



## How I Was Able to Grow My E-mail List by Over 257%

For those of you who don't know me, my name is [Mark Thompson](#). I have been an Internet Marketer for over 5 years and absolutely LOVE what I do. I have worked in both a web app company's marketing department, as well as a few Internet Marketing agencies. However it wasn't until I went off on my own did I truly discover how I was able to utilize my knowledge/experience and apply it to my own personal projects.

Currently I run a popular Internet Marketing blog called [StayOnSearch](#), as well as guest blog on a number of other Search related blogs such as Search Engine Journal. I also have a client-based who I help manage their IM strategies through my company, [Search Creatively](#).

### If I Could Start Over

One thing I learned the hard way was that your email list is GOLD. With a solid e-mail list that is responsive you can **drive traffic to anywhere you choose, make money off affiliate products, build credibility, and NOT have to rely on Google as your only source of traffic.** An e-mail list gives you the ability to **contact a RELEVANT audience** at any time you please (within reason).

StayOnSearch, which is my main blog has, over the last 6-12 months, been able to drive a steady and decent amount of daily traffic to the site. However what I was missing was a subscriber list. I always read that you need to **start collecting e-mails from DAY ONE**, however I for whatever reason, ignored it or kept putting it off for later.

#### DON'T!!

I knew I was getting traffic from looking at my analytics data, however until I started to build my e-mail marketing list, did I start to **realize the power of THE LIST**. So I knew I had to take action and create a free product that I could give away that my audience would love.

The [StayOnSearch 10 Week IM Course](#) was what really took my list from non-existent to thousands and thousands....and it keeps growing every day! I created the course based on what I knew about my readers. I knew they were either Internet Marketers like me or in-house marketer looking for ways to improve their visibility and revenue through web marketing strategies. So I decided to create this 10 week course that goes through all of the ins and outs of Internet Marketing. Everything from SEO to PPC to Social Media and everything else in between.

Here is what the landing page looked like.

## Sign-Up for Our Free 10 Week Internet Marketing Course

Enter Your Name and E-Mail Address  
Below to Start Receiving Your Weekly  
Course!

Get Access Now! ▶

\*Please check for a confirmation e-mail after sign-up to ensure you receive the course. We take privacy very seriously and never share your information.

### What's Included In The Course

- Week 1 - Strategy: Understanding Your Goals and Setting Expectations
- Week 2 - Market Research & Analysis: Know Your Target Market Before Spending Marketing Dollars
- Week 3 - Paid Search: Using Pay-Per-Click Strategies to Drive Relevant Traffic that Converts
- Week 4 - Search Engine Optimization: How to Gain Free Exposure and Traffic Through SEO
- Week 5 - Content Creation: Creating Compelling, Valuable, and Viral Content
- Week 6 - Link Building: How to Find Quality Link Building Opportunities
- Week 7 - Local Search: Capturing Localized Traffic to Your Website
- Week 8 - Social Media: Build Your Brand, Drive Traffic and Form Relationships Using Social Media
- Week 9 - Making Money: How to Monetize for Your Website or Blog
- Week 10 - Website Analytics/Testing: Understanding Your Audience and Increase Conversions Using Web Analytics
- Bonus - Tools of the Trade: The Internet Marketers Toolbox

**FREE  
10 WEEK  
COURSE**



This course is designed to teach you all the basics of Internet Marketing. It covers a wide variety of topics to help drive traffic, build your brand and increase leads/sales. Every week you will be e-mailed a new module of this 10 week course that will teach you the fundamentals of Internet Marketing.

## Preparing and Promoting the Free Course

So after the grueling work of writing the content for the course, getting my designer to implement the design for the landing page, creating the e-mail auto-responder sequence for the course...I was ready to LAUNCH.

However before I told my readers about the course, I wanted to make sure it made a big splash in the industry. I started notifying lots of industry related blogs that have a strong readership and traffic about the free resource I was going to be giving away. So through my connections and relationships, I was able to get a number of bloggers to cover my course (either by a guest post or writing a review themselves).

Here are a few of the blog posts that covered the course:

- <http://www.searchenginejournal.com/free-10-week-internet-marketing-course-from-stayonsearch/24124/>
- <http://www.famousbloggers.net/10-week-free-internet-marketing-course-stay-on-search.html>
- <http://www.webseoanalytics.com/blog/10-free-internet-marketing-courses-by-stayonsearch/>

## Now For the Fun Part

What I didn't tell you about was the functionality I built into the landing page. For anyone who signed up for the course, you probably noticed that you are taken to a Thank You page that tells you to refer 5 other people to sign-up and receive 2 awesome bonuses. Each person who signed up received a unique referral URL that they could use to send to their network of friends who would also enjoy this course.

So for every person who sign-up for the course, I was potentially receiving 5 or more other subscribers as well.

## The Proof!

So here is a screenshot directly from my Aweber account from **just this ONE lead generation method**. As you will see when I first launched my course, **I was able to generate over 1,000 subscribers in the first month ALONE**. After the first month you will see that **I still receive 50-75 each week just from this ONE piece of content**. Imagine if you had 2, 3, 10 other pieces of content that you were giving away on your site...or better yet, multiple sites. Imagine if you have other bonus piece of content that would entice subscribers to want to tell their friends about your offer. You could easily double what I was able to do for the IM course.

This also was without any paid search, SEO, or any of those other tactics the so-called "gurus" claim can bring you 1,000s of visitors in 5 clicks.

This was done by creating content of VALUE, doing some offsite promotion with other blogs who are relevant to my target audience, and the functionality of [LIST ERUPTION!](#)

Date	Unverified	Unsubscribed	Subscribed	Total Leads
<a href="#">Jan 17th</a>	5	0	8	13
<a href="#">Jan 10th</a>	14	0	31	45
<a href="#">Jan 3rd</a>	14	0	28	42
<a href="#">Dec 27th 2010</a>	14	0	28	42
<a href="#">Dec 20th 2010</a>	7	0	22	29
<a href="#">Dec 13th 2010</a>	0	0	21	21
<a href="#">Dec 6th 2010</a>	0	0	43	43
<a href="#">Nov 29th 2010</a>	0	0	36	36
<a href="#">Nov 22nd 2010</a>	0	1	48	49
<a href="#">Nov 15th 2010</a>	0	0	51	51
<a href="#">Nov 8th 2010</a>	0	1	47	48
<a href="#">Nov 1st 2010</a>	0	0	53	53
<a href="#">Oct 25th 2010</a>	0	0	72	72
<a href="#">Oct 18th 2010</a>	0	0	75	75
<a href="#">Oct 11th 2010</a>	0	2	115	117
<a href="#">Oct 4th 2010</a>	0	0	128	128
<a href="#">Sep 27th 2010</a>	0	2	102	104
<a href="#">Sep 20th 2010</a>	0	1	127	128
<a href="#">Sep 13th 2010</a>	0	2	738	740
<a href="#">Sep 6th 2010</a>	0	0	1	1
<b>Totals</b>	<b>54</b>	<b>9</b>	<b>1,774</b>	<b>1,837</b>

## What I Didn't Have and What You WILL Have

Now for the part that will really get you excited. The functionality I used doesn't have nearly the power of what List Eruption can do. What I used was a hacked up piece of code that just got the job done. **It surely wasn't as easy to use as installing a plugin on the backend of Wordpress.**

It didn't have the ability to:

- Compatible with Aweber, Constant Contact, iContact, GetResponse and MailChimp
- Ability to Create Multiple Reward Levels
- Twitter/Facebook Integration
- Pre-designed Landing Pages/Widgets (custom ability to fit your blog design)
- PostMark App Integration (E-mail Reminders for Subscribers to Reach Reward Levels)
  - Ability to Monitor Effectiveness of Reminder Emails (using PostMark)

Being able to leverage EACH of your subscribers to turn ONE subscriber into FIVE, TEN, FIFTY, ONE HUNDRED is extremely powerful! This has helped **grow my list faster than any other lead generation method** I have tried and **it can FOR YOU too.**



**ACT NOW! >>>>>>>>**

So what are you waiting for???

This plugin is a MUST for any marketer who is using Wordpress to manage a website or blog and wants to grow a list FAST.

⇒ [Grab a Copy of List Eruption Today!](#) (Limited-Time Discount)

To Your Online Success,

*Mark Thompson*