

The Secrets Of Mass Subscription

How To Reach Millions Of Laser Targeted Subscribers Almost Instantly

By Tristan Bull ©2009

My name is Tristan Bull and in this ebook I am going to share with you the secrets I use to reach a targeted audience of over 4.5 million subscribers.

Now if you have purchased any of my previous products you know that I like to get straight to the point and not fill up my products with a bunch of fluff.

This guide is no exception. The point is you want to know how you can access over 4.5 million subscribers and you want to know now.

So I am going to do a brief intro firstly of myself and then of the overall method just to make sure we are all on the same page and completely understand what's going on and then I will dive into the specifics and get into some juicy detail.

Okay so really quickly a little about me, I'm a 21 year Aussie who has been selling stuff online for about 2 years now. I have been lucky enough to make hundreds of thousands of dollars selling Internet Marketing products online and have complete and total financial freedom.

To date my biggest success is the launch of Internet Marketing Uncut which happened back in September of 2008 where I raked in over \$600,000 in just 7 days. A big part of that came from using the secrets I am going to share with you in this guide.

Enough about me already!

I quickly want to touch on a few basic things that are going to be needed for you to take full advantage of this method.

Firstly we are dealing with advertising. So you need to have your own product or at least an affiliate product you can promote. I personally recommend that you create your own product as you will make more money and it will allow you grow your business rapidly.

You are also going to need to be able to write an ad for your product/website or have one written for you. For best results you want to test your ad out first before applying this method, I will go into that and some tips for writing a highly converting ad later on in this guide.

Lastly I recommend you enter the "Internet Marketing" or "Make Money" niche as this method deals with this audience the most. You can use other niche's but for the best results I believe the make money market is the way to go.

Okay enough talk let's get into it!

INTRODUCTION

When I first got into this industry one of the biggest problems I had was driving traffic to my sites. I had no list and didn't have enough money to gamble with PPC (Pay Per Click) advertising.

So I needed a way for me to somehow reach my targeted audience in the masses. There are millions of people out there who will buy your stuff but the problem is they just don't know your selling it.

After doing some research I discovered a little known method of reaching hundreds of thousands, sometimes millions of people who were targeted to exactly what I was selling.

Basically what happens is you will pay a fee to send out an email ad to a person's subscriber list. The best thing is they are laser targeted to your market. Like I said above I recommend you sell products in the "Make Money" niche.

All the work has already been done for you, you don't need to have your own list of 100,000 people to make money online you can just pay to advertise your stuff to someone else's list.

You can take advantage of large networks who collect subscribers on a daily basis through multiple forms. The majority offer some type of ezine and/or newsletter. Also they are all opt-in lists, which means you are not getting junk traffic you are getting people who have subscribed to receive information about making money online.

These are the best types of subscribers because they actually read the ezines and newsletters they subscribe to, they are actively interested in the industry and want to learn as much information as they can. This is terrific for us, especially now since the world is facing an economic meltdown more than ever people are turning to the Internet to try and make some extra cash.

Email advertising is the most effective form of advertising money can buy and it's easy to see why when you look at all the laser targeted lists out there who are just waiting to read your offer.

The really cool thing is this is pretty much an un-tapped resource. The reason is that people are uneducated on the topic and just assume it's a scam. That is in part due to the actual scams out there that promise millions and millions of visitors for 5 bucks or something ridiculous like that.

But that's not what we are talking about here, those are just fake computer generated hits. For some reason purchasing ads in ezines and newsletters gets bundled in with that other crap. But really it's a win - win situation because it just means less competition for us.

I mean seriously think about it, when I first started just a year or two ago with no list and no big name contacts I was able to generate more money in a single week than most people do in a whole life time. I went from starting with nothing to having it all in record time because I was able to leverage other people's lists and reach a ridiculously large amount of targeted people.

TESTING YOUR AD

Before we get into the actual advertising sources I want to make sure you understand the importance of using a highly converting ad because you will need to spend money to gain access to these lists and if you want to make a high return you need to have a highly converting ad.

What I suggest you do is start of small. Write your ad up and test its response. If you already have a list then send it out and track how well it goes. It doesn't matter if you have a really small list you just need to test it against something.

Another way to test your ad is to do an ad swap. An ad swap is where you approach another Internet Marketer and offer to run a promotion for him if he does the same for you. So write up an email and get him to send it out to his list and track the results.

If it goes well then you might be on to a winner. Keep the ad and do another ad swap with a different marketer and again track the results. If all is well you can try sending out a cheap ad (I'll get into which ad sources later) to a smaller list and see how it goes.

I have a certain email promo that converts like crazy for this one particular product of mine. I first done a few ad swaps with some people and after every ad swap it converted like crazy so then I ran a cheap ad and again it done really well so I then moved up to the bigger lists and it still continues to pull in the big bucks today.

So having a highly converting email ad is very important. That is why I recommend you test out your ad before you spend any money. You also want to test out your subject line when you do this too.

Email copy is a whole topic in itself which I am not going to go into here but here are a few useful tips you can try.

- Make your subject line slightly mysterious to peak people's curiosity
- List the benefits that your product or service will give them
- Invite them to click by offering some sort of incentive (free report, video etc.)
- Don't over hype your pitch, it may put your message in the spam folder
- If possible offer proof in the email body
- Include your URL at least twice

Also another effective strategy I have found is write as if a third party is writing about you. This is really easy with ad swaps because the person signs their own name anyway. It can be a little more difficult when you are purchasing an ad but it is still possible to do.

Here is an example of what I mean:

Hey FIRSTNAME,

I just wanted to quickly tell you about Tristan Bull's latest product XYZ. It's a really great product and Tristan really knows his stuff.

I highly recommend you check it out at www.blahblahblah.com

Talk soon,

Joe Blogs

By talking in the third person it makes your ad sound more credible because you are not the one promoting your own stuff. It sounds like someone else is just recommending your product so for all they know you have nothing to do with it.

Another little trick that also works well is after the URL to put in brackets (no affiliate link) which really makes it sound like someone is just recommending your product out of the goodness of their heart in which case it must be really good if they are not even including their affiliate link so people's curiosity kicks in and they click the link.

THE ADVERTISING SOURCES

Okay time for the juicy stuff. I am now going to list the top sources I have found that bring results. Keep in mind I have tested all of these sources and have turned a profit on every single one of them. Of course it's impossible for me to guarantee that you will do the same as it depends on your product, your subject line and your email copy but if you create a highly converting ad and make sure you test it first then you are well on your way to making a killing with these.

I just want to stress make sure you TEST your email ad first. I would hate for you to get all excited about the potential here and just quickly slap up an ad and not make any money. Yes the potential is HUGE and yes you can make HUGE amounts of money but to do that you need a highly converting offer. So before you spend any money make sure you test your ad out at least 3 times before purchasing an email ad from one of the sources below.

SOURCE NUMBER ONE



www.Solo-Ads.com

We are going to start off with a relatively small and cheap list. These guys have a list of 5000 subscribers and at the moment they have a special where you can send out your mailing for just \$35 which is extremely affordable.

Now you are not going to make a million dollars advertising here but you will make a return on your money plus you will add some valuable subscribers to your list.

I haven't mentioned this yet but make sure you have some sort of list building form on your website so you can build a big list. There is a win – win when doing this type of advertising, obviously you get new customers and make money but you also add to your own subscriber list which is money in the bank down the road.

This is usually the first place I go to test out an ad after I have done some ad swaps and it's converted well. It's cheap and highly targeted. I recommend these guys to all my clients and partners and they all have success when using their service.

Below is a screenshot of their current ad rates:

500 Subscribers \$6.00



1000 Subscribers \$12.00



2500 Subscribers \$25.00



5000 Subscribers ~~\$45.00~~ On Sale Now - Just \$35.00!



As you can see they even offer cheaper advertising. In my opinion you should go with the 5000 subscribers email because anything less really isn't worth it.

So all in all these guys offer a quality service and should be the first place you go when testing out a new offer.

SOURCE NUMBER TWO



www.SoloAdBlaster.net

Solo Ad Blaster is a much larger network with a more powerful reach. At the moment they have over 250,000 subscribers and counting.

These guys work like a lot of the other big networks out there, what happens is you purchase an ad through them and your ad will be placed in numerous ezines and newsletters at the same time.

So the 250,000 is a combined total of a group of ezines and newsletters. I have found this service to be quiet effective, they are a legit company and pride themselves on providing quality service.

Some of the ezines are a little untargeted. What I mean by that is there are a lot of different sub niches that come under the blanket of "Make Money Online" so your offer may not appeal to everyone on the list.

For example some are focused towards MLM programs and paid surveys. So those people generally are not going to be interested in my offer. However they are still interested in making money online so if you have a good offer you may get a few customers.

I like to call those groups targeted compared to laser targeted.

But not all of the 250,000 subscribers are MLM and paid surveys, that was just an example.

Below is a screenshot of Solo Ad Blaster's rates:

1. Regular Solo Ads to 250,000+

Your Solo Ad goes to 250,000+ Members of Our Partner Ezine & Advertising Sites. All Members are 100% Double opt in. These are one of our Popular & Best Selling Solo Ads. Regular Solo Ads are always booked well in advance.

Buy 1 Regular Solo Ad >>>
\$65 Only!

- Click [HERE](#) To Purchase -



Buy 2 Regular Solo Ads >>>
\$119 Only! (Save \$11)

- Click [HERE](#) To Purchase -



Buy 3 Regular Solo Ads >>>
\$175 Only! (Save \$20)

- Click [HERE](#) To Purchase -



I believe they are very affordable considering you get to send to over 250,000 people. As you can see in the screenshot above all of their members are double opt-in which insures you are sending to a quality audience.

A high converting ad will definitely bring in some big \$\$\$ for you as well as add to your subscriber list.

SOURCE NUMBER THREE



www.MyWizardAds.com

These guys offer a wide range of ads starting from \$10 all the way up to \$199. Just like Solo Ad Blaster they offer lots of different ezines and newsletters to advertise in.

Their combined total of subscribers is 1,300,000+ yes that reads 1.3 million subscribers.

So as I am sure you can already see there is massive potential here.

The set up is a little different, as they offer multiple ads. So if you wanted to reach the entire 1.3 million you would have to purchase all the ads they offer.

Below is a little screenshot of how they break it down:



Obviously you can make a killing using the services provided here. There are a lot of targeted subscribers who are ready to take you up on your offer. As always make sure you have a highly converting ad and you will be laughing all the way to the bank.

SOURCE NUMBER THREE

SafeList Solo Ads

www.SafeListSoloAds.com

I included these guys because they offer a quality service. They only have a list of 30,000 subscribers but they are all laser targeted to making money online and are all double opt-in.

Plus it only costs \$6 to send out an ad. These types of networks are the type where you can get a really good conversion rate because they are tightly focused on making money online. A really good offer tends to kill with these smaller type networks and for just 6 bucks you can't really go wrong.

Your ad will be sent to all the contact addresses in our network, SPAM-FREE, with NO return mail. Our lists are comprised of double opt-in subscribers who are working to earn money online.

Order Today

Solo Ad Sent Once	\$6.00 Click to Order
Solo Ad Sent Twice	\$9.00 Click to Order
Solo Ad Sent Daily for One Week	\$28.00 Click to Order
Fast Track Solo Ad Sent Once (learn more)	\$11.00 Click to Order
Monthly Subscription Solo Ads (learn more)	\$14.99 Click to Order

As you can see above they also offer a subscription service where you can send out your ad for a full week or even a month.

These are great if you have an auto responder series lined up, you can really pull in some extra bucks. You can even do a launch through their list by sending pre-launch emails giving away free content to get them all excited then launch your own product to their 30,000 subscriber list.

SOURCE NUMBER FOUR



www.DiscountSoloAds.com

These guys have a fairly decent sized list of 85,000 and offer a great price of just \$49.97. It really isn't hard to make a profit when you have the numbers in your favor.

They also offer specials deals like sending out for a whole week or month, so there are numerous options you can choose from.

Below are their ad rates:

A screenshot of a webpage titled "Single Ad Deals" in red text. The page lists five pricing tiers for solo ads, each with a "Buy Now" button, payment method icons (MasterCard, Visa, American Express, Discover, and Bank), and the ad reach and price. The tiers are: 6,000 reach for \$10.00, 15,000 reach for \$20.00, 25,000 reach for \$29.97, 45,000 reach for \$34.95, and 85,000 reach for \$49.97.

Single Ad Deals	
Buy Now	
	Single Ad to 6,000 - \$10.00
Buy Now	
	Single Ad to 15,000 - \$20.00
Buy Now	
	Single Ad to 25,000 - \$29.97
Buy Now	
	Single Ad to 45,000 - \$34.95
Buy Now	
	Single Ad to 85,000 - \$49.97

This is another cheap service that allows you to reach a high number of subscribers. A highly converting offer should do quite well using these guys.

SOURCE NUMBER FIVE



www.VectorCentral.com

Here is another source that only has a small list but they provide a high quality service. At the moment they are running a 2 for 1 deal for \$36. That gets you 2 ads to their list of 6000 subscribers.

It's not a lot but 2 ads for \$36 is too cheap to pass on. They have multiple specials that you can check out on their ad rates page.

Below is the rates for the current 2 for 1 special.

1 Ad --- Receive 2	1 Ad 2-for-1 \$36 Receive 2 Email Solo Ads You may use a different program for each solo ad, or just 1 for all solo ads. Your choice. Free Bonus Includes: (\$32 Value - Free) 1 Top Sponsor Ad in our Newsletter Or 1 month in the Business Income Mail
---	--

Like I said it's not a big list but if you can advertise to it and make money and increase your own subscriber list it's worth. So check them out.

SOURCE NUMBER SIX






www.eZineKing.com

Ok so here is a MASSIVE network. They have a reach of over 3,000,000 subscribers. What happens is they advertise your ad to over 100 different ezines and newsletter which allows them to get a reach of over 3 million people.

With a network like this and a highly converting offer you can really hit it out of the park. All subscribers are also opt-in so no junk here.

With a network so huge it's hard to get "laser targeted" but they are targeted towards the make money crowd.

Below are their ad rates:

Classified Ad: Up to 35 words:	Sponsor Ad: Up to 70 words.	Solo Ad: Up to 500 words. Free Article w/ Submission
		
\$44.00 Estimated # of Subscribers 3969562	\$59.00 Estimated # of Subscribers 1757495	\$157.00 Estimated # of Subscribers 1673933

Like I said above with a highly converting offer you can really make a killing with these guys. It's a great way to build a massive list fast and obviously make a ton of money rapidly.

As you can see in the screenshot above they have a few different options, you can try them all out and see which works best for you.

Either way you are going to get a lot of exposure and ultimately make a lot of money.

CONCLUSION

Ok so that's it. Those are the sources that I recommend you try out if you want to get your message in front of over 4.5 million targeted subscribers.

It's a simple concept but it is highly effective. It's also been my secret weapon. For some strange reason not too many folks talk about this stuff. Either because they are keeping it to themselves or they don't know about it.

I see it as a way to skip the waiting period it takes until your website starts getting decent traffic on its own.

The great thing is once you do it once you will build up a big list by yourself. Then every time you launch a new product you will have your own list you can mail to which will cost you nothing and you have access to over 4.5 million subscribers.

Another great idea is you can use this method to get affiliates for your product. Maybe you could run a special affiliate promotion to recruit new affiliates to promote your stuff. Can you imagine what 10,000 or 20,000 or even 100,000 affiliates would do for your business. Talk about a passive income!

The potential here is unlimited. The problem of not having a list has literally been wiped out. This is the stuff that made me rich and I highly recommend you check it out because it can make you rich too.

Special Customer Only Bonus

I am offering a special ad writing service for the customers of this guide only. I will personally review your product and your sales page and write your email promo for you. That's right you won't have to worry about having a highly converting ad because I will write it for you and I'll do it for the special customer only price of \$500. Spots are limited so this offer may be closed at the time of reading. Click below to order:

www.TristanBull.com/adcopy

Special Customer Only Bonus

I really hope you enjoyed this guide and put it to use, like I said this has been my secret weapon that has brought me success nearly overnight so I honestly hope that you actually use the sources I have recommended. This stuff works, plain and simple. Too many people don't apply the knowledge they receive, they just say "oh I've heard of that before" and don't use it. Well use it because it works and it will make you a lot of money.

To your overwhelming success,

Tristan Bull

A handwritten signature in blue ink that reads "Tristan Bull". The script is cursive and fluid, with the first letters of both words being capitalized and prominent.

© 2009 Tristan Bull