

The Mojo Report

Marc Eglon

Featuring exclusive interviews with

Justin Brooke * Matt Garrett * Andrew Stark
Alex Jeffreys * Soren Jordansen
& Sean Mize



ROCKSTAR LISTBUILDING

About the Mojo Report

Let me tell you a little story about why I wrote this report....

I've spent the past few years stumbling around the interwebs looking for the ultimate way to grow an independent income. An income that will enable me to do the things I like - riding my bike through the woods, climbing mountains on weekdays, sleeping under the stars, staying up until 3am when I want, laying in until 11am when I want.

Especially in the shabby economy we're in, I'm sure you'll agree it's a pretty good idea to take responsibility and learn how to look after yourself. Don't get me wrong, I love working as a scientist but let's be honest, it's not going to fulfill all my dreams of being able to do what I want to do, when I want to do it.

Obviously, the first thing I did was to search in google for "how to make money online" and found countless opportunities to spend my money. I knew no better so I began to buy stuff to start my online education.

At the same time a friend of mine found an exciting sounding network marketing opportunity and I signed up. It promised that I'd make a simple residual income with very little effort and of course I never really made much money with that business because what I didn't realize was that I was doing it all wrong. But I did learn a lot from it. Like how to buy a domain name, how to set up a website, autoresponder, tracking etc. In fact I learned the techie basics but didn't really learn much about the business end of the equation. And that's where it all happens....

I don't regret that time on the nursery slopes because I learned a lot. In short, I learned that there were a lot of things to learn and that there was no way that I could possibly master all of these. I did realize that building an email list was important (or so I thought) and decided to focus on that. I also knew that using a membership site was a great way to build relationships and at that time, I was using traffic exchanges to build my business. so what did I do next?

I set up my own traffic exchange membership site.

Fast forward a few months and I found an offline event on internet marketing and took a massive leap of faith.

I bought a ticket, booked a flight and reserved a hotel room. I decided to take the plunge and spend my weekend in a seminar room full of total strangers and hopefully learn a bit about marketing at the same time.... on my own - no friends that I can hang out with, nowhere to hide. Just a room full of strangers, me, and my ambitions.

I was filled with trepidation but I can recall that was one of the most exciting times in my life. It reminded me a little of when I went to university but this was different - it was something that I'd decided to do 100% by myself. It wasn't a part of a prescribed path, it was a diversion that I chose to follow. Terrifying and exciting at the same time.

And what I discovered was something truly amazing....

There were dozens of faces there that I recognized from forums, facebook, twitter and countless product launches. Sure it was a little daunting but for some reason, I was really excited to be in this crazy position, totally outside my comfort zone.

What I realized was something that I'd thought about before. That the successful marketers on the internet were all working together in some kind of incestuous loop - feeding off one another and promoting each others' products. But it really made sense when I saw what was going on right in front of my own eyes. I was right - everyone is working together and helping each other out. And for 1 simple reason - they're all buddies!

That's when it clicked - Internet marketing happens offline.

But what was even cooler than that - everyone turned out to be exceptionally approachable.

It's amazing how open everyone is when you get the chance to chat with them. Particularly when you're just hanging in the bar - there's no pretense, no pressure and everyone has their guard down after a couple of beers.

Later that night, there were just a few of us left in the bar, it was after midnight and we'd all had a few drinks. Don't get me wrong, it's not about the drinking and internet marketers aren't just a bunch of alcoholics but, hell yeah - we do like to party.

Anyway, at one point, I realized that I was clearly the newbie of the group so I decided to take the plunge and raise a question. Little did I realize that that one single question would change the way I worked online.

It wasn't just the answer that had an effect. It was the way the answer was delivered. In fact, I knew the answer all along but still I didn't quite "get it" - of course I thought I did but it wasn't until the series of conversations it sparked that it really triggered something inside of me that started to bring it all together.

Once I had the answer, I realized that I was missing a part of the equation - there was something else going on that I just hadn't even considered before and it was something that I had to learn. Fast.

I have to admit, it wasn't even my own question - it was something I'd been discussing with another fledgling marketer the night before at the VIP dinner. After dinner, we had a chance to chat to a bunch of experts who worked the room and joined each table for 10 minutes to get grilled by the rest of us.

It was a cool way to pick the brains of the likes of Soren Jordansen, Simon Hodgkinson and Tahir Shah and JP Schoeffel but as it turned out, it was still a bit formal and there were still too many people wanting attention so it wasn't as easy to ask questions and discuss our own projects as I'd hoped. So we missed out and we didn't get to ask the question.

Fast forward 24 hours and I had the perfect opportunity, I asked....

“If you had to build your business from scratch tomorrow, what would be the first thing you'd do?”

I was expecting a few different answers that I'd mash together to form a bigger picture but something else happened that just blew me away. I couldn't believe it when everybody gave me the exact same 3-word answer.... and it was so so simple.

Without skipping a beat, every single one of them said "build a list". But then something else happened. It was 4 am (see these guys really are rockstars) and Alex Jeffreys was sitting at the bar, eating a steak sandwich, jet-lagged from his US flight and I asked him the same question -

“What would be the first thing you'd do if you had to start over?” and as you might expect, he instantly replied with the same 3 words - “Build a list”. But then just as fast as he replied, he

backtracked a bit and changed his answer to something much more specific that really drove home what I'd thought on the first night. He said

“actually, the very first thing I'd do is attend an event” (like the one we were at). And “Act like a newbie”. Ask questions and soak it up.



**Chris Freville,
Marc Eglon, Alex
Jeffreys, Soren
Jordansen**

I went to one of the seminar sessions the next day but I already had everything I needed to take my business to the next level and to be honest, powerpoint presentations aren't that exciting (especially after 4 hours sleep).

I flew home that evening and my mind was racing from the second I left the hotel. I had planned to write a few blog posts about what I'd learnt and maybe even put together a product and then it hit me.

I actually had a total blueprint for a product and I thought it would be criminal of me not to do something about it.

So I decided to get to work.

I had to share this information with everybody but I still needed that extra piece of leverage to make it a big success. Of course I wanted to write about the importance of email marketing at the core of every rockstar marketer I'd met but I still had a few hurdles to clear -

I didn't just want to write another “me too” report on list-building - it's a pretty crowded space and I don't just want to recite the same old stuff as everybody else.

But, I didn't have the track record or the experience to put together the best email marketing report out there. I was still missing some of the bigger picture. Sure I realized by now that an email list is a huge asset and should be the number 1 focus in my business but there were still some “why” and “how” questions that I still needed to answer.

Most marketers know the basics of email marketing but I still needed to understand “why”. That meant learning more about the juicy rockstar back-end stuff - integration marketing, joint ventures and affiliates.

And of course, I still didn't know the best ways to get to the place I wanted to be. I wanted a big, responsive list of members, affiliates and partners but there are so many different ways to get there. I still needed to know how to build a successful business around an email list.

And then the final part of the puzzle dropped into place.

ON the first evening, at the VIP dinner, I'd been chatting to Simon Hodgkinson and he was talking about leverage and how to align yourself with the peers and competitors in your niche. He'd suggested interviewing leaders in the field and using the interview for both education and content.

It just made sense....

I spent a couple of months getting to know the people I'd met at the event in Bristol and then ~~held a gun to their heads until they agreed to tell me their secrets~~ convinced them to do an interview with me.

And here we are - Welcome to Rockstar Listbuilding

Welcome to Rockstar Listbuilding

This report is the culmination of months of research. I bought and read every list-building report I could lay my hands on - after all, to produce a report that's leagues ahead of the others, I had to dissect them all word by word and make sure I'd covered all the bases.

What I found was that 95% of these reports, ebooks, manifestos and blueprints were very thin on original, useful content and just stuffed with affiliate links.

So what you find in most reports, I have cut down to just 1 or 2 pages of punchy bullet points and action plans so you can just get right to work on them. But now for the rockstar stuff...

I grilled 6 rockstar marketers about every part of their email marketing strategies to find out how to fast-track my business. That bit's for me (thanks for indulging me). But I also want to give it away to you too. I know that what I learned from these interviews can help you too because we both have the same desires, problems, ambitions and insecurities about building an online business.

So after interviewing these rockstars for over 7 hours in total, I noticed some patterns emerging and decided to focus on these. I found that every single person I interviewed:

- Uses a super simple business model that they can explain in a sentence
- Relies on their list as a primary asset in their business
- Focuses on building and nurturing their email list
- Leverages other peoples assets and shares their own
- Uses a simple strategy in every part of their business

Pure and simple.

And I want to convey that simplicity in this report....

Why is your list your greatest asset?

Have you ever noticed the same top affiliates all promoting the big product launches? Do you think they're using PPC ads to do it or SEO or other classic traffic-getting methods?

Of course not - they use their mailing lists.

That's the asset - it's about maneuverability.

The ability to quickly mobilise your members and subscribers to play in the game.

- ☑ Send visitors to your sales page to move product
- ☑ Survey your members to find their what's hurting them (that's how you can tailor products)
- ☑ Create social proof by sending visitors to comment on a blog post or to give feedback on a product or service
- ☑ Give away information to add value, build reciprocity and trust

In short, if you need to mobilise a lot of people fast, email is the answer.

Email is fast and personal. You get to build a relationship and by over-delivering in value from the instant someone opts in you can build that trust fast. And when members trust you, they will act on your recommendations.

But that's only the beginning - it gets really interesting when you start applying some of the advanced leverage strategies that the rockstars use.

But before we move on, let's just destroy a couple of myths:

“Without the list there would be nothing....

The list is our main source of driving traffic....

The list is what we use to launch our own products.... It means everything”

Soren Jordansen

Myth #1 - The money is in the ****

You've heard it a million times, it's the most overused cliché in internet marketing and it's probably the most misleading and here's the truth - *the money is NOT in the list* - it's in your subscribers back pocket. But that's just pedantic isn't it...? Not Really.

Thing is, you can even buy a list of email addresses but it's worthless to you because you know nothing about that list and more importantly, that list knows nothing about you.

So what's the real secret asset that the rockstars are building when they talk about their "list"?

The answer is something far more powerful than a string of 1's and zeros - it's something that can't be bought but it can be hard-coded in the mind of your audience.

Seth Godin calls it "Permission", Chris Brogan calls it "Trust", Brian Clark calls it "Authority". Whatever you want to call it, it's your mojo, the social glue that holds your tribe together.

That is where the money is. You can have a list of millions and without your mojo, you won't make a penny. But remember, it's not just about money - It's about mobilizing your audience to your call-to-action. So whether you're a publisher, blogger, marketer, charity or a political or even a religion - you need to work on your mojo and your audience will follow.

Myth #2 - You need a huge list

The wrong way is to treat your list as a numbers game. Throw enough crap at a wall and some will stick. The bigger your list, the greater the chance that a small number of individuals will do what you want and that's how most people use their lists. But it's linear - and that really limits the results.

To an extent this is true - if everything else were equal, having more subscribers can have a bigger impact but it's backwards thinking. Focus on the mojo and you'll build a more responsive tribe that will be far more willing to interact and respond to your emails.

You'll then be able to leverage that small audience far more effectively to snowball your list and by learning how to nurture that mojo early in your business, you'll really be able to crush it when you have a bigger audience.

If you want to understand the power of a small dedicated tribe, watch the film 300 and you'll see what I mean.

Listbuilding Basics - Getting Started

Starting out is the hardest part. There's a lot of information out there and a lot of tempting rabbit holes to go down. But stay focused on the basics and don't get distracted.

I'm going to share some specific strategies that you can use right away to leverage your assets to build your business around your list.

You DO need to have a system in place so you'll need to invest in some basic technical assets (domain name, hosting, autoresponder and word-press) and if you don't know how to set them up, I've created a cheat sheet called "Brass Tacks" to help you out.

Get the Brass Tacks Cheat Sheet at <http://rockstarlistbuilding.com/brasstacks>

Now you've got the techy part in place - let's go to the process.

Listbuilding Basics - The Process

Step back a little from the technical parts and look at the overall goal in the bigger picture and we strip it back to just 2 components.

Part 1 THE OFFER

Create the offer first- you're going to use it to leverage the traffic you get and turn those visitors into subscribers. This is your "lead magnet", "funded proposal", "ethical bribe" or whatever the latest buzz-word is, but forget about the jargon. Just provide something that's truly irresistible and gives your market what they want. They'll happily give away their email address in return for something that eases their pain. And they'll love you for it.

Simple as that - nothing. else. matters.

Part 2 TRAFFIC

There are loads of methods of getting traffic - SEO, PPC, forums, blog commenting, guest posting, traffic exchanges, safelists, social media, giveaway events.... but that's an entire report of it's own.

Whatever traffic source you choose to work with, remember to look for leverage that brings you results time after time from just a small initial effort.

Look for traffic that already exists and find a way to step in front of it. If your audience spends time in a particular forum, find a way to connect with that audience. If there are a lot of organic searches for your topic, write some targeted articles and pick up some search traffic. If you're looking for fledgeling internet marketers, traffic exchanges and safe-lists can be useful.

But there is one source of traffic that is more powerful than any of this - and it's guaranteed to convert....

Other people's traffic - particularly those visitors who click on a link in an affiliate email are super targetted and they have arrived on a specific recommendation. Which brings us back to the real value of email marketing. And that's hard to beat.

If you want to learn a little more about the listbuilding process flow, I've added a cheat sheet at

<http://rockstarlistbuilding.com/go/process>

Pull the lever

There is 1 principle that came up time and again when I interviewed the rockstars that they ALL use explode their list. The rest of this report highlights nine fast-track techniques that you can apply to your business right away to leverage your assets and snowball your list building.

How to have billions of dollars of technology working for you 24-7 so you can focus on delivering more Awesome

It might seem obvious but the democratization of technology through the internet means you can get billions of dollars of resources to run on autopilot to build your business for you. It doesn't matter who you are - you can create your own game and become a global leader with a \$100 video camera, an internet connection and a passion. Just ask Gary Vaynerchuk.

Your hosting account, FTP client, autoresponder, tracking software, membership scripts and merchant accounts are all simple ways to get the internet on your side for a tiny dollar cost. What used to cost industry millions of dollars in salaries, advertising and marketing can now be mobilized from your iPhone.

You can set up a fully automated systematized business that you can literally run from the beach, so you can focus on delivering whatever it is you deliver. And create more mojo.

You have to leverage that stuff at every opportunity you get.

How to get your rockstar competitors to not only create your product for you but also to promote it for you - for free

And I'm not talking some cheap 7 page report here, this is high-value, high-demand product that will not only help you raise your game, but will also get you noticed amongst your peers. And the best part? You can do this even if you're a complete beginner in your niche.

In fact, it's the exact strategy behind Rockstar Listbuilding and it involved leveraging somebody else's reputation....

Interview the experts.

Just turn on skype and record an interview. You ask the questions, the experts provide the answers. Not only do you learn the insider information they provide, but you have a product at the end of the day - All for just 1 hours work. Video and audio content is red hot right now and you can even have it transcribed to create a report (you're reading mine right now).

You get the content and the expert gets the publicity.

There's an ever better way to really leverage the mojo of the rockstar you're interviewing that takes just a tiny bit more effort but is infinitely more valuable and it actually builds your list as you do it....

Create multiple high-end products in an hour with zero effort and build your list at the same time without anyone even questioning why they're giving you their email address

You can start small but if you want to fast-track, create with your biggest product first. Bigger products have a higher perceived value (ie. real value) and they can be repurposed and broken into smaller elements to create a whole line of related products.

You will need to have a seed list (or leverage somebody else's) but as soon as you can....

Host a webinar

My their very nature webinars have a few amazing stand-out components that make them especially suited to building your business -

1. You can get started for virtually nothing with something like GoToWebinar or Adobe.
2. Have you ever noticed the spikes in twitter when a new apple product launches? That shows how much value we place on real-time information. You can interact with your audience and address their issues on the spot. It's like being on the phone with hundreds of people at once and you all benefit from the exchange.
3. Webinars naturally require an email address because the software sends out a link and a reminder to get on the call so someone won't think twice about giving you their details.

....Webinars Rock

4. Don't forget that on a call of 100 people, twice that number might have registered but couldn't make it. You still have their email details and you can send them the link after the call so they can listen again.
5. You can split a webinar into audio and video files and have them transcribed too. You can break it up into blog posts, submit to video directories, podcasts and most importantly, use them as offers to grow your list and content to build your mojo.

But most of all...

Webinars give you a whole hour of undivided attention that allows you to tell your story, give more of the stuff that people want. And they'll be hungry for more.

If you really want to push the limits, go one step ahead and host an offline event - take to the stage and interact in person. The value in real-time face-to-face engagement is massive and you can even sell recordings of the presentation to the same people who attended the event.

But you have to be good and you have to be able to attract an audience. You need the social proof.

Discover how Sean Mize used the Pareto Principle to build a six figure email business within 3 months of starting out

Sean Mize was the first person to introduce me to email marketing and I only wish I'd stuck with him back in 2007. When I interviewed Sean for Rockstar Listbuilding, I was completely overwhelmed by the simplicity of his business. In fact, he's still using the exact same strategy that worked for him 3 years ago.

It looks something like this-

- Step 1. He attracts traffic to a squeeze page
- Step 2. He asks his subscribers what they want
- Step 3. He gives it to them

Simple as that. Mad isn't it?

Even madder, he built his entire business using just 1 traffic source - and mastered it. When I say mastered, he literally became the world's most published author on Ezine Articles.

But he also revealed the hidden factors of "simple" that most people overlook. The very factors that allow Sean to work on the elements that work and ditch the rest (80/20 rule) -

1. Using articles to attract visitors attracts only those visitors that are "on-topic". The article already provided a solution so visitors to the opt-in page already INTEND to subscribe.
2. By including just a headline and 5 bullets on the squeeze page, Sean knows exactly what those subscribers want and when he delivers, it creates instant mojo.
3. There's no leakage - the ONLY place to get more information is email. Just articles and email. And that makes it all super simple to track and tweak.

The one part of your squeeze page that you should tweak to optimize conversions (it's really obvious but almost everybody ignores it)

This is pure dynamite - and I was blown away when Alex told me about it. When you're trying to optimize your squeeze pages and sales pages, there are a million things you can play with and the combinations are infinite.

Headline, headline color, sub-headline, font, bullets, benefits, Belcher buttons, Deiss squeezes, guarantees, submit button text and on and on. Forget about it - leave that stuff to the real experts with all the sophisticated multivariate testing software and enormous volumes of traffic.

Remember - KEEP IT SIMPLE. There are only 2 two parts of the equation - TRAFFIC and OFFER.

The traffic is already there - the only bit you can really play with is the offer. Make it irresistible and those visitors will not care what color background you are using. Just look at Sean Mize's plain white super basic squeeze pages that convert at over 60%.

If the offer eases their pain, the visitor will bite your arm off. And if not, the offer is wrong.

Try something else.

The 3 simple scripts that will help create raving fans who spread your content virally and grow your list on autopilot

Before you even think about your content going viral, it needs to be stellar - anything less than shit-hot won't cut it. Nobody talks about stuff that's just normal but we love to tell our friends about the new "Purple Cow" (if you don't get it, google it).

The next part is to make it EASY. Make it part of the process and offer a bonus for helping spread the word. There are a couple of tools that can help:

1. Give your subscriber an affiliate link right away. Then there is something in it for them - give your visitors the credit they deserve for joining your tribe.
2. Use a TELL-A-FRIEND form. Provide a pre-written email (containing their affiliate link) in a form that has spaces to add email addresses to send to their address book.
3. Add a TWEET THIS button to your page - and provide a pre-written tweet (again, include their affiliate ID). Offer an additional bonus for doing it.

To really make this work well, there are a couple of tricks to help it flow-

1. Write step-wise instructions - it's human nature to want to complete the steps, bailing out is seen as failure - STEP 1. Enter your email - STEP 2. Tell your friends - STEP 3. Send your link to twitter - STEP 4. Collect your bonuses.... You get the idea.
2. And most importantly, make it worth it - just keep giving more amazing stuff for taking part in the process and your members will love you. It's all interaction and the more opportunities you create to give, the bigger your mojo.

The real truth about membership sites and how you can create your own in less than a day (it's far easier than you think)

As your visitor flows through the process of your site, your aim is to provide them with their solutions as effectively as possible, guiding them step-by-step. You control that channel and the sequence of events - you control the experience.

As that process grows, and as your business grows, you'll find that the next logical step is to use the membership site model.

Most people imagine recurring monthly fees and ongoing content creation but this doesn't have to be the case. If you want to sell an ebook, audio recording or even a ticket to a seminar, wrapping it up in a membership site lets you get levers working at the same time for exponential results.

- Automagically make members affiliates
- Create a life-long tribe with community, loyalty and belonging
- Give away more content
- Sell More Stuff
- Build your list
- Have another channel to communicate

And it's really easy. Remember in the brass tacks cheat-sheet where I talked about using wordpress? That's because there is an awesome membership script that you can add to your wordpress install that turns it into a killer members only site.

It's called Digital Access Pass. There are dozens of others but I chose DAP for Rockstar Listbuilding because its so simple and flexible. The support is awesome and Ravi, the developer is right on it. In fact, we chatted on twitter a few months ago and I suggested some new features. Within 6 weeks, he'd built them and added them to the script. How awesome is that?

Three powerful strategies that Matt Garrett taught me that can add thousands of subscribers to your list for just a few hours work (clue - they're all the same)

When I spoke to Matt, this stuff just blew me away - he told me exactly how Jit Uppal grew his list from 900 to over 30,000 subscribers in just 11 months. And now that I'm starting to implement this stuff, I've noticed that everyone is doing it.

I asked Matt "What are the 3 most powerful strategies for growing your list?"

He replied "That's easy - ad swaps, ad swaps.....and ad swaps"

Don't be fooled by the dull name because it's probably the fastest way to gain an advantage and leverage your list as it grows. And I'm talking snowballs.

So instead of finding just emailing random affiliate products you find through Clickbank, identify your competitors in your niche and contact them - offer to mail your list with a link to their offer in return for the same. You can try to find partners with a similar sized list or you can use some extra leverage like (repeat mailing, newsletter ads, 100% commission) to access those ahead of you in the game.

In fact you can leverage anything you like, if you're a brilliant designer or can code like a Pharaoh, then use those assets in exchange for an email. Be creative, you're in the business of making deals aren't you?

(Hint - when approaching potential partners, give more than you ask for.)

In fact give and expect nothing in return..... **Be Santa Claus.**

One everyday offline technique that you can plug into your business in minutes to double your subscriber value

“Would you like a coke with that?”

The classic example of integration marketing to help wash down your Big Mac.

Offering a special deal to your customers on an appropriate product is the ultimate way to squeeze the revenue and you can even turn your competitors into your allies by selling each others products.

How about these examples?

1. On your “forgot password” page - link to Login Ninja so your members never forget again.
2. “Check your email to get your free report how to change your own engine oil in your own back yard. In the meantime, you can also get a free report from my friend Jackie on how to spot when your car is firing on 3-cylinders and how to fix it”
3. “Thanks for logging in to get your free photoshop shortcuts download - here’s a link where you can get 10 free photoshop actions to make your banners jump off the page”

You get the idea - be creative and find products that fit naturally with your own.

If you’re ready for it, you can create multiple products and build your own ecosystem that dominates entire niches and market segments. Soren, Cindye and John have several sites that all link together so a member can enter their world from any site and be exposed to multiple sites.

In fact 80% of the traffic in their membership sites were referred from another of their own sites. Just think about the economies of scale and all that free traffic. All whilst building mojo.

Putting it all together

You'll notice that all the rockstars I interviewed have incredibly simple business models with clear objectives and actions. So that's what I suggest you do - take this report and go write a plan to implement some of this into your business.

But before you even start, you need to decide if you are going to commit to it. If you are already crushing it with your own business and adding hundreds of new subscribers to your list every day then you might not need this. Don't let this distract you.

That being said, the stuff in here is universal and I'm sure there will be something else here that you can add to stretch your assets as far as you can.

Go on - get to work.

What can I do now?

Thanks for reading this report and taking action. To get the most from your Rockstar membership, check out the following.

1. If you liked this report, please feel free to **give it away**. You could even use it as a lead magnet to build your list.
2. You can purchase the **rebranding** rights to this report and hard-code each link with your own affiliate links so you can earn commissions when someone buys through your link. This makes giving away the book far more valuable because you can earn residual affiliate income long after you've given the report away.
3. Upgrading also gives you **unlimited access to the raw video and audio interviews** with the rockstars. Obviously I couldn't include over 7 hours of content in this report and the interviews are packed full with detailed actionable strategies that the rockstars use to build their own 6 and 7 figure businesses.
4. I'd love to get your **feedback** so I added a post at <http://rockstarlistbuilding.com/go/feedback> so you can leave a comment and let me know what you thought about the report. And if there is anything else you need to help you grow your list and your business - **Let me know**.
5. **Promote Rockstar Listbuilding** to your friends and colleagues and **earn 50% commission**. When you login to Rockstar Listbuilding, you can pick up promotional banners for your websites and blog, and pre-written tweets you can send. Everything is already embedded with your own affiliate links so you are rewarded for any sales you make.
6. As a member of the Rockstar Listbuilding community, you will receive email updates and the occasional promotional email, recommending tools, products and services that will help you grow your business. Of course you can opt-out of these at any time but you might miss out on some valuable information and special offers. In fact, I'll be sharing lots of listbuilding opportunities with you and maybe we can **team up for some ad-swaps**.

Recommended Resources

Domain Registration

[Godaddy](#)

[Namecheap](#)

Hosting

[Bluehost](#)

Email Autoresponder

[Aweber](#)

Membership Site Software

[Digital Access Pass](#)

[Rapid Action Profits](#)

Traffic Exchanges

[Jetstreamtraffic](#)

[Thumbvu](#)

More Sexy Rockstar Tools

[Viral Tweets 2.0](#)

[Exit Splash](#)

[Easy Video Player](#)

[Login Ninja](#)

Selected Rockstar products

[Post Launch Profits](#)

[Phantom Link Cloaker 2.0](#)

[Clickbank Pirate](#)

[Twittollower](#)

[Squeeze Page Secrets Revealed](#)

[IM Adswaps](#)

**Replace these links with your own
& build a residual income by
giving away this report at**

<http://rockstarlistbuilding.com/go/rebrand-your-mojo-report>



“ Start small. Think **BIG** ”

Alex Jeffreys

Disclaimer

Not everyone can be a rockstar - it takes hard work and you need the talent to make smart business decisions.

And I'm not talking about Mick Jagger or Janis Joplin here. A rockstar is just someone at the top of their game, someone who has a cult-like following and authority among their peers.

Most people who read this report will not become rockstars - that's just the way it is. Most people will not even try. Thanks to those people, there are loads of opportunities for the rest of us.

Even rockstars fail. You will fail but only if you consider it a fail.

This report is not a panacea that will make you rich. It's a thread in the complex tapestry that will form your business. I don't have all the answers but it should at least point you in the right direction. It worked for 100% of the people who contributed.

Be responsible for your own success.

Affiliate Disclosure

This report contains affiliate links so I get paid if you buy something. But let me be clear about one thing - I didn't write this report to make affiliate commissions. I wrote it to share my research with you and to help build my own list. The idea is that the report will blow you away and that you'll think I'm amazing and stay subscribed to my newsletter so you can get more rockstar information and we can grow our businesses together.

But back to the affiliate thing - wherever I could, I included an affiliate link for any sites that arose in the report. I did not include any product or service solely for the purpose of making some cash. In fact, I was tempted to take out the affiliate links just to prove my point but let's be honest, that would just be daft.

Including affiliate links enables me to offer rebranding rights to this report so you can replace all the links with your own. That way, you can give away the report to your friends, partners, associates and even staunch enemies to help build your own list.