

The Warrior Forum List Building System

How To Use The Warrior Forum To Build A Profitable Email List

If you're interested in building a list in the Internet Marketing niche, the Warrior Forum is one of the best places you can start. As I write this, there are 253,764 members - that's over a quarter of a million people who are interested in this topic.



There aren't many places that you can reach a targeted audience that's as large as that.

Now granted, not all those people are active and not all of them are going to be interested in signing up for your list. But even if a small percentage of them are, you can build a decent sized list in a short period of time.

In this guide, I'm going to go over the exact steps you can use to start building your list in just a few days. And if you do it right, it won't cost you a dime - in fact, you'll quite likely end up *making money*.

Let's just get a couple of things out in the open right away.

First, you will need to invest a little bit of money up front for this to work. But it will be less than \$50, and if you do it right you should be able to recover that money within a few days.

Second, this process isn't some kind of magic button for generating a list in the tens of thousands overnight. You can realistically expect to add 100 to 150 people to your list within a few days, and more if you want to repeat the process several times.

Okay, let's dig in.

Overview of the Process

This process is based on using the [Warrior Special Offer](#) (WSO) or [Warrior Classified](#) section of the Warrior Forum.

You will be posting a free WSO (or classified) meaning it's free for your "buyers" to get the information you're going to be providing. It's not free for you, which is where the up-front cost comes in. It will cost you \$40 to post your offer, no matter which of the two sections you use.

What you're going to offer is an email-based course that covers a topic that will be of interest to people on the Warrior Forum. This could include things like:

- SEO
- Traffic Generation
- Product Creation
- Social Media Promotion
- Pay Per Click Advertising
- etc.

This is where the balance of the upfront costs come in - you're going to need an autoresponder service. If you already have an account with one, great - you're not going to have to spend any more money.

If you don't already have an autoresponder account, I recommend [Aweber](#). They have a \$1 special for the first month and then it's \$19 per month after that (at the basic level - the price increases as you add more people to your lists).

You can see how the pricing breaks down on their website here:

[**Aweber Autoresponder Service**](#)

Your email course will ideally run for six to eight days, with an email each day during that time.

These emails need to provide **valuable, actionable content** for your readers. You're effectively going to be offering people the same kind of quality that they would expect when they pay for a product.

In fact, this is critical for a later step in the process, but we'll get to that in a bit.

There are a couple of reasons the information should be delivered via email.

First, this will require people to sign up for your email list.

You could get the same result by setting up a forced opt-in, where they need to sign up for your list to get the free report or whatever you might be giving away, but doing that tends to make people more suspicious of what you're going to be sending them.

And once they receive the free offer, they could just unsubscribe since they already have all the information.

This ties into the second reason email delivery works best for this process.

You want people to get used to reading your emails, and deliver high quality content that's going to prove to them that you're not just building a list to hit them with one sales pitch after another.

And as long as the information you're providing is quality stuff, that's actually going to help your readers learn how to do whatever it is you're teaching them, they're not going to want to unsubscribe since they wouldn't get the rest of the series.

Let's break this down into more detailed steps.

Pre-Launch Preparation

Before you launch your free offer, there are several steps you'll need to take.

The first, naturally, is to choose the topic for your email series. This can be done pretty quickly just by doing a little bit of research on the Warrior Forum itself. There are certain topics that come up all the time in the main section, so this can be a good place to look for ideas.

You can also look through the WSO section and see what topics are the hottest sellers. If you can create an email course about one of these hot topics, and you're giving it away, *do you think you might get quite a few people who sign up?*

What you want to look for are the threads that have the highest number of replies and views.

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|---|---|-----|--------|
|  Offline Marketers - Make 10K or more in a weekend! (1 1 2) Dennis Becker | 11-26-2010 01:30 PM by paulies | 75 | 11,803 |
|  **How I Make \$3000 P/M With A Simple Facebook Account** Make Money With Sam | 12-30-2010 11:30 PM by hoanggiang218 | 7 | 178 |
|  How I Went From ZERO To \$700/Day In Just 8 Weeks On The Internet... Tommy Perez | 12-28-2010 11:44 PM by DylanJames | 14 | 934 |
|  STUPID Sale: Get a Lifetime of My NEW, Hot-Profit Products for Pennies on the Dollar (Only 15 Spots) Bryan Kumar | 12-30-2010 03:26 PM by Bryan Kumar | 15 | 1,726 |
|  Huge Mailing Lists Now - The EASIEST Video Squeeze Page Generator Available - Less than 5 Minutes! (1 1 2 3) E. Brian Rose | 12-30-2010 09:05 PM by GlenH | 116 | 5,173 |
|  PPC IS DEAD!! \$13k A Month With StumbleUpon Domination + BONUS. Now Get 66% OFF For a Limited Time (1 1 2 3 ... Last Page) GSX Enterprises | 12-30-2010 10:16 PM by GSX Enterprises | 421 | 24,494 |
|  Make BIG \$\$\$\$ Profiting From The TOP 5 NEW YEAR'S RESOLUTIONS Sheryl Polomka | 12-20-2010 08:37 PM by Sheryl Polomka | 6 | 342 |
|  INSTANT Ebook Cash Machine! 'Copy & Paste' Profits - INSANE Value Cory Friedman | 11-19-2010 12:02 PM by alextsui | 13 | 818 |
|  Automated Link Building Program - Build Links Quickly and Easily (1 1 2 3 ... Last Page) Sick Marketing | 12-30-2010 02:03 PM by gwahne | 367 | 19,379 |
|  *NICHE BUSINESS AUTOMATION SYSTEM* From ZERO to \$2000 per month in NO TIME [Recommended by WARRIORS] (1 1 2 3 ... Last Page) Adam Roy | 12-30-2010 05:20 PM by Adam Roy | 263 | 19,323 |

In many cases, the title of the WSO will give you a pretty good idea of what the topic is all about, but if not, just open the thread and read through it a bit. Most popular WSOs give enough information about the product that you'll be able to identify what they're about.

Once you've got some ideas for the topic of your email series, the next step is to determine which ones you're able to write about.

One of the keys to making this process work is to be able to **provide actual value to the people who sign up for your offer**, so ideally you want to pick a topic that you know enough about to be able to share some good content in your emails.

This doesn't mean you have to be a "guru" - it just means you need to be able to provide some useful information. If you know something about a topic, there are always going to be people who know more and people who know less. Don't spend too much time worrying about the people who know more - **your target audience is the people who can learn from what you have to share.**

If you're concerned about this being an issue, you can always lay it out clearly in the WSO listing. Be up-front about who will benefit from your course - if it's best for newbies, say so. There's not a lot of value in getting more experienced people to sign up for information they already know. Chances are they won't stick around for long anyway.

If you're concerned you don't know enough to come up with several emails about a topic, we'll look at a way to shortcut this in a minute.

The final step in choosing your topic is to ensure it's something that can be broken down into steps.

Because the course is going to be delivered via several email messages, it's best if you can give your readers specific action steps to follow each day. If they can't take action on the information until after the final email has arrived, they're going to be a lot less likely to read and digest the information every day.

Find Some Related Affiliate Offers

The next step in the preparation stage is to find some affiliate offers (or even better, your own products) that are related to the topic of the email series. These should be products or services that will complement the information that you're sharing in your emails.

It might be something that can help the readers automate certain tasks, or something that will make the process easier for them in some way.

We'll discuss this in more detail when we get to monetizing your list, but let's just touch on two things briefly.

First, these offers are how you are going to **recover the cost of running your WSO or classified ad**. If you choose targeted offers, and weave a good presell for them into your email series, you should get a certain number of people who click through and buy.

Let's say you choose a product that pays a \$20 commission. You would only need two referred sales to break even on the \$40 cost to run the ad in the first place. Which would mean it cost you nothing to build the list. If you get more sales, you'll turn a profit.

The second thing I'll just mention is that ideally these affiliate offers shouldn't be required for your readers to take action on what you're sharing. They might make the process easier or faster in some way, but your readers should be able to do everything you teach completely on their own if they choose to do so.

This actually has some benefits when it comes to promoting the affiliate offers anyway. If they do it all manually, and the process you're sharing takes some time, they'll probably be a lot more open to the offer once they realize how much time it will save them.

If you make the affiliate product mandatory for the process to work, many of your readers will be a lot more defensive about the promotion you're including.

Start Creating Your Product

Once you have your topic and some potential offers worked out, it's time to start creating the product (ie. your email series). This also includes the sales letter for your WSO listing, so let me share how I go about this process.

The first thing I do is outline the email series itself. I prefer to use mindmapping software for this, but you can do it however works best for you. Pen and paper, outlining software, or whatever you prefer.

I outline each day's email message - the overall sub-topic, and any significant points I want to cover. I also make note of any promotions that are suitable for that particular day's message.

Once I have the outline in place, the next thing I do is write the first draft of my sales letter for the WSO or classified listing.

In some ways, this is another form of outlining the product. As I write the sales letter, new ideas will often come to mind for fleshing out particular sections or sub-topics within the course. I'll add these to the master outline, and they usually wind up in the sales letter as bullet points.

Once you have your sales letter written, you can go ahead and start to write the emails. I find it's best to write three or four messages at a time. Because they're being delivered on a daily basis via autoresponder, it's really only critical that you get one done at a time - basically **enough to always be one step ahead of the people who sign up first.**

But if you write them independently of one another, it's a lot harder to create a flow from one day to the next. Writing several at once will make it easier to create this flow, which is a critical part of the process.

The best way to keep people reading from one day to the next is to create ***open loops*** and ***foreshadowing*** of things to come. This means you might mention something in one of the messages, along with a comment that you'll be covering that in detail in an upcoming email.

Or maybe ask a question but leave the answer for a future message.

This creates unanswered questions or open story loops in your readers' brains, and it makes them a lot more likely to stick with the entire series so they can get the answers to those things. They might even do this unconsciously, but it's a powerful way to keep their attention.

If you want to learn more about open loops and how to write these types of email series most effectively, the best resource I've found (and the one that pretty well all my autoresponder series are based on these days) is [Autoresponder Madness](#) (ARM) from Andre Chaperon.

I've been using Andre's system for over a year now, and he updated ARM to version 2.0 a few months ago. If you want to learn more about it, you can check it out here:

[Autoresponder Madness](#)

Finally, write the remaining emails prior to the day they are due to go out to the people who signed up the earliest. Again, I prefer to write several at once to get a good flow between them.

Coming Up With Ideas For Content

If you're writing about something you know intimately, chances are you can sit down and write these emails off the top of your head. But if it's a topic that you know a bit about, but you're having a hard time coming up with ideas there's a great resource available - Private Label Rights products.

Now before you hop over to your email software to send me a message that you're not allowed to sell PLR products as a WSO, you're absolutely right - you can't. I suppose this might be a bit of a gray area, since you *technically* wouldn't be selling the PLR product as is, but it would be walking on a fine line and could cause you problems with the moderators on the Warrior Forum.

When I say you can use PLR to come up with content for your emails, what I mean is to **use it as inspiration for your own writing**.

One of the most helpful aspects of PLR that not a lot of people talk about is the research and planning that goes into its creation.

Think about it - the person who wrote the PLR in the first place had to research the topic, come up with an outline for it, write it and check it all for accuracy (assuming it's decent quality, of course).

You can leverage the time and effort they put into creating the product for your own purposes, without actually using the content directly.

- Swipe ideas from the table of contents for your own outline.
- Use the content of the PLR product as a source of research for your own.
- Look for any unique ideas that you can put your own spin on.

If you've bought rights to the PLR material, this kind of stuff isn't even frowned upon like it would be if you swiped ideas from other people's products - **you have every right to use it that way if you want**.

We'll get into ways to monetize your email series shortly, but one possibility in this instance is to rebrand the PLR product you use for research, and offer it at some point in the email series.

In other words, repurpose your PLR purchase into multiple formats that you can use to add value for your readers.

Finish Off Your Sales Letter

Once you've got the first few emails written (or all of them if you're really dedicated!) it's time to go back to your sales letter and put the finishing touches on it.

Review the benefits offered in your course and make sure they're all clearly outlined in the sales letter. Proofread it and make sure that you haven't made any glaring spelling mistakes. Stuff like that.

We've already covered this briefly, but let me just reinforce something.

If your email series is going to be targeted at people with certain skill levels - newbie, advanced, or whatever - **be up-front about it in your sales letter**. People will appreciate your honesty, and you'll get a lot more targeted people signing up for your course.

It's better to have fewer people who are going to get value from what you share than more people who won't. The relationships you build with your list will be a lot stronger that way.

How To Set Up The "Sales" Funnel

Because you're giving people free access to this course, there's no need for any kind of payment processor like Paypal or WSO Pro.

All you need to do is put a link in your sales letter to a squeeze page where people can sign up for your course. This could be a simple text link or you could use a big "buy" button.

If you use a button, just make sure the text on it is suitable for what you're offering.

eg. "Sign Me Up" is probably going to work better than "Order" - anything that sounds like it will cost money will cause confusion. In fact I can say from experience that just the fact you're giving it away for free will probably generate some questions from people who don't understand that it is a truly free offer.

One question that I've been asked about this process is whether or not you should make an offer on the squeeze page or the confirmation page after someone signs up for the course.

Personally, I don't do it because I feel like it "cheapens" the offer. If people sign up for your email and get hit with an offer right away, it can look like that was the motive all along - trying to sell them something.

Now let's face it - that is ultimately one of your goals. You're doing this to make money, but that doesn't mean that you should try to do it right away.

If you're providing good content in your emails, **people are going to be much more open to promotions** once they've received a few messages and have seen for themselves what kind of value you're providing.

There are plenty of marketers who recommend always putting offers on your confirmation and download pages, however, so it may work. It just doesn't feel right to me - make your own decision on whether or not to do it.

Monetizing Your Course

Monetization is crucial to this process, to recover the costs of advertising your offer in the first place. So don't feel bad about making offers, just make sure that they're targeted and something that will add value for your list.

I don't recommend having any promotion in the first few emails. In fact, I generally don't promote anything until the last two or three messages - another tip I picked up from [Autoresponder Madness](#).

This gives the people on your list a chance to see the value in your offer, as well as create a bit of *reciprocity* - the feeling of "owing" you because you're giving them so much.

That sounds like a sneaky trick, but it's really not. It's just a natural part of the marketing process - you're giving your readers something of value, **and they will be more likely to return the favor**.

If you want to learn more about reciprocity and other psychological aspects of marketing, I highly recommend you pick up a copy of the book *Influence: The*

Psychology of Persuasion by Robert Cialdini. It's only about \$10 on Amazon and it's one of the best marketing related books I've ever read.

The most effective way to monetize your later emails is to include recommendations for affiliate products (or your own) that will make the process easier, faster or better in some other way.

Explain in the email how the product can help, and **include examples from your own experience whenever possible**. If the offer suits it, you could even record a short video showing how the product can help and include a link to the video in your email.

One quick note about sending promotions to your list...

If you already have other lists in the internet marketing niche, I highly recommend you DON'T include this new list in any broadcast messages that you send out within the first couple of weeks of people signing up.

For one thing, they're quite likely already going to get an email from you as part of the autoresponder series, so adding them to a broadcast email means they'll end up getting two. This might be too much for some people, especially if they're still deciding whether or not they trust you.

And for another thing, if the broadcast is a promotion, it might come after they've only received a couple of your emails, which defeats the purpose of leaving the promotion until later in the series.

Getting Traffic To Your Offer

Posting your free offer on the Warrior Forum is really only the first step.

And choosing whether to use the WSO section or the Classified section is an important part of that step. Here's my take on the pros and cons of each.

The WSO section has one big advantage - **the number of people who check it regularly**. The Classified section doesn't get anywhere near as much traffic as the WSO section, so you're going to get a lot more eyeballs on your offer as a WSO.



You can see the difference in this screenshot, which was taken just after midnight on a Thursday night/Friday morning. And the 191 people viewing the Warrior Products & Services section are actually split between several sub-forums, not just the Classified area.

The disadvantage of the WSO section, on the other hand, is the sheer number of new offers that get posted there. As new offers get posted, yours will move lower and lower on the page, and eventually get bumped off of the first page, then down to the third, fourth and so on. As it gets deeper and deeper in the listings, fewer people are going to find it directly.

Because the Classified section doesn't get as many views, it also doesn't generate as many posts, **which means yours will stay closer to the top for longer.**

You'll need to decide which has more of an advantage for your purposes, but personally I prefer to use the WSO section and get the offer in front of more people in a shorter time.

Once you post your offer on the Warrior Forum, there are a number of further steps to take to get the most traffic possible to your sales letter.

1. Forum Promotion

Add a link to your WSO/Classified offer in the signature area of any internet marketing related forums you frequent. If you're active in these forums, and you post on a regular basis, people will click through on your link (especially since you'll highlight the fact that it's a FREE offer!)

Some forums may even have a "WSO Announcement" section where you can post a thread about your offer, with a link to the Warrior Forum.

You'll want to do this on the Warrior Forum as well - add a link to the offer in your signature so everyone will see it. Again, if you stress the fact that it's a free offer that will help to generate more clicks on your link.

2. Social Media

Send a quick promo out to any social networks you frequent - Twitter, Facebook, etc.

And for Twitter in particular, send multiple tweets at different times of the day for a few days after posting your offer. People use Twitter at various times of the day, and you quite likely will be connected with people around the world, so doing this will reach a larger audience.

If you don't already use some kind of social media management tool, I recommend [HootSuite](#). They offer a free and a Pro (paid) service, but the free one is more than enough for most internet marketers.

It lets you schedule your tweets, so you can queue up a bunch of them all at once, to go out at different times over the next several days. Don't overdo this, just make 3 or 4 tweets a day.

3. Your Existing Lists

If you have an existing list in the internet marketing niche, you should also send an email to them letting them know about your offer.

This might seem a little pointless, since you're trying to add new people to your list and they're already on it, but there are two reasons I recommend you do this.

First, if you're giving away something of value, **your list should absolutely get an email letting them know about it**. If they happened to stumble on the offer at the Warrior Forum and hadn't heard about it from you, it could make them wonder why you wouldn't offer a freebie like that to the people who you already deal with.

Think of it this way - if you've been dealing with a company for years, how would you feel if they made a special offer to new customers but didn't extend it to

existing ones? Cell phone companies, cable companies and plenty of others do this all the time, and I know it frustrates the heck out of me when I've been paying them good money for a long time, and some new customer gets offered something for nothing that I can't get.

The other reason I recommend you do this is because those people can be a great source of testimonials and feedback, both on your WSO/Classified for the offer itself and for any products that you might create from the content in your course (more on this shortly).

If you've been providing value to the people who are already on your list, and you've built a good relationship with them, you could send them an email letting them know about the free email series as well as asking them to leave some feedback on the thread at the Warrior Forum.

This feedback doesn't need to be about the course itself - it could be about how great your content has been in general, or just how great a guy/gal you are ☺

This kind of social proof will help get even more people to sign up for your offer.

Backend Opportunities

Once you've built a list via your free offer, and you've had some time to build a bit of a relationship with those people, there are various ways you can profit from that list on the backend.

One of the easiest offers you can put together is to compile all those emails into a single infoproduct, which you can then turn around and sell. You've already put the time and effort into writing it, so the hardest part is done.

If you really want to go all out, you could record some video to go along with it, showing how to do something that's part of the course. Or you could even have a Q&A webinar with all the people who sign up for the free course, and then include that as part of the paid product.

You'll also hopefully receive some feedback from the people who sign up for your course, so you can change or update the course content based on it. The people on your list will ultimately help you to refine and improve the product, especially if you ask for feedback several times throughout the course.

If you decide to sell the final infoproduct through a WSO, you'll have a list of people whom you can send a quick email and ask them to leave feedback on the thread. Depending on the size of the list and how strong a relationship you've built with them, this can make a WSO thread go viral pretty quickly.

Note: When I create an offer like this, I generally give everyone who signs up for the free course **full access to the final product**. This will often help generate more optins, since they know they are going to get something that will have an actual quantifiable value in the end.

Plus, it helps to ensure they won't unsubscribe, since they'll need to be on my list in order to receive the information about the final product when it's ready...

Of course, once the email course is done, those people will all be on your list and will receive any future promotions you send out. Some people will unsubscribe - there's no way around that - but if you're doing your job right and building strong relationships a good number of them are going to stick around.

Another highly effective strategy for getting the most return from your email promotions is segmentation. This is a bit of an advanced strategy, but by creating highly targeted lists, and getting interested people from your existing lists onto them, you can get amazing results from pretty small lists.

This is another strategy that's covered in detail in *Autoresponder Madness*, so if you want to learn how you can use segmentation to maximize your profits, check it out.

Step-By-Step Action Plan

That pretty well covers the whole process so let's just summarize this into a step-by-step action plan that you can follow:

1. Choose Your Topic

- Use the Warrior Forum to research ideas
- Choose a topic you know enough to write about
- Something that can be broken down into steps

2. Find Related Affiliate Offers

- Things that will complement your course
- Not mandatory, but will make it faster, easier, etc.
- Ideally things you have used yourself and can recommend

3. Create Your Product/Offer

- Outline the email series
- Write the first draft of the sales letter
- Write 3-4 emails
- Finish tweaking & polishing your sales letter
- Set up the delivery funnel
- Post your offer on the Warrior Forum (WSO or Classified)
- Write balance of emails prior to when they're due to go out

4. Promoting Your Course

- Forum signatures on all forums you frequent
- Forum signature on the Warrior Forum
- Social media (Twitter, Facebook, etc.)
- Any related email lists you already have

5. Monetizing Your List

- Wait until later messages to promote
- Exclude new list from promotions to any other lists
- Weave the offers into your email content

6. Backend Offers

- Convert email series into a full-blown infoproduct
- Give it to everyone who signed up for free offer (social proof)
- Sell it via WSO or your own website
- Future promotions to your new list
- List segmentation

Conclusion

We've covered all the steps involved in running this process to build a list in the internet marketing niche, using the Warrior Forum as your primary resource.

But the fact is, this process will work equally well in any niche where there are popular forums that are highly targeted to the market, and they allow ads - paid or otherwise.

You could even do it via a link in your forum signature if the forum didn't allow full-blown ads, it would just take a lot longer to build your list.

The basic principles are the same however, so if you're interested in building a list in a completely different niche, use the same strategy, changing up any components that don't fit the market.

As I said at the beginning, this process isn't going to build you a list with thousands of people on it overnight. But it will work to build a reasonable sized list in a relatively short period of time, and if you ensure that your emails provide good content and solid value, you'll have a much more responsive list anyway.

Now get out there and get to work on your first offer ; -)