.



Reality Check - Over 95% of Internet Marketers are not living the “Internet Lifestyle”

So, if some successful internet marketers can send out an email to their list every day and guarantee \$1000's in profit, why is it that the majority of internet marketers are still being sold \$1000's of internet marketing products with the latest and greatest traffic generation methods instead of building a mailing list?

Is YOUR email box filled with advertising about:

- social media marketing
- youtube marketing
- Facebook marketing
- Twitter marketing
- article marketing
- software marketing
- offline marketing to businesses
- Search Engine Optimization
- Backlinks
- Blog Commenting
- Forum Commenting
- autoblogging
- pay-per-click advertising
- pay-per-view advertising
- mobile phone advertising
- the latest “secret” traffic source
- fill in the blank _____ with the latest and greatest traffic source which you are being sold today!

I'm not disdaining these traffic-getting methods above. These are legitimate methods for building your online business, and as your business grows I fully expect you will be using lots of the above methods to scale up your business, get your websites to the top, be known in your market, build your brand and much much more.

However, doesn't it make you want to stop and think for a second? If the successful internet marketers are able to make money hand over fist using their mailing list, what is stopping YOU from doing the same? Why are you struggling to try and find the “secret sauce” for defeating Google and becoming the #1 ranked website for your niche when you can write directly to your customer via email?



In this ebook I am going to explain a quick and easy plan to help bring focus to your business, and help you make the first steps to building your own mailing list so you can become one of the successful internet marketers and stop being one of the 1000's of internet marketers who are failing to succeed online.

Thanks for reading this far. Let's go on to the good stuff to Focus Your Business and start Building your Mailing List!

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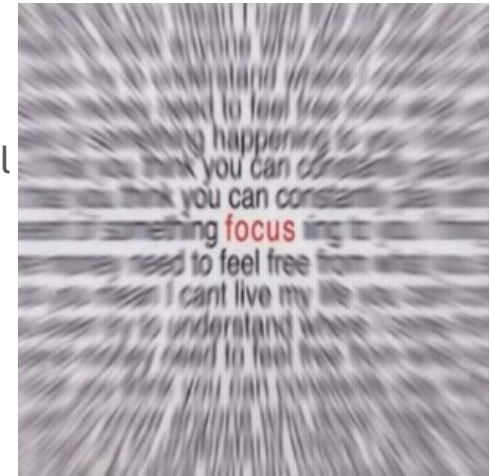
Focus!

This was my “**light bulb**” moment last year - **FOCUS!!!!!!!!!!** It sounds really simple, but if you are an entrepreneur like me, you'll probably find yourself drawn in a variety of directions, and have loads of ideas you want to work on.

Does this sound familiar?

Over the past few year I had subscribed to a whole bunch of Internet marketing email lists in the hope of finding someone who was going to walk me through the steps to having a successful internet marketing business. Surely someone out there would help me, and not just **sell more stuff** to me?

I floated around from marketing idea to marketing idea, trying out article marketing, backlinking, offline marketing, video marketing, autoblogging, website flipping etc etc. I desperately wanted to find the “magic bullet” which would help me to succeed online. Someone even emailed me with their latest product “The Magic Bullet” !! My fingers were in so many different pies but the only ones getting fat were the people selling me the products!



I was all over the place and nothing was working well. A funny thing happened to me; I was reading another Internet Marketing blog, and the author asked the question, “What is your goal for this coming year?”.

That made me think. Obviously I wanted to make money online, spend more time with my family, and a bunch of other personal goals.

Business-wise I realized that I was too scattered. I had loads of ideas but hadn't really developed any of them to a successful degree. It was then that I realized I needed to stop and take stock of the situation and actually look at what the successful marketers were doing. I needed to copy them!

I also realized my time was taken up with scrambling around searching for the magic pill and I was like the hamster in the wheel - my feet were moving but I was getting nowhere fast. My time was taken up with time-consuming activities but not finding the important tasks which would take me out of the hamster wheel and onto the hammock!

So, firstly, how could I focus my time and energies to actually succeeding in my online business? Here are some ways I chose to focus – I hope they help you too.

Focus & Get some time back – Time Management for the 21st Century :)

Dealing with Email – The Blessing and Curse of Communication

Stop Checking Unimportant Emails! My first thing I tried was to stop opening emails first thing in the morning. I realized that I was spending much too long browsing through Internet Marketing emails which arrived in my inbox each morning.

What a waste of time! All that did for me was cause me to think about another 2 or 3 good ideas to invest more money into! So I filtered all my internet marketing emails into a separate folder so I wouldn't be tempted to view them, and unsubscribed to a few lists, deciding to unsubscribe to more lists as and when emails came in.

I also decided not to check email until after working on my business for a few hours, so I could get some productive, money-making time to complete an important task. I have read recently about one effective businessman, Tim Ferriss (author of *The Four Hour Week*) who recommends checking email twice a day at 12pm and 4pm, which is a reasonable place to start. :)

Turn off any “alerts” in Outlook which let you know that you have new email so as not to distract you from your most important tasks.



Plan ahead & group tasks!

I also decided to plan my tasks for the day rather than flitting about doing little bits of this and that. I make sure I have no more than **2 or 3 really important tasks** I want to complete the next day so I can focus on getting those finished rather than being caught up in tasks which just eat up my time (like checking email 20 times a day!)

As well as planning to complete the most important tasks, I try and take a step back to see how often I am repeating myself in my daily work. If I can find ways to group tasks together, I can cut down on repetition.

For example, if you spend 60 minutes every day looking through snail mail, paying bills and filing, that totals 5 hours spread over a 5 day working week. It's possible to group this repeated task together and deal with all mail and bill paying once a week. If you are focused on this task, you can complete it in 1-2 hours, saving you 3-4 hours! Try it for a week to see how you get on with it! If you did this for a few other tasks which are time consuming you could soon save yourself a wasted morning or two!

Prioritize on Money Making Tasks - Some of your important tasks just need to get done (like going to the dentist!), but unless you are selling your dentist an expensive offline marketing package this won't be making you money! You know you need to go to the dentist. :)

However, if you have a list that is too long with urgent tasks which aren't making you money, you really need to re-evaluate your priorities and find ways to delegate some of your tasks. You need to get on top of this list, and start making some money.

Outsource the time-sucking tasks - I'll talk about this in a later chapter, but I wanted to make the point here as well - “work smarter, not harder”. It's an old adage from the world of business, but one which can be adapted for outsourcing. There are some tasks which can take up a load of time, but you can outsource them quite inexpensively.

If you are paying yourself \$20/hour (\$40000/year 40 hours a week x 50 weeks x \$20/hour), then these mundane tasks which are part of your online business can be quite expensive to your bottom line - better to pay yourself to think and look after your customers (in fact why not outsource that too? :)), and focus on the important parts of your business. I'll give you some tools and resources to put this into practice in the Scale Things Up chapter.



Don't abandon your ideas - write them down - One thing to remember, now that you are starting to focus, is that the business ideas you have won't just go away. Why would you want them to?! Instead of dipping into another new idea, get yourself a business journal to write down ideas as they come to you - new marketing ideas, new niches, new businesses, new ways to make money.

You might have a million ideas, but instead of having them cluttering up your mind, get them down on paper and you'll feel better.

Then, once you have your mailing list up and running (and making you money), you can look back at your business journal to find another market to work on, not forgetting that you can start a mailing list in your new market as well!

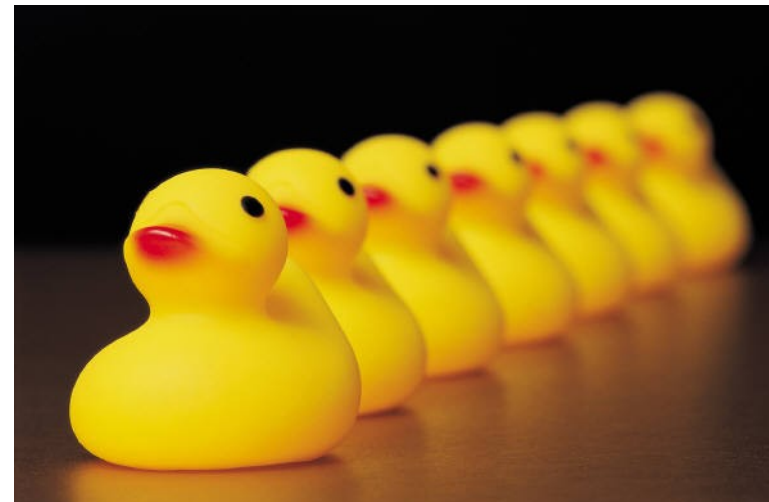
Also, once you start outsourcing and have your head out from under the massive pile of papers on your desk you'll have more time to consider other ideas!

I hope you can see that at the very outset of building your online business, focus is one key to success. In the next chapter I'm going to discuss the various online tools you'll need to start building an email list - let's Get Your Ducks In a Row!



Get Your Ducks In a Row

Okay, you've started sorted out your life through managing your time and prioritizing your tasks. The main task I would like to focus on is List Building. If you remember, building an email list of subscribers interested in the things you have to say and the content you recommend is vital to having success online in your business.



There's been too much time wasted already - It's time to get your ducks in a row! Let's lay out everything you'll need to make this work.

Email Management Software - Once you've decided that building an email list is what you'd like to do to build your online business, then picking your email management software is one expense you'll have to bear. A few of the best known Email companies are [Aweber](#) , [Get Response](#), MailChimp, Icontact, ConstantContact, and Infusionsoft. The one I use is [Aweber](#).



also works with most self-hosted solutions

Squeeze page - used for giving away a special report, audio, video, or free subscription to a newsletter or ecourse. A squeeze page is a web page designed to attract new subscribers to sign up for your email list. The giveaway is given only after the web visitor has agreed to give you their name and email address.

Wordpress Blog - The world's best and biggest blog software is Wordpress. This report isn't about using Wordpress. However, having a blog is vital to building a community of subscribers. Wordpress can be used just as a blog with articles you write (or have written for you), but it can also be used as a membership site, ecommerce site, review site, affiliate site or much more. You CAN skip this step as long as you have a Squeeze page (see above). If you'd like to know how to install Wordpress on your web hosting then go to [this link](#).

Autoresponder setup - this is the nuts and bolts of your communication with your subscribers. Your Email Management Software has the feature to create a series of autoresponder messages, which are activated once you get a new subscriber. You can schedule your emails to once a week or whatever you like. This is usually created to be “evergreen”, which means it won't go out of date or be irrelevant because an event is already past. For example, you wouldn't include an email about the “upcoming” Royal Wedding in the UK if your customer wouldn't receive that email until October 2011, because the event would be already 6 months in the past.

Okay, now we know the various elements we'll need to build your list. In the next chapter I'm going to go through a step by step plan to setting up a list building plan.

Step by Step to Successful List Building

Set up the opt-in process

1. The giveaway

This is the foundation for building your mailing list. You need to have some kind of report, ecourse, video, audio or newsletter which you can give away for free to your subscribers as a gift for signing up to join your email list.

This is probably the place where most internet marketers get stuck. After all, most of us aren't writers, and although we want to make money online, the majority of us wouldn't know where to start.

To get going as quickly as possible, you can write a short, useful report solving one specific problem your customers/niche might face. Write something which would be helpful for your prospective customers to read. For example, in the acne market perhaps, "My 5 step daily process for getting rid of blackheads!", or "5 amazing tips for naturally clean skin". You get the idea - develop something which will fill a need your niche may have, and which is a no-brainer for your customers to sign up for.

Pay someone to do it for you!

If writing sounds too daunting, you can pay someone else to write a report for you. You can get a well written report for under \$100 online. Here are a few websites which will help:

The Warrior Forum - [Warrior Forum](#) - This is an online forum used by many internet marketers, web designers, writers and more. Search under “Warriors for Hire” and you'll see quite quickly that there are a number of English speaking workers whom you could hire for a project like this.

Digital Point Forum - [Digital Point](#) - Digital Point is another forum where internet marketers congregate.

There are also a number of freelance workers who you can hire to create a report for you. Make sure if you use any of the following sites that you see samples of their work, and that they can write fluent English which has a coherent, clear thought process. There's no advantage to you to pay \$30 for a report which does you no favors at all because it doesn't make sense. Sites such as [Elance](#), [Scriptlance](#), [Freelancer](#), and [Odesk](#) are possible places to find a content writer to hire.

Also, interestingly, you may want to try [Fiverr](#). Here you will only pay \$5 for some work to be completed, but I have found some superb workers, especially in the areas of Header design and backlinking. There are a number of workers there who would record a short video for you, to a professional standard if you laid out the script, or write you a short report.

If you didn't have cash to have your own report made, you could search for Private Label Rights (PLR) articles which you could purchase and adapt to meet your needs. PLR articles can be used commercially, and depending on the market you are hoping to reach, you could find a number of useful articles which could be put together to make a short report or ebook. The downside of PLR

content is that anyone online could also buy the same articles as you have done, and so you aren't giving away a unique product. However, it is one way to start quickly.

The squeeze page

A squeeze page is a web page designed to motivate your web visitor to provide you with their name and email address. It is one of the main “ducks” which you need to get in a row, and then up and running, ready to collect your email subscribers! If you are relatively new to internet marketing, or list building, this might be quite daunting to you. It doesn't need to be.

The squeeze page will usually have 2 elements: a picture and explanation of the “giveaway” which you will be giving to your new mail subscribers (the reason they sign up!), and the “opt-in box” to collect the name and email address of your subscriber.

How to create a squeeze page

One tool I have been using a lot recently is [Optimize Press](#) theme for Wordpress. This theme allows you to create squeeze pages, sales pages, and much more. There are about 10 proven-to-convert squeeze page templates which can be adapted quickly and easily. The cost for the theme is \$97 at the time of writing, and I've found it to be worth every penny. Optimize Press does much more than just create squeeze pages, including product launches and membership sites!

Professional Squeeze Templates are available, which can be adapted and uploaded to your web server. I include a variety of Squeeze Page templates in my membership site. This method is a bit trickier to set up than using Optimize Press, because you may have to edit html code on the professional squeeze templates, rather than using a step by step template like Optimize Press.

You may have seen a number of these squeeze pages on the net as they are professionally made and convert well. There are video squeeze pages, and a wide variety of colors and styles. Some squeeze template packages include video instructions which will help you a lot.

Personally I think that simple, clean designs work well, especially if you include video. You can make a short video yourself or have one made for you (remember [Fiverr](#)?)

Try not to be too wordy - better to have bullet points or short paragraphs than bore your web visitor into submission! Think key points - what can they expect to find when they subscribe to your newsletter/ebook etc.

The opt-in box

This is the second part of the squeeze page - the box where your web visitor will fill in their name and email address. Many of the Mail Management companies have web forms which you can add to your squeeze page. They will collect the data and send it automatically to your online account with [Aweber](#)/[GetResponse](#)/Icontact etc.

I personally use [Aweber](#) as they are the biggest and one of the most reliable of the Mail Management companies. They charge for their services, but you can get a one month trial for only \$1. Once you start your list building, you will realize that the fee charged by Aweber (or whichever company you decide to use) is a minimal charge compared to the benefits and profits this will earn your online business.

In order to create an opt-in box, you'll need to login to your Aweber account, and click Web Forms. Aweber has a variety of web forms which you can create. Choose your favorite style and add text to your form, then copy the code Aweber creates and take that to add into your squeeze page. Aweber has tutorials for this.

Please note that before you develop your web form, you'll need to create your mailing list in Aweber, so the software knows which mailing list the form is for. Aweber has step by step instructions on how to do this, so you don't need to be scared. :) They also have online live chat, which I have used on a number of occasions. Staff are professional and not at all intimidating.

One Time Offers and New Subscriber Offers

Here are two ways to benefit from your new subscribers. Once your new subscriber signs up to join your mailing list they will be sent to a Thank You page. If you have a special offer, you can place a link to this offer on the Thank You page. You can even include an affiliate offer, or link to another of your products. A percentage of your new subscribers will take advantage of your great offer.

You can also have a One Time Offer which your subscribers are redirected to, once they have signed up. In Aweber you can specify which url (web address) your subscribers will be sent to once they have signed up to your mailing list.

Okay! Now you have set up the basics for collecting new subscribers to your mailing list. You can now give yourself a pat on the back because you have gone further than most Internet Marketers. You are now on your way to making money on the internet in your chosen niche.

Autoresponder Set Up

Now you are ready to begin sending quality content and offers to your mailing list. Your Mail Management software (Aweber etc) has a built in feature to send out emails automatically to your list of subscribers at pre-determined intervals. How this works is this: Create emails in Aweber (Follow-up emails) and your new subscriber will be sent those emails in order.

For example, if Brad joins your list on 23rd May, he will receive the first email in your follow-up emails right away. Angelina then joins on the 3rd of June and she will start at the beginning of the follow-up emails too. :) By then, Brad may be on email #5.

So once you have set up your autoresponder with a number of emails, one a week or whatever you decide to do, it really is ready to go.

You could set up 10 emails in your autoresponder, and when you have time to write some more, go ahead and set up 10 or 20 more - the number is completely up to you, the timing is completely up to you, the design is completely up to you - you have total flexibility with how you would like to send your follow-up emails. One list building internet marketer which I keep an eye on sets up 150 emails in one particular niche he is in, and sends out emails 3 times a week - so he has 1 year's worth of emails set up and ready to go out - on autopilot.

What do I write in the autoresponder emails?

There are a variety of ways to do this - here are a few areas where you can get content for your follow-up emails:

- Blog posts you have written (I often receive emails pointing me to the latest blog post on a website), or even an older post which you may want to highlight again.
- Hints and tips from your chosen niche. Do you keep an eye on your market and see what is interesting? Write about it!
- PLR articles. You may have access to Private Label Rights articles in your niche which are interesting. You can choose to rewrite them, or leave them as they are.
- Affiliate products you'd like to promote. Marketers often have an email or 2 you can "swipe" and adapt to suit your writing style. Note - don't send out rubbish, or too many selling emails or you'll see your list lose members fast. Better to promote products you truly believe in, so you can say with integrity that you think the product will benefit your reader.
- An ecourse. You may have 10 short emails about a subject - give your subscriber some quality content.
- Your own products! Let your interested readers know about your reports or products which are available for purchase or download.
- Video or audio you have made. It can take a short amount of time to create a video answering a question you know your market may be interested in learning about. Video is a great way to build trust with your subscribers.

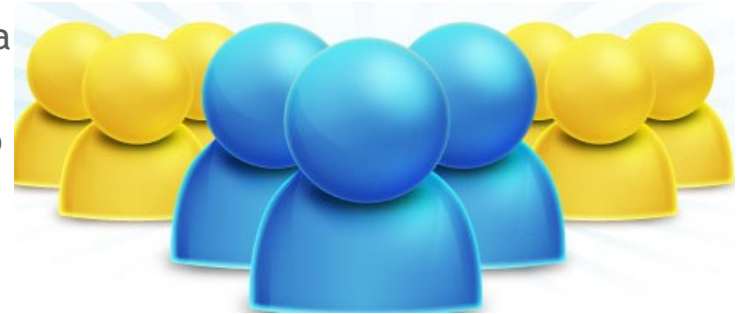
Note: If the product is time sensitive with regards to a product launch, you can choose not to include it in your follow-up emails but send it out as a “broadcast message” which is separate from your normal autoresponder messages.

I'm sure there are many more places to find content to add to your follow-up emails. You get the idea. The sky's the limit! Just remember when setting up the follow-up emails, “be evergreen”. Don't make emails which are out of date. It may be true that your mailing list may be receiving an email you wrote 6 months ago, but if it is up-to-date information, and gives value to your subscriber, you'll be fine.

“Follow-up emails” for your autoresponder set up - “Broadcast message” for time-sensitive or extra emails not to be included in the regular email autoresponder.

Look for ways to add subscribers to your mailing list.

You may have a quality product ready to give away, a killer squeeze page, and 100's of messages ready to go in your autoresponder, but it's all for nothing if no one knows about it.



This is such a huge topic and I cover this in more details in my email list. I provide great free content and draw from around the web the latest and best traffic-getting methods you can use to generate an ever-growing mailing list.

Here are a couple of ideas to get your creative juices flowing:

Offer affiliates 100% commission on an ebook or video you create!

With [Ejunkie](#) you can start your own affiliate program for only \$5/month! Why not create a short report or video which you could sell yourself, and give away 100% commission!?! It sounds bizarre, but you will get a lot more affiliates willing to market your products, and therefore more subscribers to your mailing list!

Yes, you will be “losing” out on these sales, but you have now added actual **buying customers** to your mailing list who are more likely to buy again from you in the coming months.

If you want the “full meal deal” software to set up your squeeze pages, link it to your autoresponder, an affiliate program to market your products for you and collect payments, then check out [Rapid Action Profits](#). This software has squeeze pages galore and excellent extras. It's

not cheap, but if you want something to get you kick started along this road to success, then it's worth looking into.

Here's another idea to add subscribers to your mailing list:

Document Sharing websites

Save your ebook as a pdf file and upload your ebook to document sharing websites, including a **link to your squeeze page** in the author section. There are dozens of websites you can do this on, like [Scribd](#), [Free-Ebooks](#), [Slideshare](#), and [Ebooks.biz](#)

Here's a link to a list of [29 Document Sharing Websites](#). You can search for document sharing websites on Google for more places to upload your ebook!

Yahoo Answers/ Wiki Answers – Answer Questions and be a hero!

Create an account on [Yahoo Answers](#) and [Wiki Answers](#). Search on Yahoo Answers or Wiki Answers for questions about your particular niche or market. For example, losing weight or dog training. :) Get out your [Google Keyword Tool](#) (Free), or [Market Samurai](#) (Paid) for more specific keywords to search for.

Then answer some questions. :) If you can answer some questions well, you may get to be the Best Answer for a question, which gets you to the top of the page and the most exposure.

4 steps to get success with Yahoo Answers/Wiki Answers:

- See what people are wanting to know - what questions are they asking?
- Write a short blog post on your blog with the answer to the question - make it good :)
- Put a link to the blog post in your answer on Yahoo Answers/Wiki Answers
- Make sure you have an opt-in form on the blog to get subscribers to your email list (offering a free ebook/report/video/mp3 etc)

One big, huge, giant, enormous thing to remember about using this method - **DON'T OVERDO LINKS TO YOUR BLOG!!** I've read recently that if you answer too many questions with links to the same website you'll get banned/blocked by YA or WA. So, build up credibility by answering questions without expecting a backlink to your site (a bonus for doing this), so that Yahoo Answers and Wiki Answers don't think you are just spamming their site, which is a bad idea. Offering good advice and pointing to good resources is a good idea. Being the good resource yourself is priceless. :)

Try this out and see how many visitors your blog gets from Yahoo Answers/Wiki Answers.

I'll be adding many more subscriber-getting tips and tricks on my emails as well as my [blog](#).

Ideas to Scale Up!

It's great to start seeing subscribers filling up your email inbox, and so much better if you aren't doing all the work! Outsourcing is a buzzword within the Internet Marketing community and can be a big step forward to seeing greater success in your business.

What is Outsourcing?

Briefly, outsourcing is getting someone else to work for you. :) Large corporations use call centres in India and the Philippines, so why can't you outsource the repetitive tasks which suck up your time? Outsourcing doesn't have to be limited to your business life, but it's a good place to start!

But wouldn't this cost a lot of money? - Outsourcing Resources

It doesn't have to. Many online business people are hiring workers from various countries to complete many of those tasks listed above, and way more! Workers from India & the Philippines are most common online right now. You can hire someone just for a one-off task at [Elance](#), [Freelancer](#), [Scriptlance](#) etc, or hire a Virtual Assistant on a part-time or full-time basis from places like [Virtual Staff Finder](#), [Odesk](#), [Bestjobs](#) or [Firstpagewebsearch](#)

Hiring someone as a Virtual Assistant could be daunting. Language barriers, distance, and much more may cause concern. However, it is possible to hire workers for as low as \$2-\$7 per hour, which makes it quite affordable! I'm not going to go into much detail here but here are a few things I've picked up about outsourcing with these companies:

[Virtual Staff Finder \(VSF\)](#) does what it says; it helps you find a Virtual Assistant, and has a large group of workers at its disposal. The charge is a bit more, but this includes finding the right VA for you, training, management and more. VSF can cope with all kinds of tasks, customer relations, call centers and much more.

[First Page Web Search](#) is inexpensive and has good reviews on the Warrior Forum. It offers Search Engine Optimization (SEO), web developer, and content writer services, and you can build a team of workers with a Project Manager too! Well worth checking out.

[Odesk](#) has a good rating system to help you find the right staff for the job - I haven't found success here yet, but I really like the online payment system which takes out the worry from making payments across the world.

[Best Jobs](#) have a lot of staff to choose from, but you need to pay to get all the features as an employer. I love that you can see resumes of potential staff and then approach them (with paid membership), but dislike that the workers aren't part of the same company - each person is hired as an individual and you have to work out how to make payments to them, and it's up to you to make sure they are working the hours they agree to.

I joined BestJobs last summer and have hired a few staff from there with mixed success. I would definitely recommend going with a larger company like [Virtual Staff Finder](#) or [First Page Web Search](#) rather than risking cheaper workers who are individuals, especially for your first VA (virtual assistant). I've had problems with staff being ill, their internet going down during a storm, and a tree hit the phone line. This is in addition to difficulties in communication.

However, I've also had lots of tasks completed for my online business at a fraction of what I pay myself, so I'd recommend taking the plunge!

Outsourcing: where should I begin?

Think of **five tasks** in your online business which you have to do every day or every week. Tasks which don't necessarily need a ton of decision making skills, but which you could delegate to someone else with a little bit of training. Got some ideas? Here are a few of my ideas which you could outsource to give you greater income and more time:

- Backlinking - creating backlinks to your website/blog
- Blog Commenting - writing meaningful comments with a backlink to your site
- Research - finding the busiest forums and blogs in your niche to save you the trouble
- Article Marketing - submitting articles you've written to a number of online article directories
- Ebook Submission - submitting your free ebook to the online ebook sites
- Graphic Design - Photoshop, Fireworks, Flash
- SEO (Search Engine Optimization)
- Video Marketing - creating a video, and distributing it across many video sharing sites
- Answering Customer Emails on Product Support or Orders
- Implementing list building strategies - get some great ideas to build your list and act on them!

I think you get the picture - there's a lot you could delegate to free up your time. Personally, I'd focus first on a task or two which you know will bring in money to your business. The point of outsourcing isn't to cost you more money, but to bring in more money than it costs you to hire someone, or come close to breaking even! (Remember, you might pay yourself \$20/hour to do these tasks, so paying someone \$5/hour is saving you loads of time and money in relative terms).

However, even if this is going to save you time and money, don't even think about getting one virtual assistant to manage all of the above tasks! You would be setting yourself up for failure and disappointment, not to mention a hole in your wallet.

Take your list of tasks and pick one or two items from the list. Then follow this pattern:

1. Create a process to complete one of your money-making tasks
2. Lay down on paper what this task will be in clear-to-understand language - make a video going through how you would like to see this task completed (if language barrier could be an issue, visual learning will help solve this) - Make free 5 minute screenshot / webcam videos with [Jing](#) - great free software. (Make longer videos with the Jing Pro version)
3. Outsource this task to someone who is able to follow your instructions
4. Rinse and Repeat

In my experience, it really pays off to send a short, bullet-point style email with little “fluff” to your Virtual Assistant. Get your Virtual Assistant to write back to you by email what they understand the task to be in their own words. This is one way to grasp whether your VA understands the job they are being asked to do.

This is a more realistic expectation of your Virtual Assistant than expecting a superhuman to clean up all your mess and make you a millionaire overnight. :)

If you are interested in watching some videos about Outsourcing, I recommend [Tyrone Shum](#) to you, who has 10 free videos you can watch, with loads of useful content. He also has a mentoring program, but the free videos are a good place to start. Chris Ducker, owner of [Virtual Staff Finder](#) has a free Outsourcing ebook which I recommend as well.

Getting to the point – Scaling up!

I hope you can see that although your time is limited, you can achieve a lot more with your business by considering the possibilities open to you with outsourcing. Because you can hire more workers as you need them, you can grow your online business much faster than if you tried to do all the work yourself.

Working 80 hours a week might get you a lot more money, but where are your priorities? What do you want to actually do with your life? What is important to you? If you spend 80 hours a week on your business, you'll have little time to spend with the people you love.

Outsourcing gives you options. You can do less “work” in your business and start to be the owner instead....

What Now?

Okay, for a short ebook I've tried to pack in a lot of content which will be useful to you in your online business. Let's summarize the key concepts I've discussed:

- **Focus** - Stop with the information overload and create more time in your day for the important, money-making tasks for your online business. I discussed ways to group repetitive tasks, like checking email or paying bills, and avoiding reading more and more ways to spend money on internet marketing products.
 - I also talked through the one thing which successful online marketers have in common - List Building.
- **Get Your Ducks in a Row** - The various elements you'll need in order to put together a list building program as part of your online business efforts.
- **Step-by-step to Successful List Building** - I introduced the main method I use to get started with list building
 - I talked through a short step-by-step plan to setting up and building your first Mailing List, including developing a product to giveaway or sell, and creating an opt-in form to collect subscribers to your list.
 - I discussed autoresponders, and how to use these powerful tools in your online business.
- **Scaling Up** - I spoke about Outsourcing - hiring workers from around the world to help do the work in your business, and to allow you to be the owner.

Thanks so much for reading. I really appreciate your time.

I hope this ebook has been helpful to you, and inspires you to take action in your online business. I look forward to hearing your success stories!

This is just a start. I'd like to stay in touch with you by email with further tips and resources in online business, list building, and outsourcing. If you aren't receiving my emails, you can register at <http://www.makemoneywithmyblog.com/emails>

Building for Success Together,



Chris Barton

<http://www.makemoneywithmyblog.com>