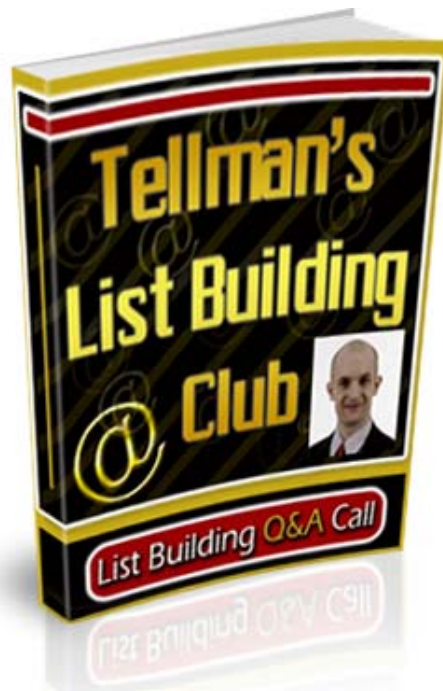


# Tellman Knudson's List Building Club Question & Answer Call



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*Tellman Knudson:* All right. Very, very good. I'm going to go ahead and mute out the lines. Everyone here we go.

Okay. Welcome everyone. This is our first official Tellman's List Building Club list building Q&A call. Now, I have to tell you something about how this call works and how we're going to do things. No. 1, No. 1 is you can ask any question whatsoever; any question whatsoever. If you need to ask me how to cancel, you can ask me how to cancel.

I'm just going to get that out there in the open. So you can ask obnoxious questions. You can ask intelligent questions. You can ask complete newbie beginner questions. You can ask extremely complex, high level questions.

This call is actually very, very, very self serving and I'm going to explain to you why. I want to know what you want to know so I can figure out the best information to put into Tellman's List Building Club. Now, I know that a lot of you have; have been

logging in. We currently have over 2,600 members. We have over 2,600 members and that's very, very exciting.

Right now the cream of the crop is on the line. We have 131; 135 people on the line right now so; so I can't wait to hear what you guys have to say. There are a couple of rules. There are a couple of rules is I want you to have your question written down on a piece of paper in front of you before you ask it. I want you to have your question written down on a piece of paper in front of you before you ask it and here's why.

There are 100; oop, we're up to 135 and I'm sure that number is climbing right now. Well over 100 people are listening to you and now we're at 139 people are listening to you. And what we don't want is you to ramble on about every single thing in your life. We want to know what your question is so we can answer it and move onto the next question. Okay?

Now, if you've logged in to Tellman's List Building Club and I really hope that you have, you've seen all the articles that we have in there. You've seen all the audios that we have in there; audio clips on list building and you've gotten access to the step by step list building training. You've probably already gone through all the quick start videos. You've started seeing all the awesome stuff that we've packed in there for you. There's more stuff in there on list building than you can get anywhere else period. We have 144 people on the line and the number is continuing to climb.

Now before we get started, how about Brian Edmondson? This guy is absolutely fantastic. He's been creating all the videos for Tellman's List Building Club. He's a great friend of mine, absolutely brilliant individual and a **camtasia** whiz. So what we're going to do, on the count of three, Brian is not on the line with us right now. He's actually in the middle of creating another video for you guys right now.

He might be joining us later on on the call if I can get him to put; to pull himself away from camtasia for a moment. But, what we're going to do is I'm going to go ahead and unmute the lines. And when I unmute the lines, I'd like everybody to yell and to scream and; and; and to give a big cheer for Brian Edmondson and the awesome work that he's doing on all these great videos for you guys. So on the count of three; one, two, three.

*[Callers screams, cheers and whistles]*

*Tellman Knudson:* All right, here we go. Awesome. Awesome. Thank you guys. That was absolutely fantastic. That was absolutely fantastic. I can't wait for him to hear that.

All right so; so here's how this works. Here's how this works. On a very, very cool system here that we've set up for you, here's how you ask a question. Now, it is going to be first come first serve and we do have 153 people on the line and the number is continuing to climb. Right now what I want you to do is if you have a; now you can only do this if you have a question written down on a piece of paper in front of you.

You can only do this if you have a question written down on a piece of paper in front of you and it has to be a clear question. It has to be clear. If it's not, I'm going to interrupt you. I'm going to stop you. I'm either going to make you make it clear or get back in line. Okay?

So, we are first come first serve and there's no question too simple, no question too complex. We can start at the very basics. We can go very complicated. If you don't know how to log into the site, you can ask me and we're going to walk you through it step by step. All right, we can \_\_\_\_\_ walk you through it step by step.

So, again just for anyone just joining us, we have a lot of folks on the line. This is Tellman Knudson. This is the Tellman's List Building Club list building Q&A call. Okay?

You can ask questions about the site. You can ask questions about a particular aspect of something we're doing within the site. You can ask questions about any of the audios, any of the articles, any of the videos that you've seen. You can ask specific questions about list building. You can; I mean but it's all about list building and about the site.

So, what I'd like you to do is write down your question. This is first come first serve and I'm going to tell you how to raise your hand right now. The way you raise your hand; the way you raise your hand right now is you; what you do is you actually press 1, 1. You press 1, 1 on your phone. You press the number one twice in a row and what will happen is you will raise your hand and I will see your hand raised.

It's going to be first come for; whoa! All right, we've got some hands raised. First come first serve and I'm going to go ahead and I'm going to go through and answer as many of these questions as

fast as I possibly can. Okay? It is first come first serve and I'm going to go for as long as my breath will take me.

So, with that said, I'm going to call out your area code. I'm going to call out your area code and all I'd like you to do is give me your name and tell me what your question is. Actually your name and where you're calling in from and tell me what your question is. That would be great. So 604 area code I'm putting you through first; 604.

*Tom Burlington:* Tom Burlington. My question is please explain the relationship between an opt-in page like my first; your my first list page and a long sales page and the; my wish to have; include some giveaways or small dollar items to encourage an outcome of the sales page which is a large dollar item. It's a \_\_\_\_\_ transformational tour worth \$3,500.00.

*Tellman Knudson:* All right. Stop. Hold on. Hold on. Hold on. Try to clarify your question a little bit because when you say explain the relationship, there are lots of relationships. What; what do you; what's your; what; what; what about the relationship are you trying to solve?

*Tom Burlington:* I want to know how to include the giveaways which is an article; an audio interview with the wisdom guide or a small dollar item which would be a video; a DVD video. I want to know –

*Tellman Knudson:* Ah.

*Tom Burlington:* Or whether it should be on the –

*Tellman Knudson:* Ah. Got it.

*Tom Burlington:* Sales page.

*Tellman Knudson:* Okay. Here; here's a great and you're using this to build your list oh course.

*Tom Burlington:* Using it; well, both to build the list and to lead to a telephone call to close the sale.

*Tellman Knudson:* Interesting. Well I; I thought you were going to drive them to a long copy sales page.

*Tom Burlington:* Yeah. Well off the sales page, you would get the; the interview and; and; and possibly a deposit.

*Tellman Knudson:* Okay. Here's what –

*[Crosstalk]*

*Tom Burlington:* \_\_\_\_\_.

*Tellman Knudson:* I'd do, Tom. You said Tom –

*Tom Burlington:* Yeah.

*Tellman Knudson:* Burlington, right?

*Tom Burlington:* It is. Thank you.

*Tellman Knudson:* Okay. No. 1 Tom is; is the main thing you need to remember; the main thing you need to remember is nobody cares about the article. Nobody cares about the video or whatever. People care about the benefits that you're giving them from the article or from the video. Okay?

*Tom Burlington:* Okay.

*Tellman Knudson:* So it almost doesn't matter what media style you deliver it in because hey, two or three years ago you wouldn't have even been able to consider using video, right?

*Tom Burlington:* Yep.

*Tellman Knudson:* So; but you would have still been able to find a way to deliver those same benefits. A couple of years from; before that you wouldn't have been; even been able to consider doing audio.

*Tom Burlington:* Yeah.

*Tellman Knudson:* You would have strictly done it in an article or an e-course. So people are opting in; but you could still get, you know, 50; 60 percent opt-in rates if you're a halfway decent copywriter, right? So the main thing, Tom, that you want to do; No. 1 is on your squeeze page, you want to explain the benefits of what it is that you're delivering to people and why it is that they want those benefits, right?

*Tom Burlington:* Yep.

*Tellman Knudson:* Now, with that said, you're asking a more technical question and I'm going to address that. Here's what I would do, Tom. What I

would do is; okay, now advanced are you? Do you want the simple version or the complicated version?

*Tom Burlington:* Give me the complicated version and I'll figure it out somehow.

*Tellman Knudson:* Great. What autoresponder are you using, Tom?

*Tom Burlington:* At the moment, Get Response but I'm uncomfortable with it.

*Tellman Knudson:* Okay. Well, whether you're comfortable or uncomfortable, Get Response is a reasonable solution. I have a Get Response count. It's not my primary autoresponder that I recommend but you can use Get Response for sure. Okay? So here's what –

*Tom Burlington:* Okay.

*Tellman Knudson:* What you would do. People would opt-in to get your stuff, okay? You would; you would drive them directly to what; what; probably a double opt-in page that says hey, to confirm your subscription, go back to your e-mail and click on the link in the e-mail with the subject line, whatever your subject line is.

*Tom Burlington:* Yep.

*Tellman Knudson:* Okay? That would be your thank you page. They click; now, there's a reason for this and this is actually slightly different than what I explain in my first list and here's why. Basically what's going to end up happening is people are going to go and they're going to double opt-into your list. So they'll automatically get an e-mail. So after they opt-in, they'll go straight back to their Inbox. They'll go straight back to their Inbox –

*Tom Burlington:* Yep.

*Tellman Knudson:* And they will look for that e-mail. They'll click it and it says to get your; you know your audio and your video and your list describing all those cool things, click on; click on this link right now. You click on the link right now and that brings them to the long copy sales page.

*Tom Burlington:* Okay. Right.

*Tellman Knudson:* Okay. In the meantime while they're reading the long copy sales page, their free bonuses are automatically delivered to them via e-mail.



*Tom Burlington:* Okay.

*Tellman Knudson:* Through another e-mail that gives them a link to their download page. Okay?

*Tom Burlington:* Okay. Yep.

*Tellman Knudson:* Now here's what I would do if I were you, Tom. I would not give them to them all at once. I'd spread –

*Tom Burlington:* Yes.

*Tellman Knudson:* If you have three bonuses, I would give those bonuses to them over three days.

*Tom Burlington:* Yep.

*Tellman Knudson:* And now it gives you an easy excuse for automated follow up.

*Tom Burlington:* Excellent.

*Tellman Knudson:* Now what are your three bonuses again?

*Tom Burlington:* A; an article describing; an article. Let's leave it that –

*Tellman Knudson:* Yes.

*Tom Burlington:* An audio interview with the wisdom guide.

*Tellman Knudson:* Yep.

*Tom Burlington:* And a video; a nice video of \_\_\_\_\_ Trail.

*Tellman Knudson:* Fantastic. And what happens at the end of the audio and what happens at the end of the video and what happens at the end of the article?

*Tom Burlington:* *(Laughter)* That's; that's what we have to do. *(Laughter)*

*Tellman Knudson:* Yeah. Well, what do you think happens?

*Tom Burlington:* Well what I think happens is; is we do a; an irresistible offer. *(Laughter)*

*Tellman Knudson:* Exact; okay, good. You've; good, good; good. So, exactly, right? Now you said that you're doing one-on-one phone sales, right, to close a sale?

*Tom Burlington:* I think that's the best way in this case or to offer; to schedule one-on-one phone sales with the people –

*Tellman Knudson:* Yep.

*Tom Burlington:* Who are really interested.

*Tellman Knudson:* Great. Great. So here's what you do. What you do is you get a toll free phone that people that can call for the free; for their free whatever it is.

*Tom Burlington:* Yep.

*Tellman Knudson:* Is it a; is it a spiritual getaway? Is it a vacation?

*Tom Burlington:* Yeah. It's a spiritual guided tour. Yeah. It's a personal, spiritual transformational tour.

*Tellman Knudson:* Great. So; so what you do is you; you give them the 800 number to call in order to schedule their appointment for their; for their; for their 30 minute free spiritual development consultation.

*Tom Burlington:* Yep.

*Tellman Knudson:* Right?

*Tom Burlington:* Yep.

*Tellman Knudson:* I learned that one from Matt Bacak, brilliant guy by the way.  
\_\_\_\_\_.

*[Crosstalk]*

*Tom Burlington:* Yeah. That's where I got this from too.

*Tellman Knudson:* From the formula.

*Tom Burlington:* Yeah.

*Tellman Knudson:* Yeah. Well, hey, Matt's absolutely great. He; he's one of my mentors. I; he's a fantastic guy. Looks like you're applying it in a great way but you've got it nailed, right? So you want people to

opt-in. I mean what I would do, honestly, is I would have people opt-in initially for a teleseminar, right?

*Tom Burlington:* Okay. We could do that.

*Tellman Knudson:* I mean you could have them opt-in for all sorts of stuff, right?

*Tom Burlington:* Yeah.

*Tellman Knudson:* And then; but the point is at the end of the article, the call to action is to call that 1-800 number to schedule their appointment.

*Tom Burlington:* Yep.

*Tellman Knudson:* Let me give you a little hint.

*Tom Burlington:* Yeah.

*Tellman Knudson:* One way that you can do that, if you don't have live schedulers lined up yet.

*Tom Burlington:* Yep.

*Tellman Knudson:* You can use a service called Freedom Voice; [freedomvoice.com](http://freedomvoice.com).

*Tom Burlington:* Okay.

*Tellman Knudson:* And Freedom Voice will allow you to; it's just a voice mailbox.

*Tom Burlington:* Yep.

*Tellman Knudson:* So you can say hey, go ahead and leave your name, your phone number, your e-mail address and the best time to give you a call back. We'll call you back and get your appointment scheduled.

*Tom Burlington:* Okay.

*Tellman Knudson:* Right? That way people can call 24/7 and knowing your schedulers –

*Tom Burlington:* Yep.

*Tellman Knudson:* Can call out and maybe that's you to start, right?

*[Crosstalk]*

*Tom Burlington:* \_\_\_\_\_.

*Tellman Knudson:* I don't know how big your company is yet and –

*[Crosstalk]*

*Tom Burlington:* \_\_\_\_\_.

*Tellman Knudson:* And from there, you can turn around and then do your; your one-on-one phone consults and sale people on the package.

*Tom Burlington:* Right. Actually I'm doing this for a friend because he's been very supportive of me. So really, my own business is in environmental matters so.

*Tellman Knudson:* Cool.

*Tom Burlington:* But –

*Tellman Knudson:* But it seems workable.

*Tom Burlington:* But this is a \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* I mean regardless of what you're doing, right?

*Tom Burlington:* Yeah. Yeah. Yeah. This is wonderful.

*Tellman Knudson:* Does that make sense?

*Tom Burlington:* Yeah. This is; thank you so much.

*Tellman Knudson:* Great. So that will give you the double opt-in and then when they click on the double opt-in link, you want to bring them straight to the long copy sales page. And whether the sales page is to get a deposit or whether the sales page is to have them make the phone call or whether the sales page is to buy a front end product –

*Tom Burlington:* Yeah.

*Tellman Knudson:* They do all those things. And then; and they; and then you'll automatically e-mail them, you know, with the double opt-in either the first message that they're going to get would, you know, bring them to a download page for maybe the article.

*Tom Burlington:* Yeah.

*Tellman Knudson:* The second one would be for the audio. Third one would be for the video. But be sure to check your e-mail tomorrow for the video, right? Be sure to check your e-mail –

*Tom Burlington:* Yeah.

*Tellman Knudson:* Tomorrow for the audio.

*Tom Burlington:* Yeah.

*Tellman Knudson:* Right?

*Tom Burlington:* Perfect. Yep.

*Tellman Knudson:* Cool.

*Tom Burlington:* You're really brilliant. *(Laughter)*

*Tellman Knudson:* I –

*Tom Burlington:* Thank you.

*Tellman Knudson:* I'm really good at applying strategies that work. I don't know about brilliance.

*Tom Burlington:* Yes. *(Laughter)*

*Tellman Knudson:* But; but; but that's the name of the game. Thank you Tom.

*Tom Burlington:* Thank you.

*Tellman Knudson:* All right. Okay. Next person up 781 area code; 781 area code. I'm going to go ahead and put you through right now.

*Paul:* Hi Tellman.

*Tellman Knudson:* Hi.

*Paul:* This is Paul in the Boston area. My question is and it's going to be a little unusual for the rest of the things that are happening here. But, do you ever consider multi-level marketing programs?

*Tellman Knudson:* Interesting question. Well are you saying do I consider them personally or are you; are you saying as a list builder would; should one consider them?

*Paul:* Well, both. But \_\_\_\_\_ how do you; how do you feel about them especially if you think that they're; if you feel that there's an excellent one available?

*Tellman Knudson:* As a general rule for me personally, where; where I'm at I; I have joined a few in the past couple of years and because I focus all of my attention on list building, I immediately went up to be, you know, one of the top guys in whatever multi-level marketing program I; I've been involved with.

*Paul:* All right.

*Tellman Knudson:* I personally; I'm not really that social of a guy. I; I live in Roe, Vermont for a reason and what I've found is that multi-level marketing, in my experience, maybe this isn't the experience for everyone. But, for example, I; like I; Success University for example is set up a little bit differently but I've had great experiences with Success University and Matt Morris. But they're the only multi-level marketing company that actually continually sends me checks and; and actually gives me that residual income through; that; that many multi-level marketing companies promise.

I've; I've put an extraordinary amount of time, effort and energy and force behind promoting other multi-level marketing companies in the past and got a big blast of money up front and; and then basically their systems weren't effective enough to create; create duplication. And I personally don't have that much interest in learning multi-level marketing though; though it certainly is a viable way to; to earn an extraordinary amount of money. I; I have many friends and colleagues who have done it. I've found that my efforts personally are; are better served focusing on building my list, building my relationship and my connection with my list and then I can promote whatever it is I decide to promote whether it's my own product, an affiliate product or; or; or anything along those lines. And I'm able to do it with a lot less red tape and a lot less hassle than a lot of multi-level marketing companies have shown me in the past.

*Paul:* I found one that offers a VYP and cell phone and Z-card on the cell phone. And, I'm able to call all over the country and fact; in fact all over the world for \$39.95 a month. And it's helped out quite a bit in practically everything that I'm doing. It; if I'd been able to

bring people on board into the program. And so it's; it looks to me like it's a great assist or dup or program that can run along easily with whatever else I'm doing.

*Tellman Knudson:* Okay.

*Paul:* So, I've \_\_\_\_ like I say; what; well, like I was saying, if you find one that's what you think is a good one to go with and when you have a list, to promote to your list along, you know and even on your Web site. Do you have any qualms about doing that?

*Tellman Knudson:* Qualms. Certainly not.

*Paul:* Well –

*Tellman Knudson:* I mean hey, building a list that that the; see here's where a lot of multi-level; I know there are probably a lot of people involved in at least one multi-level marketing program on the call right now. And one of the biggest things that multi-level marketers and network marketers aren't taught is to build a list of people that are connected to them as an individual and then promote a product or service that's right for that list to them. Whether it's a multi-level marketing company or an e-book or an audio course or whatever it is or a home study course or a seminar, whatever it is. And the great thing about that is you can, you know if; if you have a great list that you've taken the time to build and connect with, you can; you can then simply turn around and you can; you can immediately; you know if you have 10,000 or 20,000 or 50,000 or 100,000 people on your list that hear from you on a daily or a weekly basis.

And then you promote a multi-level marketing opportunity that's positioned properly to them to help them achieve their goals, you can; you can immediately have extraordinary status in a multi-level marketing company which is great. And you can also make an extraordinary amount of money and you can also turn around and promote from there in the future without having to worry about stepping on anybody's toes because you're not reliant on the MLM list that you've built to promote. You rely on your e-mail list that you've built. Does that make sense?

*Paul:* Yes. Yes. But what I'm trying to do is, with my Web site, is promoting various products, affiliations and; in the multi-level. So it's kind of like I have an opportunity fight where people can get involved in various things and take advantage of various opportunities.

*Tellman Knudson:* Yeah. That's; that's probably going to lead you down the path of destruction, right? What you probably want to focus on is one really great opportunity that's really focused on your list. Then focus on building your list; really building your list. Every day you should be focusing on building your list, getting people to your squeeze page, having them opt-in and then over time turn around and tell them why this is the; the best, the coolest, the effective, the most wonderful thing for them.

And if you get 1 percent of them or 2 percent; you know if you get 10,000 people, right? Or if you get; let's say you get 100 people. You get 100 people to join your list. Get one of them to say okay, I want to see what your MLM or whatever is all about, great. Or you get a thousand people, again you say; let's say you still stay with that 1 percent. Well now you have 10 people.

You get 10,000 people and now you have 100 people, if you have 100,000 people, you have 1,000 people in your MLM program and; and by that time you'll probably have more like 2, 3, 4, 5,000 people in your down line for that one focused thing that you're focusing all your time, effort and energy on. I; I wouldn't have a site where they can do all sorts of stuff. That's; that's; I've never seen that be an effective method in order to get anybody to do anything.

*Paul:* Okay.

*Tellman Knudson:* But what I would do is go through, start with the quick start program. It sounds like you are a really smart guy and one of the; one of the biggest and most difficult, most challenging and probably one of the most important things for really intelligent people to do is to act like you're really stupid for a while. And just follow the instructions exactly as they're laid out inside the List Building Club until you understand how and why they work. And then you can start getting creative and trying to out smart them, out do them or customize them more specifically to exactly what you're trying to accomplish. But until you understand like the; the basic skills at their core level, it becomes very hard to be successful unless you are; unless you're skilled in; in using those.

*Paul:* Okay.

*Tellman Knudson:* Does that make sense?

*Paul:* You're a; yes, I'll take your advice.



*Tellman Knudson:* Fantastic. Cool.

*[Crosstalk]*

*Paul:* \_\_\_\_\_.

*Tellman Knudson:* Well thanks so much.

*Paul:* You're the guy who's successful so I've got to follow the successful people.

*Tellman Knudson:* Beautiful. Just; just follow the instructions step by step by step and; and; and your list will be built in no time.

*Paul:* Okay.

*Tellman Knudson:* Fantastic.

*Paul:* Thank you.

*Tellman Knudson:* Cool. You've got it. Okay. Next person up is 727 area code; 727. I'm pretty sure that's Florida. I'm going to go ahead and this page is taking a long time to load. Here we are, 727 area code putting you through right now.

*Matthew Keys:* Hey Tellman.

*Tellman Knudson:* Hey.

*Matthew Keys:* Yeah. This is \_\_\_\_\_ in Florida?

*[Crosstalk]*

*Tellman Knudson:* Are you in Florida? What's your name?

*Matthew Keys:* In St. Petersburg, Florida. Yes. \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* Oh. You're in St. Pete. That's hilarious. My mom is in St. Pete. My sister is in St. Pete. She runs all of my customers for; Sara. Donna is in St. Pete. There's a whole overcome everything posse in St. Pete so welcome.

*Matthew Keys:* \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* Welcome to the everything team.

*Matthew Keys:* Thank you. Thank you. \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* What's your name?

*Matthew Keys:* Matthew Keys.

*Tellman Knudson:* Cool. All right, Matthew, what's your question?

*Matthew Keys:* My question is about; about the relationship between like building trust and the one time offer. I've always heard that you; you don't want to put any product in front of somebody until you get their trust; until you build their trust. What; what's your take on a one time offer? I mean to do with that. Do you think that effects that at all or -?

*Tellman Knudson:* Well you know there are a lot of different schools of thought on this issue and here's what it comes down to. You know the one time offers are extraordinarily effective. *(Laughter)* I mean you can double, triple or quadruple the effectiveness of a given sales letter with a good one time offer. And –

*Matthew Keys:* Okay.

*Tellman Knudson:* Here's my point. Have you ever gone to a restaurant for the first time?

*Matthew Keys:* Yes.

*Tellman Knudson:* Oh course. Right?

*Matthew Keys:* Yes.

*Tellman Knudson:* Did they give you a menu?

*Matthew Keys:* Yes.

*Tellman Knudson:* Did they tell you what the specials were?

*Matthew Keys:* Um-hum.

*Tellman Knudson:* Were the specials a one time offer? Yes, they were.

*Matthew Keys:* Yeah. Yeah. I guess so.

*Tellman Knudson:* Nine times out of 10, unless they're the same specials every night, right?

*Matthew Keys:* Right. Right. Right.

*Tellman Knudson:* So my point is you went in there looking for food.

*Matthew Keys:* Exactly.

*Tellman Knudson:* They gave you a menu of things you could buy and then they said –

[Crosstalk]

*Matthew Keys:* \_\_\_\_\_.

*Tellman Knudson:* You could also get this and; and a lot of times you might notice that the specials are more expensive, right? They; they're a higher grade.

[Crosstalk]

*Matthew Keys:* \_\_\_\_\_.

*Tellman Knudson:* Or sometimes they're way less expensive and you're getting a discount. It sounds to me –

*Matthew Keys:* Right.

*Tellman Knudson:* Like a one time offer.

*Matthew Keys:* Yeah. All right.

*Tellman Knudson:* So the; the main point is that you know people treat trust and rapport as if you can't build trust and rapport and create a customer client relationship at the same time and I think that's the furthest possible thing from the truth. Okay? I think it's the furthest possible thing from the truth and here's why. When you are offering someone something that they already want, they think you're pretty cool. (Laughter) I'm not suggesting –

*Matthew Keys:* Exactly.

*Tellman Knudson:* I'm; I'm not suggesting you're going to sell 100 percent of the people on your list.

*Matthew Keys:* Right.

*Tellman Knudson:* But hey, if you can get, you know, 100 people to your Web site and you can get 50 percent of them to opt-in to your list and you can get 5 percent of them to buy something for \$97.00, all you need to do is focus on getting more people to your Web site.

*Matthew Keys:* Right. And since that's already what they're there for, that's what they opted in for then they probably wouldn't see that as a pitch or anything like that. Just \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* Well they probably will see it as a; most of them will see it as a pitch.

*Matthew Keys:* Yeah.

*Tellman Knudson:* But you don't really care about most of them. You care about the ones that want to buy something from you.

*Matthew Keys:* Right. Right.

*Tellman Knudson:* And the ones that don't buy from you right off the bat, guess what, that's what your follow up e-mail autoresponder series is for to build that trust. So you can have –

*Matthew Keys:* Right.

*Tellman Knudson:* The best of both worlds all at once.

*Matthew Keys:* Yeah. I see.

*Tellman Knudson:* Does that make sense?

*Matthew Keys:* That does.

*Tellman Knudson:* Awesome.

*Matthew Keys:* Thank you.

*Tellman Knudson:* Hey, just out of curiosity; what; what niche or industry are you working in?

*Matthew Keys:* It's; it's the marketing niche.

*Tellman Knudson:* You are. Cool. Yeah. I mean hey, one time offers work like crazy for me.

*Matthew Keys:* Yeah.

*Tellman Knudson:* I mean (*Laughter*) you're not going to see me; I'm; I'm trying to find new and innovative ways to doing one time offers that no one's ever seen before to increase the effectiveness even more. You know that's –

*Matthew Keys:* Yeah.

*Tellman Knudson:* That's one of the things where I focus my time.

*Matthew Keys:* Yeah. And you haven't seen any; any change in; with the amount of people that opt out or anything like that when you're doing; when doing one time offers, offers and approaching that, right?

*Tellman Knudson:* I don't look at opt outs.

[*Crosstalk*]

*Matthew Keys:* \_\_\_\_\_.

*Tellman Knudson:* I; I don't look at them.

*Matthew Keys:* Yeah.

*Tellman Knudson:* No. No. I'm very serious. The; when; like notifications if someone's opt out; opted out of my list goes straight into my deleted items folder.

*Matthew Keys:* Right.

*Tellman Knudson:* I don't look at them. It's way too depressing.

*Matthew Keys:* \_\_\_\_\_ yeah.

*Tellman Knudson:* You can never look at that. You have to focus on incomings not outgoing.

*Matthew Keys:* Right.

*Tellman Knudson:* Make sense?

*Matthew Keys:* Okay Tellman. Thank you. That sure does.

*Tellman Knudson:* Cool. Beautiful. Beautiful. All right, next person up. We've got 978 area code, 978. Let's see. Is Pat with us on the line? I think Pat has joined us on the phone. Are you here? Pat? Maybe not. Okay. Let's; I guess Pat isn't here. Okay. We'll do 978 area code; 978.

*Ron Matthews:* Hi Tellman. This is Ron Matthews from Marlboro, Massachusetts.

*Tellman Knudson:* Hey Ron.

*Ron Matthews:* How are you doing?

*Tellman Knudson:* Good. How are you?

*Ron Matthews:* I'm wonderful. Hey, my question is this. How can I ensure that the largest percentage of my e-mails possible get delivered to their intended recipient?

*Tellman Knudson:* Ah. Great question. Deliverability question. What; well the; the easiest; well, okay, I'm going to ask you two questions, okay? Currently how big is your list?

*Ron Matthews:* 21,154.

*Tellman Knudson:* Fan (*Laughter*) Wow. Awesome. You've got it nailed. Cool. And what's your -?

*Ron Matthews:* It took me six months to get there.

*Tellman Knudson:* Cool.

[*Crosstalk*]

*Ron Matthews:* \_\_\_\_\_ -

*Tellman Knudson:* Well six months isn't bad for 21,000.

*Ron Matthews:* I know and my opt; my opt out rate's only 15 percent.

*Tellman Knudson:* Cool.

*Ron Matthews:* But \_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* What's your niche? What area are you in?

*Ron Matthews:* Alternative health.

*Tellman Knudson:* Awesome! Congratulations.

*Ron Matthews:* Thanks.

*Tellman Knudson:* Any specific area of alternative health?

*Ron Matthews:* Yeah. Energy medicine.

*Tellman Knudson:* Awesome. Hey, maybe we should do some \_\_\_\_\_ some time with; with one of my ADD sites.

*Ron Matthews:* Oh, absol; oh, my God.

*Tellman Knudson:* \_\_\_\_\_ -

*[Crosstalk]*

*Ron Matthews:* Yeah. We should talk. Yeah. \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* Great. Do this. Email Kyle at [overcomeeverything.com](mailto:kyle@overcomeeverything.com). K-Y-L-E.

*Ron Matthews:* K-Y-L-E. Yeah.

*Tellman Knudson:* Yeah. And just let him know you were; you were on the Tellman List Building Club call and you have a list of 21,000 and; and we'll do a cross \_\_\_\_\_.

*Ron Matthews:* Kyle@overcomeevery -

*Tellman Knudson:* [Overcomeeverything.com](mailto:kyle@overcomeeverything.com). Yeah.

*Ron Matthews:* Got it.

*Tellman Knudson:* So, by the way, here's the deal guys. You're all customers of mine. All right and if you're in the List Building Club and granted the Tellman's List Building Club is probably the least expensive of all of my different programs (*Laughter*) that that are out there. But the; the main thing is that when there is an appropriate match, I opt-in like to do deals with my customers and my clients whether than just random people who are contacting me.

So the; the kind of thing you just experienced is something that happens all the time on my calls and even more so in my high level coaching programs and that kind of stuff. So; so with that said, what; what autoresponder are you using?

*Ron Matthews:* Arp3.

*Tellman Knudson:* Ah-ha. The culprit. (*Laughter*) Okay. So here's the first thing you need to do. Okay? The first thing you need to do is remember that six months isn't that long. Okay?

*Ron Matthews:* Right.

*Tellman Knudson:* And in that six months, not only have you built that 21,000 person list but you've also learned how to build a 21,000 person list.

*Ron Matthews:* Yeah.

*Tellman Knudson:* Immediately switch to AWeber. In terms of your –

*Ron Matthews:* Okay.

*Tellman Knudson:* New people that are coming in.

*Ron Matthews:* Why?

*Tellman Knudson:* Why? Because –

*Ron Matthews:* Yeah.

*Tellman Knudson:* They will take care of all your deliverability issues.

*Ron Matthews:* Oh. They will. How do they; how do they compare with something like iContact?

*Tellman Knudson:* Interesting question. iContact has pluses and minuses. Here's how you measure. Okay? What I've; what I've found is that there are a lot of factors. Your from e-mail address is a factor.



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*Ron Matthews:* Okay.

*Tellman Knudson:* The IP address attached to your from e-mail address is a factor.

*Ron Matthews:* Okay.

*Tellman Knudson:* The IP address of the server sending your e-mail is a factor. Okay?

*Ron Matthews:* Okay.

*Tellman Knudson:* And it; it's a complicated mess. Honestly, deliverability is a complicated mess.

*Ron Matthews:* Yeah.

*Tellman Knudson:* However, what you want to do is you want to go and; and subscribe to [deliverymonitor.com](http://deliverymonitor.com). [Deliverymonitor.com](http://Deliverymonitor.com) which is an AWeber service. Okay? I want to say it's \$50.00 a month but don't quote me on that. All right?

And what Delivery Monitor will do is it will give you a bunch of seed e-mail addresses that you can; you can dump into your Autoresponse Plus account. And if you're going to use iContact

and do something with; iContact is what IntelliContact used to be, right?

*Ron Matthews:* I don't know. Actually one of my mentors who is working for \_\_\_\_\_ Kelly told me about iContact.

*Tellman Knudson:* Yeah. Recently?

*Ron Matthews:* Yeah. Like in the last –

*Tellman Knudson:* So –

*Ron Matthews:* Week.

*Tellman Knudson:* So iContact is super expensive but you know what?

*Ron Matthews:* Yeah. I know it is.

*Tellman Knudson:* It might be worth it to you. The issue is AWeber will get you kick butt delivery and it's real cheap. iContact –

*Ron Matthews:* I love you. *(Laughter)*

*Tellman Knudson:* What?

*Ron Matthews:* I love you.

*Tellman Knudson:* Well yeah, you love me except for the fact that you can't import people in.

*Ron Matthews:* Oh. You can't?

*Tellman Knudson:* Now, you don't love me quite as much anymore, do you?

*Ron Matthews:* No. I don't. No. *(Laughter)*

*Tellman Knudson:* But; but here's the thing. With; with; with I; with iContact or IntelliContact you can.

*Ron Matthews:* Yeah.

*Tellman Knudson:* I've heard mixed results on Get Response.

*Ron Matthews:* Okay.

*Tellman Knudson:* Which –

*Ron Matthews:* Get Response is what now?

*Tellman Knudson:* Get Response is another autoresponder.

*Ron Matthews:* Okay. Okay. Good.

*Tellman Knudson:* Yeah. So here's what you do. You get Delivery Monitor, okay? And then –

*Ron Matthews:* Okay.

*Tellman Knudson:* You try out the different services that are out there. But believe me when I tell you that if your focus is deliverability –

*Ron Matthews:* Yeah.

*Tellman Knudson:* And by the way, in like; in my first list and even in Tellman's List Building Club, I don't recommend AWeber.

*Ron Matthews:* Okay.

*Tellman Knudson:* Why? AWeber doesn't allow co-reg. And a lot of people –

[Crosstalk]

*Ron Matthews:* \_\_\_\_\_.

*Tellman Knudson:* And a lot of people who are just getting started with building their list are very focused on co-reg because it's a way that they can pay for subscribers.

*Ron Matthews:* Right. That's what I'm doing.

*Tellman Knudson:* But then you don't want AWeber.

*Ron Matthews:* Right.

*Tellman Knudson:* If that's; if that's your primary list building strategy, you don't want AWeber.

*Ron Matthews:* For right now it is. For right now it is. That's changing but it; for right now –

*Tellman Knudson:* Okay. So Get Response allows co-reg and actually not only do they; do they allow co-reg, they have their own co-registration service as well.

*Ron Matthews:* Okay.

*Tellman Knudson:* And –

*Ron Matthews:* Do they have a lot of import?

*Tellman Knudson:* It; you're going to have to talk to them.

*Ron Matthews:* Okay.

*Tellman Knudson:* I; I; there are going to be little changed rules at different points in time.

*Ron Matthews:* Yeah.

*Tellman Knudson:* Okay. So here's the main point. No. 1 is with IntelliContact, it's expensive but it will give you good deliverability.

*Ron Matthews:* Yeah.

*Tellman Knudson:* With; with Autoresponse Plus you're basically; you basically have to monitor the deliverability yourself.

*Ron Matthews:* Okay.

*Tellman Knudson:* And if you're not very advanced or you don't have a huge staff or whatever who knows all that kind of stuff then you're going to have a hard time.

*Ron Matthews:* Right.

*Tellman Knudson:* And, I mean it's a whole nether area of study. It's like –

*Ron Matthews:* Oh yeah.

*Tellman Knudson:* It's like you being a ballet professor and then trying to study quantum physics or something, it; they're that far apart.

*Ron Matthews:* Well you're definitely right.

*Tellman Knudson:* Right?

*Ron Matthews:* You reverse that and you've got it right. (*Laughter*)

*Tellman Knudson:* Got you. Got you. (*Laughter*) So; so but the main point is you probably want to try IntelliContact. You probably want to try Get Response. And then you know there; there aren't too many people writing e-books or courses on how to incre; improve or increase your deliverability because there aren't enough people who are advanced enough for it to matter.

*Ron Matthews:* Okay.

*Tellman Knudson:* Right? So it's not a big market. So you can learn stuff but it's going to take you some time.

*Ron Matthews:* I understand that. Sure.

*Tellman Knudson:* Right. So, that's where I would start. That's where I would begin. And –

*Ron Matthews:* Oh good. That's good advice.

*Tellman Knudson:* But you can use Delivery Monitor to monitor your deliverability as you test these different things and you can get –

*Ron Matthews:* Okay. Good.

*Tellman Knudson:* Some real; real time numbers.

*Ron Matthews:* Excellent.

*Tellman Knudson:* Great.

*Ron Matthews:* Hey, thank you sir.

*Tellman Knudson:* Hey, you got it. Beautiful.

*Ron Matthews:* Talk; talk to you.

*Tellman Knudson:* All right, I'll talk to you soon. Okay. I know you're on the line. Can you say something? We can see if we can hear you.

*Pat Marcello:* Hi Tellman.

*Tellman Knudson:* Okay. We can hear you. Can you hear everybody?

*Pat Marcello:* Sorry about that. (*Laughter*)

*Tellman Knudson:* It's okay. It's okay. Hey everybody, Pat Marcello is on the line, by the way. She is one of our overcome everything traffic ninjas. She is a search engine optimization genius and if you guys want to learn some cool things about search engine optimization and; and; and writing articles; are we sending people to Pat's Seven Secrets?

*Pat Marcello:* Yes. Please.

*Tellman Knudson:* You want to go to Pat's P-A-T-S, numeral seven, secrets.com. Pat's, the numeral seven, secrets.com. Pat actually makes all of the articles that you see in Tellman's List Building Club phenomenally easy to read. She; she takes a lot of the; the trainings, the teachings, the; the; the other; other ways and places that we teach list building to you guys and turns them into easy to read articles that you can absorb, assimilate and then and process and do something with.

So you've seen a lot of her work inside Tellman's List Building Club. If any of you end up with SEO questions, you're going to want to be sure to say hey, Pat, this one's for you. So, with that said, Pat welcome and you are officially being introduced to all the Tellman's List Building Club Members.

*Pat Marcello:* Well hi everybody. It's nice to be with you. Thank you.

*Tellman Knudson:* Awesome. Awesome. Okay. Cool. So, all right, next. Hey, you know we have a bunch of new people on the line. This is the first; well not the first but this is your; your official last chance, your official last chance to raise your hand. If you haven't done so already, this is your last chance to raise your hand to ask a question by press; by pressing 1, 1. We're here to answer your simple or your complicated questions about list building. All you need to do is press 1, 1. I'm going to go ahead and put 954 area code through; 954.

*Sharon O'Day:* Tellman, it's Sharon O'Day in Hallandale, Florida.

*Tellman Knudson:* Hi Sharon.

*Sharon O'Day:* Hi. I'm on your black diamond line.

*Tellman Knudson:* I know.

*Sharon O'Day:* And I'm working my way through my first listen. I had a couple of quick questions.

*Tellman Knudson:* Go for it.

*Sharon O'Day:* One of them follows up on the co-reg issue. You have us going to Third Sphere on hosting.

*Tellman Knudson:* Yes.

*Sharon O'Day:* And they have you check something off saying you won't use co-reg.

*Tellman Knudson:* Ah. I've good news. Do you want the good news?

*Sharon O'Day:* Oh course.

*Tellman Knudson:* The good news is that Third; Third Sphere is worried about their autoresponder.

*Sharon O'Day:* I'm sure. And we're not –

*Tellman Knudson:* And you're not –

*Sharon O'Day:* Using their auto responder.

*Tellman Knudson:* And I'm not advising that you use their auto responder because it stinks.

*Sharon O'Day:* Right.

*Tellman Knudson:* So solution No. 1 is use One Shopping Cart, Get Response.

*Sharon O'Day:* I'm using that anyway.

*Tellman Knudson:* Right.

*Sharon O'Day:* Yeah.

*Tellman Knudson:* So problem solved.

*Sharon O'Day:* Okay.

*Tellman Knudson:* There it is. No. 2, if; if that doesn't solve it enough for you then you can go with something like Host Gator which is a similar price point. [Hostgator.com](http://Hostgator.com) which you'll actually see in the List Building Club. We've updated what we're recommending people go with for hosting.

*Sharon O'Day:* Okay.

*Tellman Knudson:* Now if you just got Third Sphere up and running then I know that hearing oh, it's time to switch hosting companies is probably a big pain in the butt.

*Sharon O'Day:* (Laughter) No. Actually that's my next question.

*Tellman Knudson:* Okay.

*Sharon O'Day:* I; I have a site up and it's on; it's hosted on Go Daddy.

*Tellman Knudson:* Yep.

*Sharon O'Day:* And I was about to move it to Third Sphere.

*Tellman Knudson:* Yep.

*Sharon O'Day:* The question I have, as I'm going through all of my first lists, there are all of these things that I'm adding on like; like autoresponders and so forth. Does it make the shift away from another; from one hosting company to the other more difficult the more complex your site is or does it not have any relation? The whole thing just moves from one DNS group to the other.

*Tellman Knudson:* Basically it has no relation. I mean there can be complicated issues. But if you're just using basic HTML pages or –

*Sharon O'Day:* Right.

*Tellman Knudson:* Or PHP pages then you shouldn't have much of an issue. If you do have an issue, it's the kind of thing where; what it comes down to is how it has; how good the customer support is with; with the people that you're using.

*Sharon O'Day:* So I'm probably better off making the conversion to the host before I load it with everything. \_\_\_\_\_.

[Crosstalk]

*Tellman Knudson:* If it were a choice, one or the other, sure.

*Sharon O'Day:* Yeah.

*Tellman Knudson:* Yeah.



*Sharon O'Day:* Okay.

*Tellman Knudson:* Fortunately that can be done in like 48 hours or less usually.

*Sharon O'Day:* Yeah. I just haven't wanted the site to be done for 48 hours. That's been the problem.

*Tellman Knudson:* Well I; well it doesn't have to take 48 hours.

*Sharon O'Day:* Yeah.

*[Crosstalk]*

*Tellman Knudson:* \_\_\_\_\_ the site to be done. You shouldn't be done –

*Sharon O'Day:* Right.

*Tellman Knudson:* For more than, you know, a day.

*Sharon O'Day:* Okay.

*Tellman Knudson:* But that that's what I would probably do and you know. I would; if you're going to make the change soon, I would; I would probably design the pages and create the pages and then have them move it over as soon as you can. And then once it moves; once it moves over then upload to the new pages.

*[Crosstalk]*

*Sharon O'Day:* And then load it \_\_\_\_\_. Yeah. That's what I've been doing is just preparing everything to load it on after it's moved.

*Tellman Knudson:* Great.

*Sharon O'Day:* Okay.

*Tellman Knudson:* Perfect.

*Sharon O'Day:* Talk to you tomorrow.

*Tellman Knudson:* Cool. Thank you.

*Sharon O'Day:* Okay. Bye-bye.

*Tellman Knudson:* All right. Bye-bye. All right, that; that was awesome actually. Why don't; that; that; that was Sharon. Sharon is a member of our elite Black Diamond Line coaching program. If you like the types of training that we're doing here with live Q&A, we; I actually have a very, very private coaching program where you can become part of what we're doing.

It's currently not open to the public but I have 10 spots that are available to List Building Club Members today and today only. Today and today only. Let me just make sure my link works here. And, it; I hope it does. It does.

I'm not going to go into a lot of detail. (*Laughter*) What I'm going to say is this; the Black Diamond Line is an exclusive program. It's \$497.00 a month and we have live calls just like this every week. You can go to [overcomeeverything.com/diamond](http://overcomeeverything.com/diamond); [overcomeeverything.com/diamond](http://overcomeeverything.com/diamond). The first 10 people to go and become part of the Black Diamond Line can get in. If; if you enjoy this type of live interaction, we do this every week and oh course, you get recordings and transcriptions and all sorts of extra goodies as part of; of being part of the Black Diamond Line.

So, with that said, I'm going to go ahead and put the next person through. That's it [overcomeeverything.com/diamond](http://overcomeeverything.com/diamond). I'm going to go ahead and put anonymous through. Anonymous I can not see your phone number. Your caller ID is blocked.

*Wendy:* I think that's probably me.

*Tellman Knudson:* It's you.

*Wendy:* Yeah. This is Wendy and I don't have to ask my question anymore. I just figured out how to log in.

*Tellman Knudson:* Oh. (*Laughter*) Well congratulations Wendy. Awesome. Glad to have you on the call. So, you don't have a question?

*Wendy:* No. No. My question really is I'm a complete newbie so I'm assuming quick start is the best place to start. Is that right?

*Tellman Knudson:* Bingo. That's exactly where you want to start.

*Wendy:* Okay. So I'm here and I'll think about Black Diamond later.

*Tellman Knudson:* Beautiful. Sounds good to me.

*Wendy:* Thank you.

*Tellman Knudson:* All right, talk to you soon. Okay. Next person, 506 area code; 506.

*Wayne:* Wayne here from St. John, New Brunswick.

*Tellman Knudson:* Hey Wayne.

*Wayne:* Hi.

*Tellman Knudson:* How's it going?

*Wayne:* Not bad. I got lots of questions. How many can I ask?

*Tellman Knudson:* Well why don't we start and normally I only do one but if; but; but; but why; why don't we start and see how quickly we can get through them.

*Wayne:* Okay. First one is an easy one. I'm just following up on Wendy's because I'm not on the site. But how do I find where my log in information is and get it?

*Tellman Knudson:* Okay. What you do is you go to the following URL and you should definitely write this down. It's –

*Wayne:* I am.

*Tellman Knudson:* Club.myfirstlist.com. Club; no www okay?

*Wayne:* Oh.

*Tellman Knudson:* No www. It's just club.myfirstlist.com.

*Wayne:* Okay.

*Tellman Knudson:* You should be able to go there and put in your log in information and if you don't have it, there's a place to enter your e-mail address so it can be sent to you automatically.

*Wayne:* Okay. Good. Next question. If you're going to do some business, you're going to need to be able to receive income; what do you use? ClickBank, PayPal; what's your ideas on that?

*Tellman Knudson:* Well it; there are; there are a variety of ways you can go on this.

*Wayne:* Okay.

*Tellman Knudson:* Are you selling your own products or are you selling affiliate products?

*Wayne:* Going to be affiliate, I hope.

*Tellman Knudson:* Okay. Are you; you; are you just getting started?

*Wayne:* Yes.

*Tellman Knudson:* Okay. So; so here's; here's what we could do. I could either answer your questions which I'm happy to do, by the way or you could just start going through the quick start guide and then going through the videos step by step and I guarantee it will give you these answers. It will give them to you in order in a way that will actually make sense.

*Wayne:* Then let's do that. That's probably the best thing to do. We'll go to [quickstart.com](http://quickstart.com) or well, that's in the [myfirstlist.com](http://myfirstlist.com), right?

*Tellman Knudson:* Yeah. It –

*Wayne:* Okay.

*Tellman Knudson:* It's in; it's in Tellman's List Building Club and as soon as you log in, just go straight to the quick start section.

*Wayne:* Okay.

*Tellman Knudson:* Are you online right now?

*Wayne:* In one second I can be.

*Tellman Knudson:* If you go ahead and go to [club.myfirstlist.com](http://club.myfirstlist.com), put in your e-mail address and it should automatically shoot your username and password right back to you. And you can probably log in and check it out while we're on the phone here live today.

*Wayne:* Okay. The other thing thank you for the simplol; **simplology**.

*Tellman Knudson:* You got it.

*Wayne:* That's; I'm working through that while I'm waiting for the marathon material.

*Tellman Knudson:* Simplology is awesome. You shouldn't be waiting for the marathon materials. If you already; if you already ordered it, it should be; it should be right there. If you have any questions or if you didn't get an e-mail with any of your download information, what I'd like you to do is go and put in a support ticket at [tellmansupport.com](http://tellmansupport.com). T-E-L-L-M-AN-S-U-P-P-O-R-T.com.

*Wayne:* Okay. I better do that then.

*Tellman Knudson:* You probably –

*Wayne:* All right.

*Tellman Knudson:* Overlooked the download e-mail but go ahead and put it in there and then Sara or Donna will get back to you right away.

*Wayne:* Okay. Good enough. Thank you very much.

*Tellman Knudson:* Cool. Thank you. Okay. Next person up. Next person up, we're going to go ahead and put you through. 916 area code; 916.

*David:* Good afternoon Tellman. David in Sacramento, California.

*Tellman Knudson:* Hey David. How's it going?

*David:* It is going well. Absolute newbie. I do have an e-book that I want to release in 30 days. And my question is, is it best to have an opt-in page promoting the upcoming book or is it better to have a blog developing the expertise on the backend?

*Tellman Knudson:* Both. Let me explain. A blog is a traffic generator, okay? You know what? Hey, Pat, are you with us still?

*Pat Marcello:* Yeah. Sure.

*Tellman Knudson:* All right, could you explain to David why you want to have a blog and a squeeze page and why you want your blog to promote to your squeeze page? And how a blog is a traffic source and that kind of stuff?

*Pat Marcello:* Sure.

*Tellman Knudson:* Great.

*Pat Marcello:* As Tellman said a blog is a traffic source and the reason is because search engines love blogs. They're all information. They're all

text based and it's very easy for search engine spiders to; to you know go through them and see what's there and they can do that pretty easily. So what you want to do is use your blog to drive traffic to your squeeze page. And the way you do that is you take a keyword in your niche, whatever your main keyword is and you link in every post at least once that keyword to your squeeze page so that when people see that, you know they click on it and they go to your squeeze page.

You're also going to want to put a call to action at the bottom of your post, whatever it is, whether it's a video, an audio, whatever. You're going to say you know, go to this site to collect your free report or you know whatever. Some call to action to make people click through and go to your squeeze page and sign up for your list.

*David:* Awesome.

*Pat Marcello:* Now you don't want to do this too often. I would say do it, you know, maybe once in each post; twice at the most because you don't want to make the search engine spiders think that you're spamming the search engines. That's a big no no. So, you know just post once or twice; or post every day and then link once or twice back to your squeeze page and you'll find that you're getting a lot of traffic pretty quickly.

*David:* Perfect.

*Tellman Knudson:* Does that make sense?

*[Crosstalk]*

*David:* \_\_\_\_\_. It does. The question I; last question remaining is just as far as URL. On a squeeze page should it be part of the same domain as the blog?

*Tellman Knudson:* I would do it the other way around.

*[Crosstalk]*

*David:* \_\_\_\_\_ different.

*Tellman Knudson:* I; I would probably have your; your squeeze page be on the home page.

*David:* Okay.

*Tellman Knudson:* Okay? And then Pat would you; would you recommend that the blog be on an entirely separate domain or the same domain?

*Pat Marcello:* Well it should be on a different server even. But you know in lieu of that, if you're on a limited budget, put it on a sub-domain. So it will be like `blog.yoururl.com`.

*David:* Okay.

*Pat Marcello:* Because that's how Google's structured. If you look at most of their pages, they're on sub-domains like that. Like [pages.google.com](http://pages.google.com), [analytics.google.com](http://analytics.google.com), you know? I mean a lot of their pages are structured that way and for you to do that is probably the best way if you're not going to put it on a separate server.

*David:* I can put it on a separate server with a variation on the URL that I own.

*Tellman Knudson:* Sure.

*David:* Right?

*Tellman Knudson:* You could definitely do that.

*David:* I mean pull; I mean pulls –

*Tellman Knudson:* Sure.

*David:* Of different servers. Would that be the best way?

*Tellman Knudson:* You know there's no best way. *(Laughter)* But for the moment, that would be a great way to start.

*David:* Great. I thank you for your help.

*Tellman Knudson:* You got it. You got it. Beautiful. Thank you Pat. Hey, Brian Edmondson is with us now. Brian, are you there?

*Brian Edmondson:* Hey Tellman. Hey Pat. How's it going with -?

*Tellman Knudson:* Hey Brian, everybody has their hands raised right now so I'm not going to unmute everybody because I don't want to; I don't want to mess everybody's hand raising up. But early we had a big cheering session for you and how awesome your videos were. Everybody was yelling and screaming and hooting and hollering.

*Brian Edmondson:* Ah. Thank you. I appreciate that. It's good to be on the call and get to meet some of the people who I; are watching the videos.

*Tellman Knudson:* Awesome. So everybody, Brian Edmondson does all the videos for Tellman's List Building Club so if you guys have any questions about any of the videos specifically, you can definitely direct them at him. Both Brian and Pat are going to be around for a little bit. I don't know if they can stay on for the whole call or not but we're going to go ahead and move on to the next question. We; we have like a good 30 more questions here so we're going to start blowing through these as quickly as we can. So, with that said, next person up 615 area code; 615.

*Jay Bach:* Hello Tellman. It's Jay Bach in Nashville.

*Tellman Knudson:* Hey Jay. How's it going?

*Jay Bach:* Very good. I'm in; I'm a real newbie into this. I only had one question for you which I; it's more like constructive criticism then help right now.

*Tellman Knudson:* Okay.

*Jay Bach:* I; I use a cell phone for everything because my wife and I are kind of on the move since I retired. And –

*Tellman Knudson:* Sure.

*Jay Bach:* When you call; when you call, I can't remember the \_\_\_\_\_ (*Laughter*) that you refer to quick enough. But yesterday you called and you left a silent message which just made a recording on my phone. Is that possible to do that most of the time?

*Tellman Knudson:* A silent message?

*Jay Bach:* Yeah. The phone never rang but the recording went off. The recording came through the phone like the phone company does it occasionally for us.

*Tellman Knudson:* I didn't set that up intentionally so I think that was a glitch.

*Jay Bach:* Okay. Good. Well, can you glitch it? (*Laughter*) No, never mind. I (*Laughter*)



*Tellman Knudson:* I don't know what to tell you. I; I; you must have been out of range or something at the point when the call came through.

*Jay Bach:* Okay. That was; that was the only thing I had and the other was I appreciate what you're doing. I just started this afternoon since I've had computers down for the last three weeks and I will probably have more questions later. But thank you very much.

*Tellman Knudson:* Fantastic. Well; well what I advise is that you get through the quick start section as quickly as you possibly can and then schedule in a couple hours a day to work on your list building.

*Jay Bach:* That's; that's; I've got all day now since I lost my temporary job.

*Tellman Knudson:* All right, well hey, you know you're on the move and; and you're traveling a lot or whatever then the Internet marketing is absolutely phenomenal. If you have a laptop with a broadband connection or; or a cellular connection, you can run this kind of business from anywhere in the world. It's; it's; it's a pretty freeing kind of a thing.

*Jay Bach:* That's my goal.

*Tellman Knudson:* Phenomenal. Phenomenal. Well welcome to Tellman's –

*Jay Bach:* Okay.

*Tellman Knudson:* List Building Club and we're glad to have you here.

*Jay Bach:* Thank you very much.

*Tellman Knudson:* Awesome. All right. All right next up is 804; 804 area code.

*Joan Colin:* Yes. My name is Joan Collin in Richmond, Virginia. I have a question about Web Hosting. I was going to purchase a couple from Go Daddy and have them host my pages. Are you advocating Host Gator instead?

*Tellman Knudson:* Yes.

*Joan Colin:* Okay.

*Tellman Knudson:* (Laughter)

*Joan Colin:* \_\_\_\_\_.

*Tellman Knudson:* I don't (*Laughter*) Generally speaking, I use Go Daddy to register my domains and don't tell them I said this but as a general statement, all the other things that they offer are a complete rip off.

*Joan Colin:* Okay.

*Tellman Knudson:* I mean they have great customer support and everything else but I've never; I mean the amount that they're charging for stuff and the types of add-ons that they'll; that they'll ask you to buy and treat you as if it's necessary, I; I just find to be fairly immoral and unethical. I mean Go Daddy as; as a company I think is great. But for Internet marketers who are doing direct response style marketing like I; I think and hope you are, most of the types of things that they offer you are; are completely meaningless. Does that make sense?

*Brian Edmondson:* Hey Tellman?

*Tellman Knudson:* Yes.

*Brian Edmondson:* Just; just to add that; too that too. It may seem like when you're paying more for; to use the Host Gator services. You can get a really good hosting account with Host Gator starting at like \$9.95 a month and if you really want to go all out and have the big package, spend the \$15.00 a month. On Host Gator, you can host an unlimited number of domains.

With Go Daddy, I believe you have to pay every time you add; add a domain. You get tons and tons of space; more space and more bandwidth than you'll ever need. With Go Daddy once you start getting significant traffic to your site, the cost of hosting with Go Daddy can grow exponentially. With Host Gator you can have unlimited; unlimited e-mail addresses, set up several different e-mail accounts. With Go Daddy, you're going to be paying every time you want to add an e-mail account. So, you know I also definitely recommend Host Gator as the hosting solution.

*Tellman Knudson:* Awesome. Awesome. Well I think; I think our caller actually dropped off the line. Hopefully she heard the end of that. But for everybody else, I; I agree whole heartedly with Brian. Cool. Okay. Next person up is another anonymous. We can not see your phone number.

*John:* Yeah. Hello. Greetings Tellman. It's John here in New Zealand.

*Tellman Knudson:* Hello John.

*John:* Yeah. You've probably got a block on the; on that one there. Okay. Look, Tellman just for the benefit of everybody listening, I'm just wondering, in your opinion, can you; can you explain in that the best, in your opinion, the best multi-function and why it is autoresponder that's cost efficient? And also the second best multi-function, cost effect; cost efficient autoresponder and why it is second, in your opinion?

*Tellman Knudson:* Yes. Well it; it doesn't come down to first or second in my opinion but I will explain the two. Is that; is that fair?

*John:* Yes, please.

*Tellman Knudson:* Great. So, if you are using or considering ever using co-registration as a way to build your list which I personally; when you're starting out I advise. Because it's a way that you can get use to building your list and; and you can get some subscribers on your list quickly without feeling extreme amounts of frustration. Co-registration is a great way to build your list, to get started and you know obviously there are a lot of people that are out there who have used co-registration to build multi-million dollar companies as well. I use co-registration very, very much but not in the traditional sense these days but I still do use it.

And so one of the main things that I would throw out there to you is if you want to use co-registration, One Shopping Cart is a phenomenal resource and they are great because not only do they offer your autoresponder and you can have all sorts of, you know, multiple autoresponders and everything. But they also offer ad trackers and the ability to process payments and a shopping cart and an affiliate program and all this kind of cool stuff. If you're not going to use; if you're not going to use co-registration, I advise that you go with AWeber because they're deliverability is very, very, very high. There are very, very, very inexpensive and they are extraordinarily reliable.

*John:* You answered my question.

*Tellman Knudson:* So that's my answer.

*John:* Yeah. Yeah. Much appreciated. The co-registration, now I was just wondering, could you just please explain the; the technical side of what co-registration means?

*Tellman Knudson:* What it means is that if someone goes to a; you pay when you get a subscriber. And if someone goes to a Web page where they have the opportunity to sign up for a variety of e-zines or newsletters or lists around a similar subject and your ad is placed kind of similar to the way you might place a Google Ad Words ad. It's just placed on a different type of a network. And in order for someone to join your list, they have to put; they have to put a check; you know they have to check a box next to your ad when they put in their name and e-mail. And they might join 5 or 10 lists at a time.

*John:* Okay. That's great. And just the last two things is what is the cost of co-registration and what is the cost of AWeber? Is AWeber A-W-E-B-E-R -?

*Tellman Knudson:* Yes.

*John:* Dot com?

*Tellman Knudson:* It is.

*John:* Okay.

*Tellman Knudson:* AWeber is very inexpensive. I think you can start for \$20.00 a month; \$19.95 a month.

*John:* All right.

*Tellman Knudson:* Co-registration there; you know that that's a whole; it's a type of marketing and you can spend a variety of different types of price points. But what I recommend that you use is; I recommend that you use a service called List Opt to get started. List Opt and let me just check something. And you can check out List Opt if you go to [myfirstcoreg.com](http://myfirstcoreg.com); [myfirstcoreg.com](http://myfirstcoreg.com) and see everything that List Opt has to offer.

*John:* That's co-reg, R-E-D; R-E-G, is it?

*Tellman Knudson:* R-E-G. Yes.

*John:* At dot com.

*Tellman Knudson:* You got it.

*John:* Much appreciated. Tellman, appreciation it.

*Tellman Knudson:* You got it. Thank you.

*John:* Yeah.

*Tellman Knudson:* Okay. Fantastic. Fantastic. Next person up 719 area code; 719.

*Dean States:* Yeah. I'm Dean States from Colorado Springs, Colorado and –

*Tellman Knudson:* Hi Dean.

*Dean States:* My question is that I've been, you know, trying; I signed up for your List Building forums quite some time ago. And, I; I get a report every day that tells me how many hits that I've had but nobody has bought in. And I'm just and I'm; as I'm listening to other people talk and; and I'm wondering if I've done everything right to get to; to be able to get people to list in.

*Tellman Knudson:* Are you talking about List Hero?

*Dean States:* Yes.

*Tellman Knudson:* Great. So, you know one of the main things as far as List Hero is concerned is that's a totally separate program. However, the; how many different types of ads have you tried? You know where you get to write your ad and; and you get to place your; your; your ad to build your list. How many different types of ads have you tried?

*Dean States:* I really haven't tried any.

*Tellman Knudson:* So just the first one that you; that you wrote when you initially started?

*Dean States:* Yes.

*Tellman Knudson:* So probably what's happening is you wrote an ad and I'm; I'm guessing that you probably haven't had a tremendous amount of training in copywriting. Would that be accurate?

*Dean States:* That's very accurate. Yeah.

*Tellman Knudson:* Okay. So what I might do is I might pick up an e-book or a training program or even join the [copydoctor.com](http://copydoctor.com) and start. And what you will find is that, you know, most ads that most people write are pretty bad and don't get very good results. And you know what; I'll tell you what. The ads that I wrote for a long time were absolutely horrible. They were absolutely terrible and that goes from the e-mails that you might send out to the squeeze pages

that you might write to; to the ads that you might have as far as something involved in a co-registration service.

Which List Hero actually happens to be a totally free co-registration service that you can sign up for. And, one of the; one of the; the main points that I'm making here is that if you were to have an ad that was more compelling, more exciting to the people that you're trying to write toward, I bet you anything you would have more people that would opt-in in a jiffy. But; but since you haven't sent a lot of time on that that would make sense. You; you probably wrote the ad fairly quickly when you first started out and haven't gone back and taken a look at it since. It's a pretty common error.

*Dean States:* I see. Okay.

*Tellman Knudson:* Does that make sense?

*Dean States:* Yes, it does and; but you was saying something because my autoresponder is AWeber which I've been with them for some time. And you was saying that they don't allow some e-mails to come in or something.

*Tellman Knudson:* AWeber doesn't allow co-registration. You might want to consider for what you're doing with List Hero, looking at a different autoresponder for List Hero or any co-registration efforts you have.

*Dean States:* Right.

*Tellman Knudson:* And then turn around and just use AWeber for when people arrive directly at your Web site and opt-in.

*Dean States:* I see. Okay.

*Tellman Knudson:* Does that make sense?

*Dean States:* Sure. Yeah.

*Tellman Knudson:* Beautiful.

*Dean States:* Okay. Thank you very much.

*Tellman Knudson:* Cool. Glad we could answer your question. Okay. Next person is also anonymous. Next person is also anonymous. I can not see your caller ID so I will go ahead and click you through.

*Tom:* Oh. Hi Tellman. This is Tom on the Oregon Coast.

*Tellman Knudson:* Hey Tom.

*Tom:* First I want to thank you for your phone call remainder today because that's what brought me here.

*Tellman Knudson:* Beautiful.

*Tom:* I went to the computer and; and tried to log onto your List Building Club but I just keep getting the same error message that my e-mail does not exist in your database.

*Tellman Knudson:* Okay.

*Tom:* So I went back and checked and the e-mail that linked here is the same e-mail I'm putting in. So I don't know what's going on there.

*Tellman Knudson:* Well I have good news and bad news but the bad news isn't that bad. Okay?

*Tom:* Okay.

*Tellman Knudson:* One of two things happened. Okay? Either you used a different e-mail address when you created; see the system that sends you the e-mail through My View is different than the system that allows you into the List Building Club. Okay? Does that make sense?

*Tom:* Okay.

*Tellman Knudson:* So you purchased through the e-mail address that we; where we sent you to remind you about the call. Okay? You may have either A, miss typed your e-mail address when you created your account or B, is it possible that you used a different e-mail address? If you believe that there's no possible way you miss typed it and you also know that you; you; there's no way you could have used a different e-mail address then what I'd like you to do is go straight to [tellmansupport.com](http://tellmansupport.com) and put in a ticket. And Sara or Donna will; will; will get you taken care of and get your account set up and created if it's not already there waiting for you.

*Tom:* Okay. I'll do that.

*Tellman Knudson:* Okay? Beautiful.

*Tom:* And I have another question.

*Tellman Knudson:* Okay. Go ahead.

*Tom:* All right, now I'm fairly new to this but I am learning really as fast as I can –

*Tellman Knudson:* Sure.

*Tom:* And I have a goal. I'd like to make \$150,000.00 by the end of the year.

*Tellman Knudson:* Okay.

*Tom:* I have lots of different options. I've probably got about 20 different domains that that I have registered. And I; my main thing that I think I want to pursue is the [instituteformselfdevelopment.com](http://instituteformselfdevelopment.com).

*Tellman Knudson:* Okay.

*Tom:* And I have a lot of ideas there \_\_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* Wait. Wait. Hold on. I'm going to slow you down.

*Tom:* Okay.

*Tellman Knudson:* What's your question?

*Tom:* All right, my question is one of the things that I think would be able to generate a lot of money right away is I have recently lost 45 pounds. I've been able to do this without any kind of special diet or exercise routine and I think that that would; there would be a market for that kind of information. And do you think that I could pursue that to make my goal of making \$150,000.00 by the end of this year?

*Tellman Knudson:* Sure.

*[Crosstalk]*

*Tom:* \_\_\_\_\_ -

*Tellman Knudson:* I say it kind of off hand like that because I mean you can pursue anything and what; and whether or not it'll; I mean I don't really



ever look at anything as a question of whether or not it will work. Right? That; that's not really how I look at things. I know it will work. I just have to; I just have to keep trying stuff until it does.

*Tom:* Okay.

*Tellman Knudson:* Right? I mean that that's just how I look at stuff. So, you got a weight loss program that doesn't require any special diet or exercise and you lost 45 pounds in how long?

*Tom:* Over a period of about three years.

*Tellman Knudson:* Okay. Cool. So, fantastic.

[Crosstalk]

*Tom:* \_\_\_\_\_ pound a month and I also have –

*Tellman Knudson:* A pound a month.

*Tom:* A domain [poundamonth.com](http://poundamonth.com).

*Tellman Knudson:* Great. So, go for it.

*Tom:* Okay. Let me ask one more quick question. Now, would; as being a newbie, if I could come up with an e-book and a program and a Web site with a good sales letter on it, would I be able to attract people like you and Matt Bacak and Shawn Casey to right off the bat be willing to JV with me?

*Tellman Knudson:* Very highly doubtful and there are two reasons, right? The first reason is because your product is not geared toward our market. The second reason is because you're not offering us anything to help us in our own business. Right? You're focusing on your own business which you can do but that's certainly not how I started. I started only doing affiliate marketing, promoting other people and learning how to get really good at promoting other people so I could develop that skill set first before I focused on telling the world how smart I was.

*Tom:* Uh-huh.

*Tellman Knudson:* So, it depends on your goal. If your goal is to sale an e-book, great but hey, I mean if you; if you made your information available for free, couldn't you get really good at selling other people's products or services in the weight loss industry?

*Tom:* Okay.

*Tellman Knudson:* And couldn't you turn around and; and do joint ventures with the people with huge weight loss or fitness lists? Absolutely.

*Tom:* Okay.

*Tellman Knudson:* Make sense?

*Tom:* Yes, it does.

*Tellman Knudson:* So your; your main thing that that I want you to do is to get; get access to Tellman's List Building Club right away and get through the quick start program. I think you'll understand where I'm coming from a lot faster and you'll get a lot more clarity about what the steps are that you should go through.

*Tom:* All right, I'll do it.

*Tellman Knudson:* Beautiful.

*Tom:* Thank you.

*Tellman Knudson:* Cool. Thank you. Okay. Next person up 970; 970 area code.

*Paul Sterling:* Tellman.

*Tellman Knudson:* Yes.

*Paul Sterling:* Paul Sterling here from [magicrelationship.com](http://magicrelationship.com) and my question –

*Tellman Knudson:* How's it going, Paul?

*Paul Sterling:* How are you fellow \_\_\_\_\_?

*[Crosstalk]*

*Tellman Knudson:* Good. All right. Where are you?

*Paul Sterling:* Well actually I'm in Colorado now but I used to live in Middlesex and then Montpelier and –

*Tellman Knudson:* Cool.

*Paul Sterling:* Anyway, how successful has this free CD program been and how would you recommend me using it for my relationship site? When I say successful, I'm trying to look like what percentage and did you get it; people from Google? Where did you get them that come into it? And then one last question on -?

*Tellman Knudson:* Okay. Well –

*Paul Sterling:* On that is did you have them land on the free seat; free CD site first or free calls first?

*Tellman Knudson:* Okay. Great questions. Great questions. You; you; I; you just asked more questions than I think you realized. No. 1; No. 1 is I didn't come up with this system. Okay? I'm a big, big fan. I'm a big, big fan of following other people's systems and applying them very, very, very quickly.

This is Matt Bacak's system and he teaches this in his course called the Formula. And so, if you're interested in following this type of a system, I have to recommend that you buy his course. And, the; let me see if I can find the link here to buy his course because you can't just go straight to his Web site and buy it.

*Paul Sterling:* I; I got all that.

*Tellman Knudson:* All right.

*Paul Sterling:* If you want it for other people, it might be good for them to hear it.

*Tellman Knudson:* Okay. Let me see. You; you have his system though. You already bought it.

*Paul Sterling:* No. I don't have his system but I have the; I have all the links. I saved all the links because I'm on his mailing list and he sent me everything so.

*Tellman Knudson:* Okay. Cool. Yeah, you can pick up his system at [ultramarketingmarathon.com/formula](http://ultramarketingmarathon.com/formula); [ultramarketingmarathon.com/formula](http://ultramarketingmarathon.com/formula). But the; the main answer to your question is that; I mean I've done it a variety of ways. How successful has it been? Well, it started out very unsuccessful like most of my campaigns do and then I improve on them until they become very successful. So it's been extraordinarily successful. We; as I; as I announced at the beginning of the call, currently we have about 2,600 members; a little bit more than that.

And, you know I'm; I'm; I'm aiming for my first goal to be 10,000 members. But hey, 2,600 is; is almost 25 percent of the way there and we've been doing this for just about a month now. Right? It's not a bad start considering I haven't put any serious firepower behind it. So, I'll let you do the math. I mean it's a pretty nice number, right?

*Paul Sterling:* And where are most –

*Tellman Knudson:* That comes in –

*Paul Sterling:* Of those people coming from?

*Tellman Knudson:* Well –

*Paul Sterling:* From other lists that you have or whatever?

*Tellman Knudson:* What I've been doing is well oh course, my own lists and then what I do is I do teleseminars where I'm selling my perpetual marketing machine course for; for \$4,000.00 on that; in my teleseminars. And so they promote the teleseminars and then; then for what I call homework to do before the teleseminar, they go and they buy the free CD. Which; which every; probably everybody on this call did.

*Paul Sterling:* Right.

*Tellman Knudson:* Yeah. So you can have a free teleseminar and; and you can do it that way. I mean and Matt has been doing a variety of other ways that you can just watch him do. I mean he just has the \_\_\_\_\_ sale, right? And one of the; one of the bonuses was the first month free of the; of the coaching or of his; of his Internet marketing dirt. And then today he just sent out something for \$1.00 teleseminar that also gives you your first month free. So I mean you can get people in there a hundred different ways.

*Paul Sterling:* And what would you put on for membership content on a relationship site? I mean \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* I'd ask people what they want.

*Paul Sterling:* What; what a concept. Thank you. *(Laughter)*

*Tellman Knudson:* I mean that's; as; again as I mentioned at the beginning of the call that's exactly what I'm doing here is I'm just asking all you guys what you want. And hey, I'm answering it but then you know; we're going to turn around and get it more refined and more focused and then make videos about them and make articles about them and all that kind of stuff. And then make that –

[Crosstalk]

*Paul Sterling:* \_\_\_\_\_.

*Tellman Knudson:* Make it available as content within the site for you.

*Paul Sterling:* Great. Great.

*Tellman Knudson:* Does that make sense?

*Paul Sterling:* It does.

*Tellman Knudson:* Beautiful.

*Paul Sterling:* And did you say a percentage of closing; like what percentage of the people that you send it out actually sign up and \_\_\_\_\_ -

[Crosstalk]

*Tellman Knudson:* What; what are you looking for? Are you looking for the percentage of sending what out, signing up for what?

*Paul Sterling:* Well, people that you've e-mailed. If I have; you have a larger list. I have about 2,000 people on my list. I'm trying to figure out what percentage is a good percentage for signing up that are already are on my list that would sign up –

*Tellman Knudson:* What per; okay, you're thinking about it the wrong way. The answer is you always do an AV split test. And you always focus on beating it and you're constantly improving.

*Paul Sterling:* Okay.

*Tellman Knudson:* That's it and it's very simple. I mean –

*Paul Sterling:* Thank you.

*Tellman Knudson:* Whatever your results are that you're getting right now, focus on beating them.

*Paul Sterling:* Got it.

*Tellman Knudson:* You know? Hey, write; write a free CD page that converts it, you know, 45 percentage and you'll be dominating the entire relationship market.

*Paul Sterling:* (Laughter) That will be good.

*Tellman Knudson:* Seriously.

*Paul Sterling:* Yeah.

*Tellman Knudson:* But always, always, always at least do a headline AV; AV split test. That's the one thing that people always, always miss out on.

*Paul Sterling:* Great.

*Tellman Knudson:* Beautiful. Okay.

*Paul Sterling:* All right. Thanks Tellman.

*Tellman Knudson:* Hey, you got it. You got it. Okay. 713 area code; 713.

*Male:* Hey; hey; hey Tellman. It's \_\_\_\_\_.

*Tellman Knudson:* Hey. How's it going?

*Male:* Good. My question for you and I've got my kids in the car. We're just getting out of school.

*Tellman Knudson:* Sure.

*Male:* It's about squeeze pages.

*Tellman Knudson:* Okay.

*Male:* And I noticed that on like [myfirstcoreg.com](http://myfirstcoreg.com), you don't have a squeeze page. You go directly to the; the site. And if you were going to put a squeeze page; so really I guess it's a three part question, would that be a text page squeeze page or an Alex Mandossian type audio squeeze page?

*Tellman Knudson:* On which site?

*Male:* For example, when you do; when you go to [myfirstcoreg.com](http://myfirstcoreg.com) –

*Tellman Knudson:* Oh. Not my site.

*Male:* When you type in; right. It's not your site.

*Tellman Knudson:* Yeah.

*Male:* But for an affiliate; developing an affiliate list a good \_\_\_\_\_ to that site should; so I guess my question is because I know you're a big promoter of squeeze pages.

*Tellman Knudson:* Yes.

*Male:* I'm just curious of the psychology behind that having a squeeze page on that particular URL.

*Tellman Knudson:* Okay. Well –

*Male:* Because it goes directly to the site.

*Tellman Knudson:* Real simple. Well I mean you guys are already on my list, right? Right?

*Male:* Oh. Right.

*Tellman Knudson:* So you're already on my list so I have no need to put you through another squeeze page.

*Male:* Okay. Well, I guess what I was talking about is if you're developing an affiliate or using that to develop a list as an affiliate marketer.

*Tellman Knudson:* Well if you're building your own list –

*Male:* So if somebody were randomly –

*Tellman Knudson:* From scratch then you should always build your list first, right? And then follow up; you send follow up e-mails to promote whatever it is you're promoting, right?

*Male:* Okay. Got it.

*Tellman Knudson:* But; but you're on my; like no one hears about my first co-reg unless they're already on my list. So there's no need for me to build a squeeze page. Now why isn't; why isn't he using a squeeze page there? I honestly have no idea. Maybe his sales conversions

are just so much higher by not having a squeeze page in that particular situation that he does a lot better with it or I mean you know what? List Opt has been around for a very long time and maybe; maybe he just wasn't thinking about it when he developed it and hasn't got around to putting one together.

*Male:* Okay. Thanks Tellman.

*Tellman Knudson:* You're welcome.

*Male:* Bye.

*Tellman Knudson:* Okay. Next person up 541 area code; 541.

*Sharon:* Can you hear me now?

*Tellman Knudson:* I can hear you now.

*Sharon:* Okay. *(Laughter)* This is Sharon in Oregon. My Web site is joyfulwealth.com and I have to laugh. I went to Putney School like 40; 50 years ago. *(Laughter)*

*Tellman Knudson:* Oh. Fantastic. Fantastic. I have a friend that teaches at Putney School right now.

*Sharon:* Okay. Tellman, I've been trying to do this for a couple of years now and I sort of get started and stopped. I bought my first list with Matt Bacak using List Opt. They had like 10,000 people and got zero for my results. And part of it is that I very specifically want; I'm building a; a direct sales company that is and; and I don't have any \_\_\_\_\_ sales company.

*[Crosstalk]*

*Tellman Knudson:* Hold on. Hold on. Hold on. Hold on. Wait. Wait. Wait. Wait. Wait. Wait. I'm going to stop you.

*Sharon:* Okay.

*Tellman Knudson:* What's your question?

*Sharon:* Okay. My question is right now I have two new lists that I just started with e-courses. I'm concerned about following; follow up with them that's meaningful so that they're not just getting junk mail from me that they; that they hate. I call each of these people and I also want to have a way of following up with an



autoresponder depending on how the conversation went. Can I move them around in the AWeber once they're on AWeber and create separate lists like that or am I over complicating things?

*Tellman Knudson:* You're definitely over complicating things. Let me ask you a simple question. Okay? How expensive is the product you're selling them?

*Sharon:* The core product is \$1,500.00 and people spend up to \$20,000.00 with me within –

*Tellman Knudson:* Okay.

*Sharon:* A few weeks.

*Tellman Knudson:* Okay. Well, then you may; you may be an exception to the rule then. Okay? So, what I was going to tell you and; and; and I'm; I'm glad I asked you how expensive the product is. What I was going to tell you is that, you know, there; there's no way what you're doing is scalable enough because I was expecting you to say it's a \$47.00 e-book because I; you know; I've heard this question before. So, No. 1 is kudos to you for promoting and selling a high end product. That's; that; that's phenomenal.

So, when it comes down to moving people around and all that kind of stuff what I would say is there are a variety of cool ways that you can follow up with people. However, one of the things that's; that's really important is to realize and to remember what's meaningful to one person is not meaningful to another person. No matter which way you cut it or which way you position it. So what's really, really important for you to be focused on is not what's meaningful but what's effective and often times the most effective things also happen to be the most meaningful ones.

So, I certainly don't mean to say you shouldn't be sending good content or you shouldn't be giving people what they're; actually care about or are interested in because just sending spam obviously is a waste of time. However, you know you can do some cool things with voice broadcasting. There's a company called VoiceShot, [voiceshot.com](http://voiceshot.com); very inexpensive to use. They're who I use to do all of my voicemail reminders on; on my calls and different things like that. You probably got one before this call.

You can also do prerecorded voice messages through a service called Freedom Voice; [freedomvoice.com](http://freedomvoice.com). And you can; you can have people then call in to get a prerecorded message from you,

right? So, there are ways that you and; and what would happen if you had an e-mail that drove people to call in to a prerecorded message, right?

*Sharon:* Right.

*Tellman Knudson:* Now you're able to deliver that; that; that meaningful content through a variety of; of; of means above and beyond just e-mail. And what if; what if instead of you calling everyone personally, right, they had to call into one of these accounts, listen to a message from you and then call you? Well, what happens is now you're really sorting people out and you're really focused on getting really great people to call you who are looking for that consultation or looking to have that talk with you already instead of you trying to convince them that they should.

*Sharon:* Um-hum.

*Tellman Knudson:* Does that make sense?

*Sharon:* It; it does make sense. Okay. Some of this is available in my office; back office but I decided that I really; you know I was losing the lists. I wanted to build the lists because ultimately, I will then do multiple streams of income. But I love what I'm doing and I want to stay focused on it. Whenever I think about other things right now, I lose my focus. So I'm –

*Tellman Knudson:* Right.

*Sharon:* You know I make over a six figure income doing this and I want it to get to where it's like a seven figure income. Then I can; then I can start thinking about other streams of income.

*Tellman Knudson:* Well let me just ask you a simple question. In order to make it a seven figure income, have you figured out how many of your packages you need to sale?

*Sharon:* I have. I don't have it off the top of my head but I should. Right. *(Laughter)*

*Tellman Knudson:* Well here's why. I mean you know what your average; you know; either you know or you could figure out what your average sale is, right?

*Sharon:* Absolutely.

*Tellman Knudson:* But you need to figure that out first because I don't know and it may be completely attainable. But what I'm saying is I; I just \_\_\_\_\_ -

*Sharon:* It's totally attainable. There are other people who make \$100,000.00 a month regularly.

*Tellman Knudson:* Well, that's fine but you have to look at how they're doing it.

*Sharon:* Uh-huh.

*Tellman Knudson:* Because you don't know how; I mean how much time do you have to make one-on-one outbound calls? I don't know that that's an effective strategy. I don't know that it's not an effective strategy either, right?

*Sharon:* Uh-huh.

*Tellman Knudson:* But what I'm saying is look at your numbers and say okay, well you know what? A seven figure income, that sounds nice. Okay? Except that you know there's a high seven figure income and then there's a low seven figure income. You know pretty big difference, you know, between \$1 million a year and \$9 million a year.

*Sharon:* Right. Right.

*Tellman Knudson:* Right? So; so what I would really do is; is take a look at what it is you're selling, what your average sale is like and focus on getting more of your; of your average sales. And then how to turn that average sale into a higher dollar amount and how to automate as much of the process as you can leading up to that high sale. And use all; all the tools that are available to you in order to make that happen. But I mean hey, if there are people who are already out there making; making six figures or seven figures then; then what you need to do is you need to call them up and find out what they're doing.

*Sharon:* Right.

*Tellman Knudson:* And do the; exactly what they're doing even if it makes you feel uncomfortable.

*Sharon:* Um-hum.

*Tellman Knudson:* And that; that; that's –

*Sharon:* Okay.

*Tellman Knudson:* That that's the best advice that I would give you on that. Does that make sense?

*Sharon:* Yeah, it does make sense. It's good. Thank you.

*Tellman Knudson:* Beautiful. Beautiful.

*Sharon:* Thank you.

*Tellman Knudson:* You got it. Okay. Next person up 815 area code; 815.

*Male:* What I wanted to know was the times of your calls.

*Tellman Knudson:* Well, this is the first call that we've had. The List Building Club is generally not a call club. It's; it's the videos, the audios and; and the articles. We don't have regular calls. It's; it's going to be kind of a; a sprouted thing from time to time for the moment.

It's; it's not part of the program. It's an extra bonus we've put together for you. So, this is the first one we've had and depending on the kind of feedback we get, we may have a lot more. We may; we may not. Depending on; on what people like and; and don't. But we'll be sure to e-mail you with; with times of other calls or other events as they come up.

*Male:* Thanks.

*Tellman Knudson:* Beautiful. You got it. Okay. Next person up is 408 area code; 408. 408 area code are you with me?

*Gary Page:* I'm now with you. *(Laughter)*

*Tellman Knudson:* All right.

*Gary Page:* I had my phone on mute and here I'm talking away.

*Tellman Knudson:* Beautiful.

*Gary Page:* I'm Gary Page in Sunnyvale, California.

*Tellman Knudson:* Hey Gary.

*Gary Page:* And my question has already been answered. However, I had a feedback for the guy that had the cell phone problem. His messages; his; your message going into his voicemail without you know so if he's in his car, he can't write down the Web address and so forth. If he looks on his incoming call caller ID, he'll see your 802 number. And when that comes up on caller ID, he can just not answer it and it'll go into voicemail.

*Tellman Knudson:* Beautiful. Beautiful.

*Gary Page:* Then he; then he can write down the Web address or whatever other info; info he has. And I don't want to get into legal problems but I agree with you 100 percent about Go Daddy. *(Laughter)*

*Tellman Knudson:* All right.

*Gary Page:* And that's it and thanks for the call. It's been great.

*Tellman Knudson:* Hey. Beautiful. Thank you.

*Gary Page:* Thanks.

*Tellman Knudson:* Thank you.

*Gary Page:* Thank you Tellman. Bye-bye.

*Tellman Knudson:* All right. Bye-bye. All right. Fantastic. 714 area code; 714.

*Rob:* Hello Tellman. This is Rob from Orange County, California.

*Tellman Knudson:* Hey Rob.

*Rob:* I; I have a quick question to ask you please.

*Tellman Knudson:* Sure.

*Rob:* On your; in your affiliates when you're selecting your affiliates to work with, what are your guidelines that you use to select an affiliate? Meaning like do you go by the; the gravity or a variety of different things, the percentages, the sales that are coming from the affiliate and/or what do you use, sir?

*Tellman Knudson:* Well are you asking me what I use now or what I used when I started because those are two very different things.

*Rob:* Okay. What did you use when you started?

*Tellman Knudson:* Sure. What I used when I was starting was No. 1 is I would take whatever my topic or my keywords were and often times I; I really like using ClickBank. They're reliable. They pay on time. You know I know what to expect. They don't make excuses for anything. And, often what you'll find is with ClickBank when you do a search, you're; you know the different products that will come up will; will be based on how popular they are and; and how well they're selling.

So my first wave of criteria is a product that sells well. Gravity is one example of a product that sells well. Popularity is another. But you know gravity and popularity are very similar in a lot of ways. The second thing that I would do is once I found a; a variety of products that would sell well or theoretically were selling well, is I would turn around and I would buy the products, go through them and that way I would only recommend products that I really believed in and that were actually good products. That's a critical element that unfortunately a lot of people miss out on.

You only want to be promoting products that are high quality, that deliver on what they promise and that actually teach you something. Because if you can come from the heart with your recommendations; it becomes a much, much easier way to; to generate income and to generate rapport and trust among your subscribers. So those are the two major things. Does that make sense?

*Rob:* It makes sense. My; my other question is your criteria that they supply you with links and banners and sometimes a different diverse amount of advertisements that you can put on your squeeze page or your landing page. Do you use that as a criteria also?

*Tellman Knudson:* Absolutely not. And the reason is because you don't want to be putting any of those things on your squeeze page or your landing page ever under any circumstances. You want to focus on building your list first and then promoting an affiliate program through your follow up e-mail marketing and your autoresponder. And that's really just an e-mail with a; with a; with a redirect link. Does that make sense?

*Rob:* It makes sense.

*Tellman Knudson:* It gives you a lot more control and it helps you to improve things over time. It's much, much easier to track things when you only have one offer in one e-mail. I don't; I don't really ever use

banners and all of my blogs and things like that almost exclusively just promote my own squeeze pages. And; and I've been doing that from the start. Make sense?

*Rob:* It makes sense. Thank you Tellman.

*Tellman Knudson:* You got it. 610 area code; 610 you are up.

*Eric:* Yeah. Hi Tellman. This is Eric. How are you doing?

*Tellman Knudson:* Good Eric. How are you?

*Eric:* Good. I'm from Reading, Pennsylvania.

*Tellman Knudson:* All right.

*Eric:* And I just had a question. I'm basically new at this. I don't really have any products to sell and you know I have some hobbies and I thought about trying to sell some of my products from my hobbies. But, you know, I don't really know where to go from, you know; getting started with selling something.

*Tellman Knudson:* Beautiful. I'm willing to bet that you haven't been very far into Tellman's List Building List yet.

*Eric:* *(Laughter)* Well, I did kind of go through the quick start a little bit. I just didn't really get through the whole thing but –

*Tellman Knudson:* Beaut; okay. Here's your; here's your solution. Really what you need to do is you need to schedule in time every day to go through Tellman's List Building Club because it'll walk you through a; every single piece step by step. So we're clear, I did over \$800,000.00 in sales my first year online with no product of my own. Okay? I'm telling you this because I; I'm teaching you exactly what I did inside Tellman's List Building Club.

*Eric:* Okay.

*Tellman Knudson:* So go through the List Building Club, follow each step to the T. Brian Edmondson are you still with us?

*Brian Edmondson:* I'm here Tellman.

*Tellman Knudson:* Brian. Brian is a super affiliate and I know that he has made an immense amount of money promoting other people's products and services through affiliate programs and he made all the videos.

Brian, what; what we're talking about here is not; you know is just starting out, not having your own products and services and really what; what; what should be done first. And; and what I'm recommending is to immediately go through the; the quick start and the rest of Tellman's List Building Club and I think he'll be off and running. What are your thoughts?

*Brian Edmondson:* Yeah. Absolutely. We actually have an entire section dedicated to looking at ClickBank, figuring out how to search ClickBank as well as other resources for finding products to promote. How to get your affiliate link, we show you how to do it in theory and then we actually show you how to do it technically. And you know ClickBank we've mentioned a few times in this call and ClickBank is one of my favorite marketplaces for searching for products to promote. They have great products in ClickBank.

Most of the people who provide products in ClickBank understand our type of marketing. They understand direct response based Internet marketing so they have great sales processes that help you maximize sales. And I; what I really love is that I know I'm always going to get paid and I'm going to get paid on time that's why I promote someone from ClickBank. So, definitely go through the videos and you'll have no problems finding four or five products to start promoting immediately on your Web site.

*Tellman Knudson:* All right. Great question. Thank you.

*Eric:* All right. Thanks a lot.

*Tellman Knudson:* You got it. Okay. Next person up is 404 area code; 404.

*Diane Gregg:* Hi Tellman. This is Diane Gregg in Atlanta, Georgia. How are you?

*Tellman Knudson:* Good Diane. How are you?

*Diane Gregg:* I'm great. Thanks. I'm real new and I've been reading through all your information and I'm starting to get overwhelmed. Now, my question is I'm trying to create a squeeze page but I've already had a five page Web site designed. I'm the author of a book that will be coming out, *The Hidden Dangers of Soy*. Now on the squeeze page is where they're going to get the opt-in. They have to put their name and e-mail address, correct?

*Tellman Knudson:* Yes.



*Diane Gregg:* From; once they do that, where does that; how do I get that squeeze page for them to go right to my site? This is; I don't understand how the dynamics work.

*Tellman Knudson:* Okay. Great question.

*Diane Gregg:* Because I don't have a list at all so I'm starting from scratch.

*Tellman Knudson:* Okay.

*Diane Gregg:* All I have is family and friends.

*Tellman Knudson:* Great. Great. Okay. So, what you need to do is you need to go into Tellman's List Building Club and go through the quick start videos first because it will explain exactly how to do that step by step with all the technical details.

*Diane Gregg:* Okay.

*Tellman Knudson:* Right? Go; go through the quick start and then we have Lesson 1, Lesson 2, Lesson 3 and Lesson 4 in the videos. And you're going to just want to go through those in order. Now here's the deal. A lot of people start out and they have a Web site designed that isn't going to be an effective Web site to actually sale what they're trying to sale. Now I haven't seen your site so I don't know if you're; if your Web site was designed with sales in mind. Okay?

If it's like 99 percent of the Web sites that are out there, designed by 99.999 percent of the Web site designers then it probably wasn't designed with sales in mind. Now, maybe that's not the case and that would be great. Do you have a long copy sales letter written for your book?

*Diane Gregg:* Yes.

*Tellman Knudson:* You do. Fantastic. Okay. Cool. So what you probably want to do is you're; you're; you're simple going to want to have your homepage be your squeeze page. Okay?

*Diane Gregg:* And how do I; how do I do that since it's already been created?

*Tellman Knudson:* Well you'll; if you don't; well, what you're going to want to do is go through Tellman's List Building Club and it will teach you all the technical steps, step by step by step or you can simply hire the; the person that created it for you to do it for you.

*Diane Gregg:* Oh. I see. Yeah because the; this side also has resources. I; I also want to put a blog on that because it's health related. So,  
\_\_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* I; I; I –

*Diane Gregg:* Generate traffic. It'll; they'll want to keep coming back because I'll be putting on new; new; sending out newsletters, food alerts, that kind of thing and new recipes. That's \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* Well they're going to come back because of your list. They're probably not going to come back because of your blog unfortunately. Your blog is a traffic generator, right? It's to get people –

*Diane Gregg:* Right.

*Tellman Knudson:* To come to your Web site in the first place. And from there you want them to join your list and that way whenever you want them to go to any page on your site or to buy anything that you promote, all you need to do is send an e-mail out to your list. So, it sounds to me like what; what would be the; really the most helpful for you is to go through Tellman's List Building Club. Go through the quick start. Go through Lessons 1, 2, 3 and 4 in order and you're going to learn a lot of the technical details and be able to make a decision on whether you want to do them yourself or whether you want to hire your Webmaster to do them for you.

I would advise that you learn how to do them yourself and then once you know how to do them yourself if you want to hire someone else to do it; to do that; to do that after the fact.

*Diane Gregg:* And then I can get involved since I'll know what I'm doing. Then I can get involved with the affiliate programs.

*Tellman Knudson:* Exactly.

*Diane Gregg:* Because I'm very new. *(Laughter)*

*Tellman Knudson:* Got you. Got you.

*Diane Gregg:* And I don't even have an e-mail marketing yet and I; but I hear you saying AWeber or the; what was it; configuration reg.

*Tellman Knudson:* You know what? I don't want to; I; I have no interest in overwhelming you with anything else whatsoever because it's not going to be useful to you. What I would; what I would say is how much time a day do you have to spend on this?

*Diane Gregg:* Oh. I; I have four hours or more.

*Tellman Knudson:* Okay. Have you scheduled those in?

*Diane Gregg:* Yes.

*Tellman Knudson:* Great.

*Diane Gregg:* It's the first thing I do every morning when I get up.

*Tellman Knudson:* Fantastic. So what you should do is first thing before you check your e-mail in the morning, log into Tellman's List Building Club and go through one or two of those videos in order and do everything that it says. And –

*Diane Gregg:* Okay.

*Tellman Knudson:* In no time, all of the things that are overwhelming you I think are going to become clear as day. Brian, what do you think?

*Brian Edmondson:* Yeah. Absolutely. You know one of the things about the; the List Building Club and the videos and not; not to pat myself on the shoulder but you know we really took; we started from absolutely nothing and detailed step by step every single thing we did to; to get a Web site up, to get a domain name, to get hosting. And we; you know we have some more content coming out this month where we; we; we're going to also be showing you how to get traffic to your site.

And it all builds upon each other and you can literally just watch the video and see me do one thing and then hit the pause button and then do it yourself. And then hit the play button and watch me do the next thing and then so on and so forth. And by the time you've done the first series of videos, everything you have right now, you'll have a Web site that's up and running and ready to get traffic. And we're going to start going into traffic and getting traffic to our Web sites and start making money with our sites. Right now, you know a lot of stuff is talking about the

infrastructure, setting it up and we're; we're putting everything in place that we need to have a well oiled machine and so it'll start generating profits for us on the Inter; Internet.

And you know the step by step, go through it and we'll continue to use the site that I built as a case study as we become more advanced in what we're doing. And I think it's really great. So not to pat myself on the shoulder, Tellman but yeah, I; I think that's; that's great advise you gave.

*Tellman Knudson:* Yeah. It's a very, very cool system that we've built and Brian just did an awesome, awesome job on; on all the instructional video; the videos. We've gotten so much great feedback from them. So, beautiful. Beautiful.

*Diane Gregg:* But wasn't there one; wasn't there a particular program that you used demonstrating what; what you're doing? Because it didn't look; I didn't recognize that when I looked at the –

*Brian Edmondson:* Sure. The; the program I'm using that you're seeing to record the screen and to record everything I'm doing is called Camtasia and it's by a company called Techsmith.

*Diane Gregg:* Right.

*Brian Edmondson:* It's a really great pro; it's a really great program. I; it's becoming one of my favorite tools for; for doing online education.

*Diane Gregg:* Yeah. That's; I did watch those and I saw that. And; and when you were going through the steps since I didn't have any of that, that's why I was also overwhelmed as to \_\_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* Yeah. You know here's the thing guys and this applies to everyone is you don't go to another step until you've done the first step. Right? You don't –

*Diane Gregg:* Right.

*Tellman Knudson:* Just watch a bunch of videos. You have to watch the first video and then do it. And then watch the second video and then do it. And then watch the third video and then do it. Otherwise you get overwhelmed in a hurry.

*Diane Gregg:* Right.

*Tellman Knudson:* Make sense?

*Diane Gregg:* That's; yes and then I just have a comment for the; the person that was switching hosting accounts and was concerned about the 48 hour delay. The other thing that she needs to be concerned with is losing her page rank because that happened to me with my photography business. I used to be on the first page and I was like the fourth one down. And when I switched, it took a month before I got up to the first page again.

*Tellman Knudson:* Sure.

*Diane Gregg:* So –

*Tellman Knudson:* Sure. And that –

*Diane Gregg:* That's a little bit of tid; tidbit because it's very important to keep your page rank.

*Tellman Knudson:* Very, very important. You got it. *(Laughter)*

*Pat Marcello:* Can I chime in for a second since it's an SEO question?

*Tellman Knudson:* Please do Pat.

*Pat Marcello:* Generally if you don't change your domain, you're okay. Changing your hosting shouldn't really affect you all that much.

*Diane Gregg:* Yeah. I know because I; I kept the same domain but I; it took three weeks before I was back where I was supposed to be.

*Tellman Knudson:* Got you. Beautiful.

*Diane Gregg:* But I got \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* All right. All right. Well thank you so much.

*Diane Gregg:* Thank you.

*Tellman Knudson:* All right, we have a bunch of questions left here. Next person up is 703 area code.

*Don:* Hey Tellman. This is Don \_\_\_\_\_ from Virginia. How are you?

*Tellman Knudson:* I'm good Don. How are you?

*Don:* Great. Hey, my; my question was I'm; I'm coming from the MLM world and I had not concentrated on building a list. And what I was trying to do and I wanted to get your recommendation, I; I set up a membership Web site and I was trying to; to guide people there by creating an e-book. And I've created an e-book and I have a sales letter written about \_\_\_\_\_ to drive people there.

But what; I went through your List Building videos, set up the; the blog and I wanted to know whether on the; what I should do first with; with; when people enter their information. Should I drive them to a free report or should I drive them to the sales letter; to the membership site? What would be the more effective strategy on that?

*Tellman Knudson:* Well, the hon; my honest answer is the most effective strategy is to test it. Right?

*[Crosstalk]*

*Don:* \_\_\_\_\_ to do both.

*Tellman Knudson:* Is to try one.

*Don:* Yeah.

*Tellman Knudson:* And then test it against the other one and see which one works better. My gut is that you're probably going to do better if you drive them straight to the sales letter and then e-mail them a link to the special report that drives them back to the sales letter.

*Don:* Okay.

*Tellman Knudson:* Right?

*Don:* Okay.

*Tellman Knudson:* But I would probably start by; you know you; obviously you definitely want to test it. But I; I've always found it to be the most effective to, you know; offer whatever you're offering from your squeeze page, drive straight to the sales letter and then e-mail a link that that turns around and; and; and follows up with them to drive them back that; to the sales letter again.

*Don:* Okay. And once I; I establish that membership site; I had planned guiding them through different business opportunities. Do you think that would be an effective strategy?

*Tellman Knudson:* I don't know. I; I; I mean it sounds like a lot of work for affiliate marketing, you know? I mean what I would do is I would focus on building my list. And is your membership site already in existence?

*Don:* Yes.

*Tellman Knudson:* It is. Okay. So, hey you know, it; I mean is it working for you?

*Don:* Well I just; I just finished it. So I was just starting to drive traffic to it so I thought that, you know, that's why this list building popped up so readily in my mind. So, \_\_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* Sure. Well it; it may be. I mean if people are interested, sure. I mean it could be a tre; a very effective strategy.

*Don:* Okay. All right.

*Tellman Knudson:* Cool. Make sense?

*Don:* I; I'm just trying to figure out if that is; you know if I; I'm trying to; if I'm trying to create as much money possible and as soon as possible, is that what you would recommend as a strategy or would it be, you know; just go straight into selling different e-books or you know what would be the best strategy as; as far as you're concerned?

*Tellman Knudson:* I would just try a bunch of stuff. I mean if you're trying to make as much money as possible as soon as possible, I mean are you a one man operation or do you have a big company?

*Don:* No. I'm a one man operation.

*Tellman Knudson:* Yeah. I mean to give you my honest answer; I wouldn't open a membership site in a million years if I was a one man operation. Now it's already built and it might make sense for you to do that, right? But, that's a lot of customer support and that's a lot of -

*Don:* Well as far as the membership. Yeah, as far as the content is concerned for the membership site, that's all done. It's all being updated by a company so that's; that's all taken care of.

*Tellman Knudson:* Who's doing all your customer support?

*Don:* For the membership site?

*Tellman Knudson:* Yeah.

*Don:* You mean as far as, you know; just membership –

*Tellman Knudson:* Questions, concerns, refunds.

*Don:* Payments.

*Tellman Knudson:* People being dumb. I mean all sorts of stuff.

*Don:* I; I guess that would all have to be through me.

*Tellman Knudson:* Yeah. I mean you can do that if you want but I would never do that. You know I mean I; I started out doing that and it was a major pain in the butt. And, I wasn't able to spend any time marketing, right? So, I mean that that's why in the List Building Club we recommend that you don't start with your own products or services.

That we use; that you absolutely positively start by doing affiliate recommendations that way you don't have to guess what people want. You actually can market things to them, find out what they're already interested in and then sell it to them. It makes your job a heck of a lot easier as a marketer.

*Don:* Okay.

*Tellman Knudson:* So; so what I would; what I would do is I would go through Tellman's List Building Club and; and follow all the steps and then based on what those tell you, go; go into your next step with your membership site.

*Don:* Yeah. I mean I actually just signed up for the Platinum Marketing Machine today so that's; I'm planning on following that one.

*Tellman Knudson:* Oh. Cool. Then; then you're going to find; then that's going to do really, really, really well for you on the; on the point of really focusing on building a huge list of people who are ultimately going



to be promoters for you. So again, I would; I would; I; I; I would; I would start by going through Tellman's List Building Club knowing that you have the resource of this membership site as soon as you're ready for it.

*Don:* Okay.

*Tellman Knudson:* And then; and then you'll be able to look at different types of sales models and all that kind of stuff. I mean you know as good as the sales letter, I'm sure, is especially if it was written by Dan, the fact of the matter is if you're putting the wrong people in front of it, it's irrelevant, right?

*Don:* Well I don't know. I haven't done it before so that's probably why then.

*Tellman Knudson:* Well I mean if you're trying to sell a bunch of vegetarians hot dogs, you're not going to get very far. Right?

*Don:* Right.

*Tellman Knudson:* So; so what I'm saying is you don't know who's ready to buy this thing yet. And so you're just trying to put it out there in the open and hope for the best which is usually makings for a disaster. So what I would do is go; go through the List Building Club and it's going to help give you some clarity on; on building a list and then finding out what that list wants and then selling that list what they already want. And, hey your; your; your membership site hopefully will fit into that seamlessly.

*Don:* Well, I mean part of the; the building of the membership site was through a guy named Ryan Dice from Success; Success University. And he; he took us through the ClickBank thing to establish the kind of information we're going to put in there. So –

*Tellman Knudson:* Cool.

*Don:* Yeah. \_\_\_\_\_.

[Crosstalk]

*Tellman Knudson:* Yeah. Ryan's awesome. I know Ryan real well. I think he's a very, very smart guy. So you know if you built that based on; on; on good research to begin with then you should be ready to go.

*Don:* Yeah.

*Tellman Knudson:* Cool.

*Don:* All right. Thanks a lot.

*Tellman Knudson:* You got it. You got it. Okay. Next person up; next person up, we're going to go ahead and put 510 through.

*Male:* Yeah. Hi. Can you hear me?

*Tellman Knudson:* Yes, I can.

*Male:* Yes. I am starting new and I have a list of e-mails. And I was thinking of sending e-mails to these folks and saying that, you know, I'm; I'm having some free report or something. If you're interested, go to my squeeze page and then once they come in and you know they're then fully opted-in. \_\_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* What's your question?

*Male:* Yeah. Is that a strategy of getting people to opt-in?

*Tellman Knudson:* It's an illegal strategy of getting people to opt-in.

*Male:* Okay.

*Tellman Knudson:* That's called spam. Right?

*Male:* Right.

*Tellman Knudson:* When you say you have a list of e-mails, where did you get it?

*Male:* Well \_\_\_\_\_ you know exchange cards at the seminars and at other functions.

*Tellman Knudson:* Sure. So here's how you deal with that. What you do is you create a signature file or a P.S. that you know so whenever you said out an e-mail from Outlook or Outlook Express or whatever you're using to manage your e-mail, it says oh, by the way, you know have you read my; my special report on X, Y or Z?

*Male:* Um-hum.

*Tellman Knudson:* And then you send personal e-mails to these people that you've met and over time they may or may not start to opt-in. But you can't just go and send them promotional e-mails whether you've met them at a seminar or not. It's completely illegal.

*Male:* Wow. I almost did it over the weekend.

*Tellman Knudson:* Well I mean you know how big is this list?

*Male:* Over a thousand.

*Tellman Knudson:* So you know that's a lot of people but it's not really that many people. It probably isn't going to get you very good results, right? What I would really focus on doing is going through Tellman's List Building Club and building up your; your; your list and; and your opt-in list the proper way. I mean you can get that up and running in an afternoon.

*Male:* Okay.

*Tellman Knudson:* You know if you sit down and; and focus on the videos and; and follow the steps in the videos, I; I; I; I honestly think that it's going to be a much more effective strategy for us than just trying to skim off people you've met at; at various seminars.

*Male:* Okay. How about if I know these people? You know we talk on the phone several times or met; have lunch or something. It still doesn't matter.

*Tellman Knudson:* It's really simple. Let's say you and I were really great friends. Okay?

*Male:* Um-hum.

*Tellman Knudson:* And all; and you said hey, Tellman, do you want to go out to dinner and I said I'd love to go out to dinner. Let's go. And we went out to dinner and while we're at dinner, you tried to sell me your car and the last thing I want to buy is your car. I'm not interested and I'm pissed off now because you tried to sell me your frickin' car at dinner. And that's the only reason you asked me to go out to dinner in the first place was because you thought you might be able to convince me to buy your car.

*Male:* Right.

*Tellman Knudson:* Well that's; that's really what you're doing and no one's going to respect you for it. And; and no one's going to be happy about it. Whereas if it's in the P.S. of your e-mail and you're saying hey, have you; have you read my special report yet? Then if they care to opt-in, that's curiosity, you know and; and that's because they wanted to, not because you wanted them to. Do you see the difference?

*Male:* Okay. I see. What if it's the; going through the Web sites that you mentioned earlier on and building a list properly there, it's anonymous. If they're interested, they come in at their own will.

*Tellman Knudson:* And they're asking for information from you. It's a much easier way to do business.

*Male:* Okay. Now in; in this situation where I bring them to the squeeze page, does it make sense to offer a free report or just say, you know; it's a future investment opportunity or what; what do you say?

*Tellman Knudson:* Here; you can do a million different things but what you really need to do is you need to go into Tellman's List Building Club and; and watch –

*Male:* Okay.

*Tellman Knudson:* The quick start videos; stupid, simple step by step fashion.

*Male:* Okay. And if we still have questions, we just call; check the support; [tellmansupport.com](http://tellmansupport.com)?

*Tellman Knudson:* Yep. And there's a whole area where you can ask questions in Tellman's List Building Club too if you get stuck.

*Male:* Okay. Great. Great.

*Tellman Knudson:* Beautiful.

*Male:* All right. Yeah, I just am a new member. Sorry; sorry if I asked \_\_\_\_ stupid questions.

*Tellman Knudson:* Oh. No problem at all. No problem at all. I mean it sounds; there are a lot of people who haven't been; been through the quick start videos yet and they're; they're the quickest, easiest, fastest way to get started building your list.

*Male:* Great. Great. Well thank you very much Tellman.

*Tellman Knudson:* Oh, you're very welcome. You're very welcome. Okay. Next person up is 415 area code; 415.

*Brian Edmondson:* Tellman. Tellman before we get to that.

*Tellman Knudson:* Yes.

*Brian Edmondson:* I; I just wanted to \_\_\_\_ real quick. First of all, you know everyone's; don't feel stupid about asking questions no matter how simple you may think it is. A lot of \_\_\_\_\_ are obvious and we definitely want people to ask their questions. And that mistake, what; what the gentleman we just talked to said is something that I even see veteran and experienced marketers make where they'll put \_\_\_\_\_ and then list after meeting them and like you said, that's absolutely not a good business practice.

You know don't put people on your list. They have to opt into your list. So those were just two quick points I wanted to throw in there.

*Tellman Knudson:* Awesome. Awesome. Beautiful. Okay. Cool. Well next person up, we're going to go ahead and put through is; oh you know 415 was on and I just accidentally muted you back out 415. I'm going to see if I can do this. Okay. 415 are you with you?

*Jan:* I am. Tellman, can you hear me?

*[Crosstalk]*

*Tellman Knudson:* \_\_\_\_\_. We can.

*Jan:* Oh good. Tellman, it's Jan here in San Francisco. I'm also on your –

*Tellman Knudson:* Hey Jan.

*Jan:* Black Diamond Line.

*Tellman Knudson:* How's it going?

*Jan:* It's going well. I'm sitting here with my husband who; who's going to do his next round of chemo tomorrow. So if we keep our fingers crossed then I'll be on the Black Diamond Line. But has that gone through your; the list the; the different things that I'm

supposed to do? When I looked at; into the e-zine articles and the Isnare and looked in my area which is \_\_\_\_\_, I didn't find categories.

*Tellman Knudson:* Okay.

*Jan:* What; is that telling me uh-huh, I'm in bad shape or -?

*Tellman Knudson:* No way. It; it's telling you you didn't find anything and; and it's time to keep searching. You know it's kind of like when you go into a town and you look for a Mexican restaurant that looks decent and there just isn't one. (*Laughter*) I mean so noth; nothing to worry about. So; so; so explain to me a little bit more clearly about the snag that you ran into?

*Jan:* Okay. So my; my site is [worldclasstango.com](http://worldclasstango.com).

*Tellman Knudson:* Yeah.

*Jan:* So I looked under sports and fitness. I looked under recreation and I looked under –

*Tellman Knudson:* Wait. Wait. Wait. Whoa. Whoa. Whoa. Wait. You looked under those topics for what purpose? For e-zines to advertise in?

*Jan:* For articles that were; that were already; I was looking in those directories to see if; if under those topics. I went into e-zine articles and into Isnare.

*Tellman Knudson:* Okay. You were looking for places to submit articles?

*Jan:* Yes.

*Tellman Knudson:* That you had written?

*Jan:* Yes. Well or haven't written yet. Yes.

*Tellman Knudson:* Sure. Hey Pat, are you still with us?

*Pat Marcello:* Yeah. I sure am.

*Tellman Knudson:* All right. Could you shed some light for us on; on what we should do?

*Pat Marcello:* Yeah. Let me just go right to Isnare and see if I can find a good category for you. It doesn't have –

*Jan:* Great.

*Pat Marcello:* To be exact but you can get pretty close. I mean they have articles on just about everything under the sun. So let's see; like we put our ADD articles under advice for instance. You might want to consider; it's about tango dancing. Am I correct?

*Jan:* Yeah. It's Argentinean tango dancing.

*Pat Marcello:* Okay. How about entertainment?

*Jan:* Sure.

*Tellman Knudson:* Fitness.

*Pat Marcello:* Yeah. Fitness would be one.

*Tellman Knudson:* Hey, couldn't; I; I just went to Isnare right now Pat. Now what I did is I typed in the word dance and I searched by article title. Couldn't you find other articles about dance and then just figure out what categories they're already in?

*Pat Marcello:* Sure. And; and there's another one called wellness, fitness and diet. And even self help. You know I –

*Tellman Knudson:* Yep.

*Pat Marcello:* I would see which one of those and then e-zine articles is pretty much the same thing. Do what Tellman said, find an article and see where they're listed. But you can also, you know; use like; what do they have here? Health and fitness. Travel and leisure.

You know find; find something that; that applies but isn't necessarily, you know; right on. You don't; you don't have to be exactly tango dancing because you won't find a category for that I'm sure.

*Jan:* Right. I just looked under dancing.

[Crosstalk]

*Brian Edmondson:* \_\_\_\_\_ category as well.

*Tellman Knudson:* Sure. What's that Brian?

*Brian Edmondson:* I; I did that search on e-zine articles. I'm looking at several different articles and arts & entertainment seems to be a popular category. That there's a lot of dancing articles related to that.

*Tellman Knudson:* So; so the real –

[Crosstalk]

*Jan:* Okay. \_\_\_\_\_.

*Tellman Knudson:* So the real answer to your question is when you don't find anything the normal way, search for it in an abnormal way. Right? So we just –

*Jan:* So; so how do I search for it because I'm confused? I thought I followed the directions.

*Tellman Knudson:* Oh, I'm sure you did exactly. And; and if you followed the directions and in this case, you didn't find exactly what you were looking for, right? So –

*Jan:* Right.

*Tellman Knudson:* What we did is I went to [Isnare.com](http://Isnare.com) and up on –

*Jan:* Yeah.

*Tellman Knudson:* Top there's a little search bar.

*Jan:* Yep.

*Tellman Knudson:* And I just typed in dance.

*Jan:* Okay.

*Tellman Knudson:* And go; are you there right now?

*Jan:* I'm not. I'm in the hospital. Not; I don't have my computer but I will in \_\_\_\_\_.

[Crosstalk]

*Tellman Knudson:* Okay. So I just typed in dance right there and it gave me a list back of; of; of pages and pages of articles and –

*Jan:* Fabulous.



*Tellman Knudson:* We; we have find the good western dance boots and that's in the entertainment category. And we have how to ace your dance edition which is also in the entertainment category. We have how to search for dance in –

*Jan:* Great. \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* Two easy steps and that's in the recreation category, right?

*Jan:* Okay.

*Tellman Knudson:* Etc., etc.

*Jan:* Okay. I will; I will go look. The same thing I did; I went into ClickBank and looked up dance and found two products that; that were in the Top 10 at least dance products, videos or e-books. Is there and I'm in the process of ordering those. I saw; how do I; how do I know that they're actually great sellers? They may be the best out of dance but they may not; how do I; I don't understand how to read ClickBank.

*Tellman Knudson:* Well they will; they will come back in order of popularity. So the higher they are up on the list the better.

*Jan:* Yeah.

*Tellman Knudson:* Okay.

*Jan:* But what does it mean if you're No. 1 in a cat; so you're No. 1. It's the most; you're the most popular. How do you know how; how well they actually; you know how do you; how do you know that they sell more than a hundred a year (*Laughter*) in that category?

*Tellman Knudson:* You don't. The real; the real answer is you send some e-mail out to your list and see how it converts.

*Jan:* Okay. And I have no; I have no list so; at the moment. But that's; that's the only way to kind of see.

*Tellman Knudson:* I mean it really is because you know the fact of the matter is it could be an extraordinarily amazing selling product and for whatever reason, your particular list happens to hate it.

*Jan:* Got it.

*Tellman Knudson:* And then it's still irrelevant, right?

*Jan:* Okay.

*Tellman Knudson:* So, at the end of the day, the way that it comes back; you know again it's just like a search engine of any other sort. You do a search. You look for what seems to be the most relevant. You click around and you check and is it actually the most relevant? Well a lot of times it's not and you have to keep searching for a little while.

*Jan:* Got it. Got it.

*Tellman Knudson:* Make sense?

*Jan:* Thank you. Yeah. Absolutely.

*Tellman Knudson:* Beautiful.

*Jan:* It makes sense.

*Tellman Knudson:* Beautiful.

*Jan:* Talk to you tomorrow.

*Tellman Knudson:* All right. Hey Jan, how are you enjoying the Black Diamond Line so far?

*Jan:* I'm; I'm really appreciative of the quality of the questions and the quality of the answers. Thank you.

*Tellman Knudson:* Awesome. Awesome. Has it been helpful?

*Jan:* Yes. Yes. Definitely.

*Tellman Knudson:* Tremendous. Tremendous. All right. Fantastic. Thank you Jan. I'm going to go ahead and mute you out and get the next person; well the next person is 707 area code; 707.

*Kathleen:* This is Kathleen from Santa Rosa, California and –

*Tellman Knudson:* Hi Kathleen.

*Kathleen:* Hi there. You answered some of my questions having to do with autoresponders and I haven't gone through all of the quick start. So, this is kind of unrelated to that but I guess my question is I have some leads. This is also for a home business multi-level marketing field.

*Tellman Knudson:* Okay.

*Kathleen:* And I do have lots of e-mail addresses of leads. People that, you know, names I've purchased, people I've spoke with who were not interested in the business I was promoting at the time. But I have more generic home business information at this point that I'm promoting.

*Tellman Knudson:* Okay.

*Kathleen:* So, is there anybody that; any autoresponder where I could import leads; you know names like that?

*Tellman Knudson:* Yes. Yes, there are. It's a; it's going to be a little bit more complicated but you could get a copy of what's called Autoresponse Plus. And you could get that installed on your server and technically speaking, you can import. I mean here's the deal. I mean when I say that there are things that are illegal as far as e-mail practices that's absolutely true.

Do I personally know anyone that's gone to jail for spamming? No, I don't. I don't personally know anyone who is a; who is a full time spammer. I'm fortunate that I don't. Most of them though don't have any ethics really whatsoever.

But the main thing is that you can do most anything. How well it will work, it's really dependent on how; how; how you approach it. So you could get an Autoresponse Plus account and get it installed on your server or your Web; Web host and; and; and be ready to rock and roll. So; so that's one option. Get Response may or may not allow you to import names in. [Getresponse.com](http://Getresponse.com). Autoresponse Plus I think is; I think is; let me just check. Yeah, it's Arp3 for Autoresponse Plus A-R-P and then the numeral III dot com.

*Kathleen:* Okay.

*Tellman Knudson:* So, you know you; you can get there and you can; you can import in. Do you have their phone numbers?

*Kathleen:* Yeah.

*Tellman Knudson:* So another way of doing it might be to do some voice broadcasting using VoiceShot. Hey, I spoke with you a month ago or whatever it was.

*Kathleen:* Okay.

*Tellman Knudson:* You know?

*Kathleen:* Yeah.

*Tellman Knudson:* And; and; and I; and I wanted to get back with you about; about what you were looking into as far as home based business. You know this is such and so and; and; and I have something I think could really help you out. Please give me a call back at home.

*Kathleen:* Okay.

*Tellman Knudson:* Or whatever it is. And you know so you could use VoiceShot as a way of contacting them that way as well. So, I mean how many people are we really talking about?

*Kathleen:* Well, between me and one of the people I'm working with, we probably have oh, 4 or 5,000 names.

*Tellman Knudson:* It might be a place to start. You know and; and you could give it a try.

*Kathleen:* Okay.

*Tellman Knudson:* In the meantime what I would recommend is go through the quick start videos.

*Kathleen:* Yeah.

*Tellman Knudson:* And; and; and pretend like you're building from scratch.

*Kathleen:* Do it right. Yeah. Yeah.

*Tellman Knudson:* Because chances of those names actually turning into anything before you know what you're doing are low. Like if you just gave me those 5,000 and I'm not asking you to by the way.

*Kathleen:* Sure.

*Tellman Knudson:* But what I'm saying is if; if; if; if you just gave me those 5,000 names, I could probably figure out some ways to turn them into money because I have a lot of experience with the details. I think you're going to do better just building from scratch but you could, you know; mess around with a couple of things.

*Kathleen:* And see. Yeah.

[Crosstalk]

*Tellman Knudson:* \_\_\_\_\_ those names and see what happens.

*Kathleen:* Okay. Because I had started with AWeber and I just have virtually nobody in there yet. And, I had clicked on something; maybe it's not bad but it was inadvertent. I had clicked on having everybody opt-in so now even people that go to my Web site have to do a double opt-in.

*Tellman Knudson:* Long term that's going to be really good for you.

*Kathleen:* Okay.

*Tellman Knudson:* Short term it's going to be frustrating. But long term it's going to be really good for you.

*Kathleen:* Okay. And with the Autoresponse Plus, when you say installed on your Web Host; like right now I have hosting with Go Daddy and I hear from the call today maybe Host Gator would be better. But is that something -?

*Tellman Knudson:* Well I mean the fact is for; for the time being anyway, you could go ahead and I don't know how much bandwidth you have or whatever but you could probably go ahead and just get Autoresponse Plus and it's all \_\_\_\_\_ Go Daddy account. And; and; and be off and running.

*Kathleen:* Okay. Okay.

*Tellman Knudson:* Yeah.

*Kathleen:* And then I've always worried about okay, if I get everything all set up with one autoresponder and then I switch, do I just have to keep doing two different set; two different programs, two different mailing lists?

*Tellman Knudson:* Yep.

*Kathleen:* Okay.

*Tellman Knudson:* I have like 25 different ones so you know? It; once; once you get dot; once you have so many subscribers coming in that that's your only problem, it's not a problem. You know?

*Kathleen:* Okay.

*Tellman Knudson:* And then; and then at the end of the day, you know there are much more advanced solutions down the road. But ultimately for the moment, don't worry about it.

*Kathleen:* Okay. Great.

*Tellman Knudson:* You know what you should really be focused on is; is following the videos in Tellman's List Building Club, getting it up and running and building properly so you can just focus on building your list larger. You know quickly and properly and profitably.

*Kathleen:* Okay. Thank you so much.

*Tellman Knudson:* Does that make sense?

*Kathleen:* Yes, it does.

*Tellman Knudson:* Fantastic. Thank you.

*Kathleen:* Thank you.

*Tellman Knudson:* Okay. Next person up is 604 area code; 604.

*Kem Molley:* Hi Tellman. This is Kem from Vancouver, BC.

*Tellman Knudson:* How's it going?

*Kem Molley:* I'm doing well. Okay. I'm a total rookie at this. I have an existing wholesale business.

*Tellman Knudson:* Okay.

*Kem Molley:* And it's in bedroom décor products.

*Tellman Knudson:* Bedroom what?

*[Crosstalk]*

*Kem Molley:* \_\_\_\_\_.

*Tellman Knudson:* Oh. Bedroom décor. Got you.

*Kem Molley:* Yeah.

*Tellman Knudson:* Okay.

*Kem Molley:* Okay. So I just wanted to know first of all, what do you think of a niche like that? And secondly, how best would it be to apply the techniques that you talk about to a business like this?

*Tellman Knudson:* How long have you had the business?

*Kem Molley:* Over 20 years.

*Tellman Knudson:* All right.

*Kem Molley:* It hasn't been my business. It's a family business.

*Tellman Knudson:* All right. Great. But you've been involved?

*Kem Molley:* I've been involved. Yeah. And I'm in the midst of putting up a site. It should be up in the next couple of weeks so I can concentrate more on the retail side.

*Tellman Knudson:* Yeah.

*Kem Molley:* Because right now what we do is wholesale and we've got no; we've got pretty much a zero Web based sales.

*Tellman Knudson:* Right. Interesting. Well, here's the deal. No. 1 is if you can do it offline, you can do it online.

*Kem Molley:* Okay.

*Tellman Knudson:* All right. As far as what I think about the niche, it doesn't matter what I think. The fact is you guys have been in business for 20 years.

*Kem Molley:* Okay. \_\_\_\_\_ -

[Crosstalk]

*Tellman Knudson:* I haven't been in business for 20 years.

*Kem Molley:* Then what it used to be though.

*Tellman Knudson:* I appreciate that. I appreciate that.

*Kem Molley:* Yeah.

*Tellman Knudson:* But what I'm saying is obviously people are buying the stuff.

*Kem Molley:* Okay.

*Tellman Knudson:* Right?

*Kem Molley:* Yeah.

*Tellman Knudson:* People are out there so here's the idea with; with list building. List building; list; list building is an awful lot like; it; it's an awful lot like a small town convenience store or a mom and pop restaurant, okay?

*Kem Molley:* Okay.

*Tellman Knudson:* Where you walk in, everybody knows your name. You know everybody's name. You say hi, how are you doing? You always get great service. You know; you know what to expect, etc., etc. Now –

*Kem Molley:* Yeah.

*Tellman Knudson:* I understand that you; so it's a family business. It's been going for 20 years. It's been primarily wholesale. You guys probably have that type of relationship with a lot of your wholesale buyers.

*Kem Molley:* Yeah.

*Tellman Knudson:* Long term companies; they know they can trust you. They know you're not going to rip them off. Right?

*Kem Molley:* Yeah.

*Tellman Knudson:* So, hey you know maybe you need to focus on building a list of wholesalers or of wholesale buyers, you know? Maybe that's your goal.

*Kem Molley:* My goal is actually to not like act as if I'm a retail store like one of our customers and selling that online.



*Tellman Knudson:* Well; well that; what; so that's; what I'm saying is that's one option. Keep your mind open.

*Kem Molley:* Yeah.

*Tellman Knudson:* Okay? Because you know if you guys already know how to sell wholesale –

*Kem Molley:* Yeah.

*Tellman Knudson:* Well what would happen if you could double, triple or quadruple the amount of wholesale sales that you were generating?

*Kem Molley:* Oh. That would be excellent.

*Tellman Knudson:* Right. Okay. So that's why I'm saying keep your mind open.  
(*Laughter*)

*Kem Molley:* Yeah.

*Tellman Knudson:* Here's an example. Here's an example. How many different customers do you guys have?

*Kem Molley:* We got probably about 300 different customers.

*Tellman Knudson:* Great. 300 retail stores.

[*Crosstalk*]

*Kem Molley:* Like \_\_\_\_\_ stores and things like that. Yeah.

*Tellman Knudson:* That buy from you. Sure.

*Kem Molley:* Yeah.

*Tellman Knudson:* Who; so out of those 300, what would you say is the profile for like the perfect customer, right? You know what kind of store do they own? Perfect customer, if they –

*Kem Molley:* They own like, you know; thrift stores, dollar stores, things like that.

*Tellman Knudson:* Interesting. Interesting. So, so dollar stores are super popular and there are thousands of them.

*Kem Molley:* Yeah.

*Tellman Knudson:* And you guys only have 300.

*Kem Molley:* Well certain dollar stores carry our items. Not all of them do because of the price point.

*Tellman Knudson:* I hear what you're saying, right?

*Kem Molley:* Yeah.

*Tellman Knudson:* But if you know the dollar stores –

*[Crosstalk]*

*Kem Molley:* \_\_\_\_\_ -

*[Crosstalk]*

*Tellman Knudson:* If you know the dollar stores are your perfect customer, just as an example –

*Kem Molley:* Okay.

*Tellman Knudson:* How could you get every dollar store owner to be begging and pleading to buy from you? So what if you only build a list of 3,000 people if it's 3,000 people that own dollar stores and would do anything to buy from you. You see my point?

*Kem Molley:* Yeah. Now how would I get those dollar stores to; like how would I present that opportunity to the dollar stores?

*Tellman Knudson:* That is a very, very interesting question.

*Kem Molley:* Yeah.

*Tellman Knudson:* And; and we could probably sit here and brainstorm on that for hours. Okay?

*Kem Molley:* Okay.

*Tellman Knudson:* Here's and there are all sorts of ways but; but here's the main point. I mean if you're; if you're looking to become a retail store –

*Kem Molley:* Yeah.

*Tellman Knudson:* Okay? That was your original goal so let's talk about that for a second.

*Kem Molley:* Yeah.

*Tellman Knudson:* If you're looking to; to this retail store, what's your; what; what do you; what is your top selling item?

*Kem Molley:* Probably we got Scarface blankets here.

*Tellman Knudson:* Scarface blankets?

*Kem Molley:* Yeah.

*Tellman Knudson:* What's that?

*Kem Molley:* It's; you know the movie Scarface?

*Tellman Knudson:* Yeah.

*Kem Molley:* It's a blanket with the image of Scarface on it.

*Tellman Knudson:* Is that like a long term item?

*Kem Molley:* Yeah. It's been doing really well for us.

*Tellman Knudson:* For how long?

*Kem Molley:* I mean we get a lot; we've got different kinds of items. We've got items with like that are licensed items and we've got items that are like \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* But you just sell tons of Scarface; what did you say; blankets?

*Kem Molley:* Yeah.

*Tellman Knudson:* Oh, so the blankets with Scar; okay. Cool. So –

*Kem Molley:* We've got; we've got \_\_\_\_\_.

*[Crosstalk]*

*Tellman Knudson:* That's not what I was expecting you to say but that's cool.

*Kem Molley:* Yeah.

*Tellman Knudson:* Right. (*Laughter*) So; so you; well what; what is every; so let's say that's your top selling item.

*Kem Molley:* Okay.

*Tellman Knudson:* Okay. So, well anybody who's going to buy a Scarface blanket, what are they like? Scarface.

*Kem Molley:* They like the movie. Yeah.

*Tellman Knudson:* Right?

*Kem Molley:* Yeah.

*Tellman Knudson:* So what; what would happen if you started up a Scarface; a list of Scarface fans?

*Kem Molley:* Okay.

*Tellman Knudson:* 101 things you never knew about Scarface.

*Kem Molley:* Okay.

*Tellman Knudson:* You; how about your Scarface quote of the day.

*Kem Molley:* Okay.

*Tellman Knudson:* Okay?

*Kem Molley:* Yeah.

*Tellman Knudson:* You see where I'm going here?

*Kem Molley:* I see where you're going. Yep.

*Tellman Knudson:* Start up a Scarface blog. You know?

*Kem Molley:* Okay.

*Tellman Knudson:* And \_\_\_\_ frickin' write something about Scarface every day. I'm sure there are plenty of Scarface fan sites. If there are that many people buying blankets, there have to be –

*Kem Molley:* Yeah.

*Tellman Knudson:* Scarface fan sites.

*Kem Molley:* Oh yeah. Yeah. You're right.

*Tellman Knudson:* Right? Now you have joint venture partners.

*Kem Molley:* Okay.

*Tellman Knudson:* Can you give them 50 percent of the cost of one of your Scarface blankets? I'm sure you could figure something out.

*Kem Molley:* I don't know. *(Laughter)*

*Tellman Knudson:* I'm sure you could figure something out, right?

*Kem Molley:* Yeah. Yeah. Yeah.

*Tellman Knudson:* Start up your own affiliate program. You know double; double or trip; double the cost of your Scarface blankets and give them half.

*Kem Molley:* Okay.

*Tellman Knudson:* Do you see what I'm saying?

*Kem Molley:* Yeah. Now in those; in your; on your Web site and stuff, you explain how to do the JV stuff.

*Tellman Knudson:* You need to start with list building.

*Kem Molley:* Okay.

*Tellman Knudson:* What I would do is I would start; if; if you and for the first time you go through this just focus on doing to; to see if you can do it. Okay?

*Kem Molley:* Okay.

*Tellman Knudson:* Hey Brian, are you with me?

*Brian Edmondson:* I'm here Tellman.

*Tellman Knudson:* How cool would it be to have a Web site that's just *(Laughter)* all about Scarface?

*Brian Edmondson:* That would be pretty cool. I like the quote; the quote of the day idea. *(Laughter)* I thought that was kind of funny.

*Tellman Knudson:* But; but you know and; and then all you have to do is advertise your squeeze page for the; for the Scarface quote of the day. Or I mean that that's off the top of my head. It might work.

*Kem Molley:* Yeah.

*Tellman Knudson:* People might think it's lame. I don't know. But if they're buying Scarface blankets, the quote of the day is probably pretty cool.

*Kem Molley:* Okay.

*Tellman Knudson:* Right?

*Kem Molley:* Yes. Now that would be a complete separate Web site than the site that I'm making right now, right?

*Tellman Knudson:* The only; you need to stop making your site right now.

*Kem Molley:* Stop making it.

*Tellman Knudson:* Stop!

*Kem Molley:* Okay.

*Tellman Knudson:* Focus on building your list of people who want Scarface stuff.

*Kem Molley:* Okay.

*Tellman Knudson:* Okay. Now what's your -?

*[Crosstalk]*

*Kem Molley:* \_\_\_\_\_ one; one of the small; that's just one item I have.

*Tellman Knudson:* That's my point. What's your second best selling item?

*Kem Molley:* It could be; I got; I got the Bunny; Playboy Bunny on the blanket.

*Tellman Knudson:* Okay. We could go all sorts of places with that that we're not going to go. *(Laughter)* Right? But you see my same principles apply?

*Kem Molley:* Yeah. Okay. *(Laughter)*

*Tellman Knudson:* Right?

*Kem Molley:* Yeah.

*Tellman Knudson:* You want to set up a site of people who are going to love one thing that you have to offer. Do you have any other Scarface products?

*Kem Molley:* No. Not products; it's just pretty much blankets. I mean different images.

*Tellman Knudson:* Yep.

*Kem Molley:* But not; but not products.

*Tellman Knudson:* Okay. What else do you got?

*Kem Molley:* The images you mean?

*Tellman Knudson:* Yeah.

*Kem Molley:* I got the one in the; I don't know if you've watched the movie, right?

*Tellman Knudson:* Which movie?

*Kem Molley:* Scarface.

*Tellman Knudson:* I've never watched Scarface.

*Kem Molley:* Oh, you've never watched the movie?

*Tellman Knudson:* Yeah, that sounds silly but I never have.

*Kem Molley:* Okay. Well they're just; I have; I have the; I have like three different designs; three different images from the movie.

*Tellman Knudson:* From Scarface.

*Kem Molley:* From the Scarface movie. Yeah.

*Tellman Knudson:* Awesome. So you've got three different Scarface blankets.

*Kem Molley:* I got \_\_\_\_\_ other ones. I've got Marilyn Monroe. I got –

*Tellman Knudson:* So, I mean what you could do is you could mess around with it and once; once you figure out a system, right? You know 101 Marilyn Monroe quotes or; or; or Marilyn Monroe quote of the day. The Playboy Bunny quote of the day, you know?

*Kem Molley:* Yeah.

*Tellman Knudson:* And then you just search around for quotes from Playboy Bunnies. I mean I'm sure they said something that's *(Laughter)* maybe not smart but I'm sure they said something.

*Kem Molley:* Yeah. *(Laughter)*

*Tellman Knudson:* Right?

*Kem Molley:* Yeah.

*Tellman Knudson:* So *(Laughter)* anyway that that's my point.

*Kem Molley:* Yeah.

*Tellman Knudson:* Is –

*[Crosstalk]*

*Kem Molley:* \_\_\_\_\_ from one of them and then see if it works and –

*Tellman Knudson:* Yeah. And then if it doesn't, try another twist. Right? And then there are all sorts of people you could do cross promotions with. You know other people who have Scarface sites and they sell Scarface stuff, right?

*Kem Molley:* Yeah.

*Tellman Knudson:* So you do a blast out to your list to sell the Scarface watch and they do a blast out to their list to sell the Scarface blanket and you both make some money.

*Kem Molley:* Now how do I get them to opt-in, to squeeze in, like get; capture their name in a list?

*Tellman Knudson:* Here's what I need you to do, I need you to believe –

*Kem Molley:* Yeah.



*Tellman Knudson:* Me.

*Kem Molley:* Okay.

*Tellman Knudson:* Go through the quick start and then go through Lesson 1, Lesson 2, Lesson 3, Lesson 4. By the time you're done, you'll have a squeeze page; your list will be building. You will have a blog and people will want your Scarface stuff.

*Kem Molley:* Okay. I; I'm believing you.

*Tellman Knudson:* Awesome. I mean Brian, Pat can; can you back me up here?

*Pat Marcello:* Oh yeah. Absolutely. That's a great way to go. When you know people are already interested in what you have, go for it.

*Tellman Knudson:* Awesome. Awesome. Cool. All right, Playboy Bunny and Scarface. At least we're ending this call with a bang. All right.

*Kem Molley:* All right. Thanks a lot Tellman.

*Tellman Knudson:* Hey, what's your name again?

*Kem Molley:* Kem.

*Tellman Knudson:* Ken?

*Kem Molley:* Kem. K-E-M.

*Tellman Knudson:* Kem; Kem what?

*Kem Molley:* Molley.

*Tellman Knudson:* All right Kem, well I look forward to meeting you.

*Kem Molley:* All right. Thanks a lot Tellman.

*Tellman Knudson:* Rock and roll. Okay.

*Kem Molley:* Bye Tellman.

*Tellman Knudson:* Next; bye-bye. Next person up and this is the last person on the call today is anonymous. I can not see your number because it is blocked by; your caller ID is blocked. I'm go to go ahead and put you through right now.

*Scott Numotto:* Hello Tellman, Pat and Brian.

*Tellman Knudson:* Hi.

*Scott Numotto:* This is Scott **Numotto**.

*Brian Edmondson:* Hi.

*Scott Numotto:* Can you hear me?

*Tellman Knudson:* We can hear you. What's your name?

*Scott Numotto:* Okay. Great. I mean first of all, I want to say thanks Tellman because you have actually put some fire in me on starting an Internet type business. I've been in the network marketing for 17 years and I've just got so tired of it. However, I've got a lot of experience and knowledge that I want to enter into that niche. However, currently I'm building a list but not to build a down line. I wanted to build a list in that niche to start offering affiliate because I think that's –

*Tellman Knudson:* Awesome.

*Scott Numotto:* I feel more interested in recommending then building right now.

*Tellman Knudson:* Cool.

*Scott Numotto:* So my question to you is I got a Web site called MLM Sponsoring Pro.

*Tellman Knudson:* Yep.

*Scott Numotto:* People opt-in. I build a relationship with them. I've got about 21 people right now. I just started. However, what I would like to do is build a relationship and then do a transition by offering them how to build their business using the Internet. So I created another Web page, an opt-in page, [MLMinternetsecrets.com](http://MLMinternetsecrets.com) which when people opt-in into that list then I can, you know; refer them affiliate programs like yours.

*Tellman Knudson:* Sure.

*Scott Numotto:* Your Nine \_\_\_\_\_ to List Building and so forth. My question though is should I promote one Web site and build a huge list and funnel them through building relationships and then introducing, you know; these other links to my other capture page? Or should I

have just maybe two Web sites going at the same time which I don't know if that would make sense? They're still in the same niche but promoting different –

*Tellman Knudson:* Well what's the; what's the difference really between the two sites?

*Scott Numotto:* One of them is basically building for then building a network marketing down line.

*Tellman Knudson:* Yep.

*Scott Numotto:* It's strictly network marketing. I mean I teach mindset, leadership –

*Tellman Knudson:* Got it.

*Scott Numotto:* Systems and marketing skills, copywriting and so forth. But I –

*Tellman Knudson:* Sure.

*Scott Numotto:* But me being frustrated and me being in the industry for 17 years and listening to, you know; your training which I; I love, I wanted to become more of an affiliate because I'm tired of building.

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*[Crosstalk]*

*Tellman Knudson:* Well no. Okay. Here's what I need to know. What's the difference between the two sites?

*Scott Numotto:* One of them is strictly building MLMs. The other one is strictly give; affiliating other people's Internet marketing skills.

*Tellman Knudson:* Right.

*Scott Numotto:* Copywriting.

*Tellman Knudson:* Okay. Okay. Here's what I would recommend. You have the most experience in MLM, right?

*Scott Numotto:* Yes.

*Tellman Knudson:* You have knowledge. You have experience. You probably have your fair number of stories.

*Scott Numotto:* Yes.

*Tellman Knudson:* You probably have some contacts.

*Scott Numotto:* Yes.

*Tellman Knudson:* Yeah. Okay. And you can probably teach other people in MLM right now who are just getting fired up about it right now how to do better, right?

*Scott Numotto:* Yes.

*Tellman Knudson:* And you know and you're learning more about this Internet marketing stuff at the same time, right?

*Scott Numotto:* That is correct.

*Tellman Knudson:* But you don't want to build right now, right?

*Scott Numotto:* I'm sorry. I didn't hear you.

*Tellman Knudson:* You don't want to build right now. You just want to build your list.

*Scott Numotto:* Yeah. Yes. I just want to build a list.

*Tellman Knudson:* Yeah.

*Scott Numotto:* In that niche market, correct.

*Tellman Knudson:* So; here's what I want you to do, okay? Choose one of these two sites, MLM Sponsoring Pro or what's the other one?

*Scott Numotto:* MLM Internet Secrets.

*Tellman Knudson:* It's; it's; it's really the same concept here. But MLM Sponsoring Pro, I have a feeling, is going to do better. All right?

*Scott Numotto:* Okay.

*Tellman Knudson:* So what I would do is I would focus all of your attention on building that list as many ways as you can.

*Scott Numotto:* Okay.

*Tellman Knudson:* Give those people good tips, good hints, good suggestions, do teleseminars, give them free reports, do audios, do videos. And recommend an; an Internet based product, an affiliate product of some sort, for them to buy at the end that continues the conversation. Example, ex; this is a simple example but you'll totally understand it. Okay. This would be an e-mail. What's your first name again?

*Scott Numotto:* Scott.

*Tellman Knudson:* Scott. Okay. Hey, Hey first name you know I; I was in, you know; 15 years ago I was in Amway. You know I'm whatever it is, blah, blah, blah. Right? And –

*Scott Numotto:* Right.

*Tellman Knudson:* It had it's ups and it had it's downs. And; and I'll tell you what one of the biggest downs was when I had to go out and talk to my friends and family and try to sell them on being an Amway and them hating me for it. And I'm just going to give you an ex; I'm just talking off the top of my head here. And I vowed that I was never again going to try to convince my friends and family to join another multi-level marketing opportunity. I did; I just decided I wasn't ever going to do it again. And I had to be successful and I didn't know how.

And recently, I came across one of the most amazing systems and concepts where you can actually get people who are already interested in what you have to offer coming to you and beating down your door. Sound amazing? I; I was skeptical to be honest and when I went through this program, it completely opened my mind to how you can magnetize the right people to come to you instead of you going after them. All using the power of a very; a very uncommon word in the network marketing and MLM industry called List Building and there's no guy better to teach you about List Building than Tellman Knudson and his List Building Club, blah, blah, blah, blah, blah, blah, blah.

You can go pick up his free List Building CD right here and get the first month free in the club. It'll be worth every moment you spend. Check it out. Scott. Link and that's your affiliate link.

*Scott Numotto:* Okay.

*Tellman Knudson:* Right?

*Scott Numotto:* You answered my question because I was thinking about either building one Web site. You know list and then start doing the approach that you just mentioned or just totally get out of the building, the down line and just start recommending how to's and

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*[Crosstalk]*

*Tellman Knudson:* For the moment, just skip the down line thing all together. Focus on building your list and helping people in MLM to be more successful. And then recommend affiliate products along the way that will help them to; to actually do that based on real recommendations from your experience.

*Scott Numotto:* Okay. You've got it.

*Tellman Knudson:* It; it's much more honest, has a lot more integrity, will be much more effective for your people and it will make you more money all at the same time.

*Scott Numotto:* You got it. Thank you sir.

*Tellman Knudson:* Hey, you got it man. Cool. Well thanks for asking a question. All right everyone. Wow, this has been a powerhouse call. Brian, Pat thank you both for all of your phenomenal advice and; and; and positive influence on; on the screening.

What I'd like to do is on the count of three, I'd like; we; we have 60 people left on the call which is quite a lot considering we just had; I don't know; two and a half hour call or something. I'm going to go ahead and unmute the lines and say goodbye to everybody right now and I'd like everybody to give a serious hoot, holler, yell and scream for Brian Edmondson and Pat Marcello that helped to make Tellman's List Building Club absolutely kick serious butt week after week after week. Here we go. One, Two –

*[Callers comments and yells]*

*Tellman Knudson:* Thanks everybody.

*[Callers comments]*

*Tellman Knudson:* All right. Thanks everybody. Pat and Brian, thank you so much and everybody go ahead and log in. [Club.myfirstlist.com](http://Club.myfirstlist.com). Go ahead, log in there and get started on the quick start right away. We'll talk to everybody soon. Bye guys.

*[End of Audio]*

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