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# *The Great Extinction*

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How to Get Off the Endangered Business List

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By Shawn Casey and Tellman Knudson

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# Why "The Great Extinction?"

*The truth is too many potential Internet entrepreneurs are becoming extinct before they even make a dime. Their businesses die, their dreams die, their hopes of ever being in charge of their own lives die. And for us as a society, the great contributions each one could have made to society die as well. This is a travesty.*

*In fact, you could say that every time an entrepreneur becomes extinct, a little piece of the American Dream dies. That is why we call this phenomenon The Great Extinction. And that is why we are going to do something about it, starting with taking you and your business off the "endangered business list" today.*

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## Where it begins

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The problem starts here: an aspiring entrepreneur looks at the Internet and says, "Boy, wouldn't it be cool to have a home-based business, working online. I could make some quick money, or use this as an add-on to my existing business. This Internet marketing stuff looks hot; I'll give it a go." Then they try a few things, or maybe try a whole lot of things, spend too much money they didn't have, get confused, walk away, and they become extinct as Internet marketers.

We think it's a crying shame. So we decided to do something about it.

Entrepreneurs need help, and what they don't need is another set of leeches set on them to bleed them some more, until every drop is gone and they're bone dry. What they need is someone with a track record who gives a damn, who actually has some proven cures and some solid advice to help them get back on their feet.

Starting right here and now, we're going to help you avoid becoming extinct by sharing with you some of the fastest and easiest and simplest methods we have for making money online. Each of us has made multiple millions of dollars online; we each live our ideal lifestyle, making money from home in very nice houses with our families these days.

So, we can afford to give something back. That's why we're going to do all this for free.

We really get upset when we see people try something that we know should work for them, and it doesn't work. And we think that when you check out Internet Marketing—how to make money online—that it *should* work for you, because we know how to make it work. We don't want to see you quit and get entered in on the list of "dead entrepreneurs."

There's one thing that makes all the difference in the world between a thriving entrepreneur and an entrepreneur who's dead-on-arrival. And right here we're going to tell you what that is, in such a way that you never, ever, forget it.

## The key to success

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See, here's the problem: this "one thing" is actually something that you can find in almost every single eBook you ever buy. And you'll hear about on every single teleseminar on business and marketing. It's the one thing that you'll hear at every seminar that you attend. But here's the rub: it's right there, and no one gets it. This one thing is so prevalent, so universal, so powerful for anyone, individuals or companies, who ever make any considerable amount of money on the Internet that it's become the old "can't see the forest for the trees" syndrome.

All gurus do this one thing.

All large companies do this one thing... Amazon does it. Netflix does it, Microsoft does it. Even Google and iTunes do it.

This answer has been right in front of your eyes all the time. But, if you're not making tens of thousands of dollars on autopilot each month, you haven't yet *really* seen it. This one thing has been around since people did business. And if you get this right, everything changes for you, starting today – everything.

It's the difference between a struggling bricks-and-mortar business and one that's extraordinarily successful. It's the difference between someone who has a "cap" – a literal, real, impossible to overcome cap – on how much money that they can make in a given day, and the person who has no ceiling, no cap on how much money they can make in a given day. It's this one thing that makes everything change.

This touchstone of success is something that we will teach you to do—and teach you to do it in your sleep. And once you learn it from us, the way you look at the world will permanently change. You will literally be able to make thousands of dollars by "pushing a button"—from home, or from anywhere in the world.

So here's the deal...

We have made the decision that we're going to be cracking this one mysterious thing wide open, and we're going to teach all the ins and all the outs of it to you for free. But we're going to start by telling you a couple of stories.

You see, we've both been where you're at now. Each of us thought of giving up a hundred times, but we never did—and boy, are we glad we didn't! Tellman's story starts not that long ago, when he was a freshman in college...

## Tellman's Story

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When I first got started, way back in the dark ages, I had a homegrown struggling salsa business that I'd started in my dorm room in college when I was 19. And I was actually working jobs to fund my salsa business, because the salsa business was so unprofitable. I was making the salsa, canning it, and selling it. I was even making the labels myself, and would put them on the jars myself. I was driving it around to shops in Vermont and New Hampshire, my home state, and doing all the selling myself—it was just horrible.

It was awesome salsa (just ask my friends, they were all 'addicted' to it) but I couldn't move enough of it; I couldn't sell it fast enough. And the truth was, doing it the traditional way through brick and mortar businesses, the more salsa I sold, the more money I lost!

And so at some point I was surfing the net in my little bedroom in the tiny two-room apartment I was living in at the time (I was mowing the lawn for this little old lady so I didn't have to pay rent) and I said, 'Well, maybe there's a way to sell salsa online.'

"So, I went online and looked around for information on how to make money online. And you can probably guess, there were a bunch of money-making opportunities and various scams and other crappy things that I went ahead and tried that didn't work and didn't actually teach me anything either.

And then I finally found something worthwhile—though I didn't know it at the time. The first eBook I ever bought was Shawn Casey's book, *Mining Gold on the Internet*. This must have been about 2000; it was probably one of the first original editions. I think I bought it in between classes in college or something.

And I scanned the first couple of pages of it and I was confused. At first I thought it was another pile of crap, like so much of the other stuff I'd downloaded (sorry Shawn!). I didn't have any idea what I was even looking at back then. I mean, *Mining Gold on the Internet* is a darn good product. But at that time, a pile of gold could be sitting under my nose and I was clueless.

So I let it sit on my desktop of my old computer for I don't know how long. Then maybe three or four months I picked it up again and I started reading it...and I was still confused. I put it back down, left it there for another year, looked at it again, and I was *still* in the dark.

For almost three years I had that same eBook sitting on the desktop of the same computer I had that just barely worked, and I didn't do a single thing with it. Why? Because I never sat down, read it, and applied myself, basically. Over and over and over again I tried to get started, but couldn't quite muster up the oomph, couldn't quite get the juice going to even get through this one book and do what it said.

Well, finally what happened is my salsa business was on its last legs. My college career was over, I was \$95,000 in debt and I was working at a bread factory on ten hour night shifts to pay rent. My girlfriend was working day shifts so you can imagine how great that was.

And then one day after I got up from my nap, and stood there all fuzzy headed drinking my coffee and waiting for my girlfriend to get home right before I left for work, I said, "Well this stinks," and I sat myself down and I read that eBook that was two or three years old, and I said, 'I'm going to do everything in this eBook, no matter what.'

Check this out: by that time the eBook was so old at that point that half the links in it didn't work anymore. But I didn't let that stop me. I said,

'I'm going to learn what this is all about and find alternatives,' and that's exactly what I did.

And that was my first taste of the concept of information marketing: I realized that I could sell recordings, audios, PDFs—kind of like the report that you're reading right now—online with no overhead. Suddenly I realized how much more profitable that would be than trying to make, sell, ship and insure a jar of salsa...which had an extremely low profit margin to begin with!

So that was my first realization about information marketing: do something! Because what happened for 3 years is that I just didn't *do* anything forever and then finally made that one change in my mind and went for it.

But even though I had started taking action, I still literally had no idea what I was doing.

I remember I created a product with a buddy of mine, Kyle Battis (who is now my affiliate manager). We actually recorded it on a mini-disc recorder in a spare bedroom at my father's house. And I tried to write the sales letter myself and it was just a miserable failure. We created these two CDs about how to use mental techniques to lose weight. The product was awesome and we knew it was awesome--but the thing just bombed because our marketing skills stunk!

Kyle and I were absolutely terrible marketers at that point. We had no idea what we were doing. And it was frustrating because we put weeks into making this product and weeks into getting the marketing "right," and we went to roll it out and we couldn't drive any traffic that made any money.

At around that time, I went to Shawn and I said, "Shawn, I'm desperate. I want to learn how to make a lot more money with my list. I know it's possible. But nothing is working. I promise to do exactly what you tell me to do. I will send exactly the emails that you tell me to send. Just tell me what to do to make money."

And that's when Shawn told me about how to make money—*really* make money—with the "one thing."

In fact, he did much more than show me, because he forced me to do it, even though I was scared to go ahead with it. But I'd promised. And I did it, and the rest, as they say, is history...but before I tell you what he told me to do, how it worked and what kind of money I ended making in the end, I want you to hear Shawn's story.

Shawn is hugely respected in the Internet marketing world, and it's not often you get to hear about his early years and exactly how he got started. Most people see the huge success he is now, but they don't have any idea where he came from and what he did to get here.

## Shawn's Story

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My background in getting started on the Internet is really far different than your average person, probably because I am actually old. I mean, I'm old enough that I have a grandchild who's almost as old as Tellman's son.

I even remember that when Senator Ted Kennedy heard in 1968 that the pioneering Massachusetts company BBN had won the ARPA contract for an "interface message processor (IMP)," he sent a congratulatory telegram to BBN for their ecumenical spirit in winning the "interfaith message processor" contract.

Okay, so that gives you an idea. Ancient applies to me.

But unlike most people on the Internet, I had this whole business career before I got on the Internet. I practiced law for ten years in Pittsburgh.

At the same time, for about five of those years, I was running a title insurance business. And also in that amount of time, I started speaking nationally, around the United States, on a lot of topics related to tax planning, asset protection, and business formation.

In the late 1980s, before I ever heard of the Internet or Al Gore, I had managed to work my way from middle class to rock bottom. I didn't have a car, so I had to ride the bus to work. I was living in a tiny one-room

apartment in which the only furniture was a cast-off table and chairs, and an old couch that I slept on. The property manager was kind enough to let me scrounge these up from the junk left behind in the basement by prior tenants.

That really got my entrepreneurial direct marketing butt going...and so, in 1995, I moved from Pittsburgh down to Jacksonville, Florida to become the CEO of a company called Success Development International. It's a big marketing and sales company that was on the *Inc.* 500 list.

*Inc.* Magazine every year does the 500 fastest-growing companies in America. The *Inc.* 500 list is their list of the companies that are the fastest growing. Our company was on the *Inc.* 500 list for two years running, '96 and '97.

Well, about this time we got to about 50 employees, I was traveling all the time and I decided I needed to make a massive change. And so I decided I was going to quit my job and focus on the Internet.

The reason I wanted to focus on the Internet was I looked at it and said, the Internet is one of the greatest marketing testing tools in history; you can test small, roll out big. If I know anything at all about marketing, the Internet is going to make me rich.'

And I was right. Unfortunately when I quit my job and first dove into the Internet, I found out that, unlike most businesses where you could go learn how to do it from an expert, there weren't any experts I could find that actually knew how to make money.

This was 1999, remember. All the materials I found online at that time were truly just big scams. They were being sold to suckers like me who would buy anything about how online business worked, because we knew that something *should* work on the Internet.

That actually led me, not to become some Internet guru, but rather to doing a lot of business generating leads for companies—all those dot com companies that were getting all that venture funding. I was using their money to generate traffic and leads for them. At one time I actually a company that was in the top 1,000 most trafficked websites back there in the late '90s, early 2000s.

But then what happened was, I decided to write a book, which transformed in *Mining Gold* that Tellman mentioned. And that book became kind of my rant against all these people with all these scams. And it showed everyone the lowest cost, easiest, and free ways to promote your website.

We've now sold more than 100,000 copies of that book. Today I have somewhere in the 140,000 range of customers across the world in 119

countries (for those of you paying attention, that's *customers*, not subscribers).

My business currently does more than one million dollars a month from my collective Internet-related businesses, and we have a very successful online presence. And I've done that primarily from helping people—helping entrepreneurs like yourself discover how the Internet can work for them, and helping them to make money, all starting with that one little eBook, *Mining Gold On The Internet*, the book that Tellman picked up in college (and didn't read for 3 years—the slob. Just kidding, Tellman.) But that is where Tellman got his start, and as you'll see if you Google his name these days, his rise on the Internet from a penniless, snot-nosed kid to multi-millionaire is almost legendary. And you did it in what, under 3 years?

## **Tellman:**

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Two and a half. If you want to count from being "penniless, snot-nosed kid" as you so kindly put it, to making 1.5 million in a year. Yes, that's about right.

But let's back up a little bit. After reading *Mining Gold on the Internet*, I kept searching for opportunities to get my foot in the door, to start making even a little cash. I got a chance to be a project manager for Nitro Marketing, but then I turned it down at the last minute because I ended up pitching them on creating a product with them, which we did. And that was

my first little taste of marketing online. And I got a check in the mail—*that* was exciting—and I used it to pay off some old debts and some old bills.

But after a couple of months, I didn't get any more royalty checks, even though I created this thing with them. Why? Because the product wasn't ultra-successful and they had ultimately moved on to other promotions and other things themselves.

I was left not knowing what the heck to do. I was really frustrated. I'd had a little bit of a success, I knew I could make some money, but it was gone. I had 50 bucks left to start a business with that would hopefully work.

I said there has to be, you know, an element that makes a big difference. And then I found out what it was. I started focusing on just doing that—and nothing else. I said, I'm going to master this one thing, no matter what. And once I made that decision, within the next year, I ended up doing over \$800,000. And the crazy thing is that was all without even having my own product! It all happened for me when I started focusing on the one right thing.

But prior to that, I was just failing miserably, and it was horribly depressing. Nobody believed in me. My friends, my family were like, "Why are you spending so much freakin' time in front of the computer? Stop with those Internet scams and get a real job!" I said, "No, there's got to be

more than that." And now, you know, most of those people are working for me.

"That's where I learned that one critical skill that we're going to be teaching you about, and I've already started teaching you about in our videos. So that's really the name of the game on how I got started."

## Shawn:

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So what does all this mean to you? Tellman is now one of the greatest success stories I know of, obviously, has made millions of dollars starting from there and going and learning, and certainly not all just because he bought one eBook. There's a lot more that he went and learned and has discovered from there.

I suppose you may have already guessed. You might already know, depending upon how you came in. You might have figured it out since it's the name of the domain that you're at – let's pull back the curtain, drum roll, please...

Da-da-da-da!

**Listbuilding.com.**

But first, a bit of a warning about the danger of List Building.

Yes, we are going to be talking about list building. Now, right off we can hear what you're saying. You're saying, "Pffftt... I know that." And that's where the danger lies, and one of the biggest blind spots of new marketers.

Because if you say to yourself, "Well, I already knew this"...but you're not bringing in barrels full of money every single month from a list, then you better stop right now and think twice about saying, "Yeah, I already know this." Because this is part of the problem of misinformation that we see every day. Everybody says, "Oh, yeah, there's money in the list," "Oh, yeah, I should have a list." But they're not doing it! They're not getting a list, creating a list, making money from the list, on an ongoing, consistent, regular basis.

And that one critical skill that we're going to be teaching you about, and we've already started teaching you about in our videos, let me say it three times because you have to get this through your head:

***How to build a list. How to build a list. How to build a list.***

And, of course, how to monetize that list and make more money from it than you can imagine.

Shawn was able to help Tellman learn this. Tellman helped some other people, as we're going to see in an ongoing series of videos. And today, we're going to help you. Because we want to get you off the endangered business list.

Now, I should also mention that one of the reasons that we're willing to share this is, we're going to be looking for some clients to work with. We're looking for some qualified, motivated people we can help to take their business to the next level.

But even if you're just getting started, we're going to give you the tools, the training you need, and be working with you in a hands-on fashion to get started.

We'll have more about that down the road – don't even worry about that now. But we are giving away a 'boatload' of free information – in fact, stuff that both of us in the past have charged for.

We've taken what we think is the best information, period, and you're going to be getting it handed to you free of charge.

## **Important things you need to understand**

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If you look at where you are today online, and if you're not as successful as you'd like to be, frankly we believe it's not your fault. It isn't.

It's because you've been a victim of mis-information. Not that anyone that we know of is intentionally trying to steer you wrong.

But what we think has happened in the mix of all this is that people are observing the superficial level of our businesses. And because they're not digging deep down into the information we're teaching, they've come to believe in certain myths about how we make money on the Internet.

And we're about to destroy those myths. In just a moment, we're going to show you the 10 biggest myths about Internet marketing, and throw them out the window.

And if you're not doing this, then you better keep reading as if your life depends on it, because your economic life may well depend on it. We live in big houses because of one thing: our lists. We can comfortably not worry about our big old mortgage payments because of our lists.

Tellman bought his first house – it's almost disgusting, isn't it, that anyone can actually buy their first house and buy a million dollar house – and yes, it's just shy of a million dollar home.

Not bad for a starter home, huh?

Now, how come he could do that?

Tellman didn't do that because he had a product of his own, because he didn't. His entire first year, he did \$800,000—without a product to speak of. He did it because he learned to build a list and how to promote to that list.

Tellman has shared how he did that on some new videos, if you haven't seen any videos yet, you'll need to go and watch those on our site.

When Tellman's shared this with other people, those people have turned around and made more money on the Internet. That's proof. We're going to tell you how to do this. As we said earlier, eventually we'll be working closely with a few select clients.

But in the meantime, we want to show you just how easy this can be. We're going to lay it out and literally step by step by step, give you pictures and templates and videos. We can't make it any easier for you than we're going to. In fact, it's almost to the point where we're going to do *everything*, except "push the button" for you.

## Pushing the button

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Now, "pushing the button." There are several different ways and reasons to push the button, as I like to say. But there's one way that's absolutely the best, and it's funny because it's the one way that most

people don't do. Shawn taught Tellman how to do this, and he immediately tripled his income as a result.

What do we mean by pushing the button?

Pushing the button is this: Every single day, the most important thing that we do is push the button--the button that hits "send" to send an email out to your list.

And here's how it works, in real life. I go on vacation pretty often these days. But no matter where we're at—some island in the Carribean or Disney World—no matter what, when we get up in the morning, my wife and family know that we can't go out, can't do anything until I've pushed that button.

Now, it's not that hard a thing. Sometimes it takes me five minutes to write a short message and push the button. But they know that that is the thing that pays for everything. And you know, I've been on vacation in different parts of the world where I have not had the time to pre-write a message that one of my staff can send, and so I take the time, spend a few minutes, and push the button – because you can do this from anywhere in the world. I mean, I've done it literally sitting on the beach in Costa Rica.

And, as my brother pointed out one day, my master bedroom suite is 3 times as big as that old apartment with the used furniture I lived in back in Pittsburgh. I've come a long way since I learned to push the button.

Tellman's pushed that button in a car on a narrow winding road on a mountain in Norway—and that's what paid for the whole trip. You can really do it from anywhere.

But the great part about this is that every time you push the button you *get paid*. And, you can push that button every day if you want to. I mean, if you had a magic button you could push and make money, like a big “easy” button, then what you would do is probably just keep on pushing it, right?

That's the name of the game. It makes all the difference in the world.

Now, you know, when we're talking about pushing the button, what Shawn's really alluding to here is if you can send an email in five or ten minutes, press the enter button or the button on your mouse to press “send” on that, and that will make you 3 grand today, 5 grand today, 10 grand today, why wouldn't you do it every day?

And that right there is secret number one. This is probably the biggest money-making secret that you'll learn, the most leverageable thing that you can imagine, is start pushing that button every single day.

**Send an email every single day to your list, and you will dramatically increase your ability to make money, just exponentially.**

Tellman didn't used to do this. And then one day Shawn gave Tellman nine emails to send out, every day, in a row. And he was uncomfortable about sending that many emails, but said he'd do it anyway.

He made more money over that week and a half long period than he had made over the prior three or four months combined. Boom!

And that was his take-home. From that day forward, Tellman sent an email to his list every single day.

So as we mentioned earlier, there are a lot of myths, there's a lot of misinformation out there.

And what we want to do here is answer some of the most common questions about email marketing and destroy the most common myths, because we think that's a lot of what's holding you back from being able to really cash in on this, and we want to get you started cashing in as soon as humanly possible.

You probably have already opted in; if not, you'll need to, to get access to all of this information. And remember, it's all absolutely free stuff—video

tutorials, templates, just exactly what to do, how to do it, step by step, get started building lists and making money. Here's Myth number one:

## **Myth Number 1: People think that list building and email marketing is complicated.**

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Actually, it's not complicated. When Tellman got started, he had no idea how to put up a webpage. The fact of the matter is, if you can log into a free email account like Hotmail or Yahoo and press the "send" button, then you can do email marketing. And it's really that easy. If you aren't sure, you will definitely be sure after you watch our free video training.

## **Myth Number 2: It's hard.**

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It's only hard if you decide it's hard, but it really isn't that hard. In fact, many people that are very successful with email marketing are not even writing the emails they send. They're simply taking a prewritten email, they're inserting their link, and they're sending the email. That's it!

And then because it's tracked through an affiliate program, they just get a check the next month. If you send lots of emails, bam, you get lots of checks, and some of them are big checks, which is really, really fun.

In fact, just as a side note, before Shawn started with all this different promotional marketing via email, he used to not like getting the (snail) mail

simply because he always got a lot of bills in the mail. Now he likes going out to the mailbox and getting the mail. "I'm like a little kid, because generally I get more checks in the mail I do bills. And damn, that's fun!"

### **Myth Number 3: You have to create tons of content and be a good writer to make this work.**

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Not true! As a matter of fact, we'll expose that myth right now. This special report that you're reading, we recorded it in audio, got it transcribed, and had someone else edit it down. Shawn and I just talked. You don't have to create a lot of content, and you don't have to write if you don't want to. As a matter of fact, I create very, very little content at all. Some of my bestselling products and programs and everything else came from somebody else. The content I do create usually has something to do with what's going on in my life anyway. I talk about what I'm doing that day, and tie it in to a marketing message. That's it. You don't have to create a lot of content.

### **Myth Number 4: People will get mad if I send them email.**

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People are really worried about this. Now it's true, okay, first of all: *some* people will get mad. But the reality is it doesn't matter. Some people, when you send them email, will not want to be on your list anymore. They're going to leave. That's okay because they were going to leave sooner or later anyway, so it doesn't matter. What you have to focus on is

the people who *didn't* leave—they're your future customers. And there will always be more of those.

The way that you want to measure your success is dollars and cents. This is a business. It is measured in terms of profits. And so it's really simple. If you push the button every day to send email and every day you make \$1,000, at the end of the month you have \$30,000. Maybe some people unsubscribed from your email list, and certainly that will be the case. But you know what? On day 31 when you send an email again and you make another \$1,000, you will not be counting the number of people who unsubscribed; you'll be counting the checks you're depositing in your bank account. And that is the most important thing. That's easy enough.

### **Myth Number Five: No one responds to email anymore.**

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And that is probably the furthest thing from the truth. Tellman bought his million-dollar home because people respond to email. Proof is in the pudding. That's it, period. End of story.

One more thing – and here's a big hint, folks. You're probably reading this report because you got an email that invited you to come and see the video and read this report. You respond; so do other people.

## **Myth Number Six: I'll be called a spammer.**

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Many people are concerned that sending a lot of email makes them a spammer. That's not true.

First of all, spam is technically not illegal. It is considered against the rules of server hosts and ISPs.

But the reality is that spam is not what this is all about. This is about permission-based emails. Spam is really considered by most people to be unsolicited email, email they did not ask to receive. People are going to opt into your list and agree to receive email from you and all the promotions that you want to send them. They can get off your list at any time.

If they get mad and they call you a spammer (even though you're not), just go and unsubscribe them from your list and never send them email again and don't worry about it. Because, again, just because you send email doesn't make it wrong, it doesn't make you a spammer. But if you don't send email, you don't make any money.

## **Myth Number Seven: No one knows just what's legal.**

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We're going to answer that in our free training because it's a little longer than what we can say here. But essentially, as long as you're sending email to people who have requested it and opted in to receive it, you have your name and address at the bottom of the email to identify who the sender is,

if it's your promotion, if you're promoting for someone else, if you have the other company's name and address in that email, and you have a valid working unsubscribe link in that email, which is normally put in by the company you use to send the email, then you're legal.

Just don't use misleading content. Don't trick people by saying the email's about one thing and then sending them to a completely unrelated webpage or anything. So that's generally what's legal. It's not hard to get.

## **Myth Number Eight: Autoresponders are really complicated.**

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An autoresponder is simply the system that you use to send email to your list. That's it! It stores all the names and emails for your list and it sends emails to your list. It can even do it automatically, even while you're away or on vacation, without any extra work on your part. An autoresponder is really, really, really simple. It's just as easy and simple to use as a free email account.

You don't have to be really technically oriented to do this, because if you can log in and read your email now, you can do this. Especially, again, after you watch our step-by-step free video training, you're going to know exactly how to do this and so there will be no mystery left when we're done. It's going to be very easy for you to follow and do all this.

## **Myth Number Nine: I can't get started because I don't have a list yet.**

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We don't know of a single successful marketer who started with a list. We don't even know of a single unsuccessful marketer that started with a list. Nobody on the face of the earth starts with a list. So that's really great news. That's why we're teaching you how to build one absolutely for free in this program.

You may be thinking, I sent email once and nothing happened. Well, then you should send more email, as we mentioned before. But the reason it probably didn't happen is you either didn't have enough people on the list (if you sent it to, like, very few people), or you were not building a list that was targeted to a specific market.

And again, all of our free training is going to teach you how to do this. We're not trying to dodge answering these questions, just these are non-issues once you see the training that we've got that tells you how to do this.

## **Myth Number Ten: I'm not interested in selling products or services about how to make money.**

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Well, some people do want to do that and some people don't. The good news is that the Internet is a much bigger place than how to make money.

As a matter of fact, the vast majority of products and services sold on the Internet today have nothing to do with making money – by a long shot.

About 98% of the products and services sold on the Internet today have nothing to do with making money. So if you don't want to sell products or services that have anything to do with making money, then you're in great company with pretty much the rest of the world.

## To sum things up...

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Okay, so...

We've created videos that are going to show you, if you're an absolute rank beginner, how to get started and get going, even if you've never registered a domain name, we're going to start there.

Now, we have all of this information archived for you over at our blog at [Listbuilding.com/blog](http://Listbuilding.com/blog).

We're going to get you moving and get you moving really fast. We've created all the step-by-step videos for you to access right now, this very minute. And we're creating more advanced list building and money-making training for you that we'll be making available here over the next few weeks.

You're going to learn how to build a list from scratch. You're going to learn how to make money online, even if you've never made a cent on the Internet. And *we're going to teach you how to completely transform the way you think about list building forever*, even if you've been studying it for a few years.

Prepare yourself for the next few videos that we're going to be releasing, and check back on [Listbuilding.com/blog](http://Listbuilding.com/blog) immediately for updates over the next several weeks. It's going to make your head spin!

If you're somehow reading this report and you haven't opted in, go to [Listbuilding.com](http://Listbuilding.com) , put in your name and your email address so you can be sure to get updates as we release more and more totally free list building, money-making information for you.

And last but not least, if you like the content in this report and the free videos that we're providing for you, then please go and visit our blog and post your comments. We'd love to have you join the conversation with the other people who are excited about being able to avoid extinction on the Internet, now that they have an easy method to succeed online.