

Co-Registration Secrets Revealed

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Your Rights

- [YES] Can be given away
- [YES] Can be packaged with other products
- [YES] Can be sold at any price you wish
- [YES] Can be offered as a bonus with other products
- [YES] Can be used as a bait to build your list
- [NO] Can be edited completely and your name put on it
- [NO] Can be used as web content
- [NO] Can be broken down into smaller articles
- [NO] Can be added to an e-course or autoresponder as content
- [YES] Can be added to membership sites
- [YES] Can be offered through auction sites
- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights
- [NO] Can sell Private Label Rights

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What is Co-registration

So what exactly is co-registration? How does it work?

Co-registration is a way of buying targeted subscribers and leads to your newsletter/ezine from a 3rd party service one by one on an individual basis.

The leads are gathered by websites who are offering something in return from people opting in to that website's newsletter.

It basically involves having your subscription offer listed alongside other publications' offer, so that when

someone signs up to the other newsletters, he or she is given the option of signing up for yours as well without needing to re-enter his or her personal information.

Here is how Dr Raplh Wilson put it:

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

Let me give you an example:

If you go to a website like www.NYTimes.com, and register for a bunch of free content, you will have to give up your information such as your name, email address, phone number etc.

Once you're registered, you will then be taken to a page that shows you some other offers and newsletter you can subscribe to as well. This is where your subscription offer is listed, and the chance for the surfers to subscribe to your list. The website will then send you the subscribers that have chosen to subscribe to your offer for you to add to your list.

Hotmail does something similar as well when you sign up for a free email account.

When you are buying co-registration leads, you are basically buying a ready made opt-in email list that belongs to you. You can make your co-registration leads into a regular list that knows you and buy from you.

Many people think that co-registration leads are some sort of SPAM, therefore do not use it. They are NOT SPAM. Co-registration leads are 100% CANSPAM compliant and safe. They are made up of opt-in subscribers, not gathered by some sort of software that craw the web looking for email addresses.

The reason I highly recommend using co-registration to build your list is because it easy, quick and cost-effective. It is also highly targeted, because you are only paying when the person joins your list and having seen your offer and the value you're offering.

Sources of co-registration

Here are some sources where you can get co-registration leads/subscriptions:

Source #1 – Co-registration lead suppliers/services

There are many co-registration services and lead suppliers on the web that you can buy co-registration leads

from. Some of these services gather leads from those offer pages with other publications on websites such as www.NYTimes.com. Some of these co-registration services use their own offer page to collect leads.

Here are the things you need to look for when choosing your co-registration lead supplier:

Targeted

Make sure that the subscribers you are receiving from your co-registration services are targeted, and are looking for what your list is offering. No matter how good the leads are, if they are not targeted, they will be useless.

Age of List

Ensure that the lists they are providing are fresh. Ask them how old the leads are. If they are more than 30 days old, do not use them. You do not want to buy cold lists; you may run into trouble. Just like any regular lists, you want to mail to the freshest list you can get your hands on. Fresh lists are more responsive.

Permission

Make sure you have permission to send emails to the co-registration leads. You do not want to be receiving nasty SPAM complaints.

"Paid to join" Lists

Some leads suppliers provide you leads that are being forced to join. These people are usually being paid by money to join, or somebody who wants to win the sweepstakes. Do not ask for leads from these services and suppliers.

Amount Sold

Ask your lead supplier how many times the list of leads has been sold. Some services sell the list to 5 different people, causing the list to become less responsive. If the list has been sold more than 2 times, do not buy from them.

I usually recommend co-registration services and suppliers that are integrated with 3rd party autoresponders, as this allows the subscribers to subscribe DIRECTLY and INSTANTLY onto only your list, meaning you would not have to wait to be sent leads from the suppliers for you to upload into your autoresponder.

You should always make sure that you can get your email address as soon as possible (what else is better than instant?), as you want to start making money from them right away. The longer you wait, the more likely these addresses become outdated, the higher the chances of getting spam complaints.

Plus, the popular autoresponder that are used by most of the well-known internet marketer www.getresonse.com does not allow uploaded co-registration leads. So if you are using aweber, then it means you will have to use co-registration services that are integrated with 3rd party autoresponders.

I also recommend that you should use co-registration services and suppliers that use double opt-in to decrease the chance of spam complaints.

The co-registration service I personally use and recommend is:

Getresponse

Getresponse.com

GetResponse is an autoresponder. They also offer co-registration services.

There are also many other good co-registration services, but I do not really find them as good as these two. These two services are the "best of the best".

Source #2 – Cross Promotion

You can approach ezine publishers directly to see if they are interested in a co-registration agreement. You can arrange a deal with the publishers to put your newsletter offer on their registration "thank you page" and you put their offer on your thank you page.

Just make sure that you are not in direct competition and only share a similar target market.

You can find a list of newsletter/ezine in these directories:

<http://www.ezine-dir.com>

<http://www.directoryofezines.com>

<http://www.ezinehub.com>

<http://www.ezinesearch.com>

<http://www.ezinelocator.com>

<http://www.ezinedatabase.com>

No matter which method you choose, just ensure that you are getting quality email addresses, and ensure that your offer is placed next to publications that share similar target market with you. You don't want your offer being grouped with a bunch of newsletters offering free golf tips if your newsletter is about home business opportunities.

How much does it cost?

Co-registration leads usually cost anywhere between 15 cents and \$1 per subscriber, depending on where your source is, your niche market, and whether it is double opt-in or single opt-in.

But trust me; the subscribers are worth far more than \$1 if you calculate the value of these potential customers.

You will be able to get a feel on how much each subscriber worth after sending out few promotions using this formula (it's only an estimate):

$(\text{No. of sales} * \text{Profit per sale}) / \text{No. of subscribers}$

For my subscribers generated from co-registration only, I usually get around \$1-\$1.5 per subscriber (varying from niche to niche), spending only around \$0.3 - \$0.4 per subscriber.

That's around \$1 profit per subscriber. What if you can buy a co-registered list of 10,000 or even 100,000? That would be a profit of \$100,000!

Remember, it is the quality you are paying for, not the quantity. So don't get tricked into buying leads from services that say "1 million subscribers for \$97", because you will probably end up with a list of untargeted subscribers that never gave you permission to send them offers. You are just going to piss a bunch of people off.

What to do with your Co-Registration leads

Before selling your subscribers anything, it is vitally important that you warm them up. You need to develop a good relationship, build trust and establish your credibility before offering them products.

You could warm your new list up with a free mini-course, or some free bonus products/gifts. I usually like to use a free mini-course, as this helps to establish your credibility and build trust.

Remember to give your subscribers something of high quality, not junk. By offering them quality free content, they will start to look upon you, making it easier to make money off them.

In your first email, start off by introducing yourself. The subscribers do not know who you are, and you need to tell them who you are in order to establish your credibility.

You should also tell your new list what they should expect, receive and learn over the next few weeks. And if they are not interested in the things you are offering, tell them to unsubscribe. You do not want to be sending emails to people not interested in your offer.

Here is a sample email you may use to send out your 1st email:

Hi [[firstname]],

My name is YOURNAME, and I am the publisher of this free traffic course over at <http://www.YOURDOMAIN.com>

You or someone using your email address used this email address to be sent this free course on how to skyrocket your targeted website traffic.

If you do not want to learn how to drive traffic to your website, please scroll down to the bottom of this email and click the unsubscribe button. You will automatically be removed and will not receive any other email from

me. I do not want anyone on my list that isn't truly interested and serious about learning to make money online.

Below you will find the information that was sent to me:

First Name: [[firstname]]

Last Name: [[lastname]]

Email Address: [[emailaddress]]

IP Address: [[ipaddress]]

Subscription Date: [[date]]

I just wanted to send you a quick hello and let you know what's in store for you over the next few weeks.

Since you want to learn how to drive targeted traffic to your website, I'm going to give you tons of information on just how to do that. Don't worry; I'm not going to ask you for a dime. You won't get tons of SPAM from me because I hate SPAM as much as you do.

I'm a real person who really wants to help you. I don't hide behind a fake email address or web identity. You can contact me any time with questions or comments you may have about making money online, and I'll be more than happy to help you. I've had my own home business for over seven years now. I know what it takes to make it, and I want to share with you what I know.

Over the next few weeks, you'll discover:

- The BEST and CHEAPEST places to buy LASER TARGETED traffic
- What the gurus AREN'T TELLING YOU about targeted traffic
- How to use viral marketing to get auto pilot traffic to your site
- The #1 FATAL traffic mistake almost everyone makes
- And so much more...

In a few days, I will be sending you information on the fundamentals of traffic, and the traffic mistakes many people make. The email will be packed full of useful information that will increase your targeted website traffic. I'll also be teaching you other pitfalls of learning to drive traffic to your website.

Again, please unsubscribe from this list if you are NOT interested in learning to drive traffic to your website. I only want serious people who are willing to learn how to drive traffic targeted traffic to their website the right way.

Due to SPAM filters on some email clients you may want to add me to your white list to continue receiving email from me.

To your success,

Yourname

After establishing your credibility, it becomes much easier to persuade your subscribers to buy from you. And after you have sold a product to someone for the first time, it also becomes much easier to persuade the customer to make a second purchase.

What not to do with your Co-Registration leads

Do NOT send a bunch of promotional hard sell emails

Do not start by sending your list promotional emails. If you just scream "BUY THIS!", then they will just simply hit the unsubscribe button, and you will lose potential customers. You need to build a relationship and establish your credibility before sending them any offers. This could take anywhere from 2-4 weeks.

Do NOT mail to the leads on your list that unsubscribe

If people want to be removed from the list, then remove them. Do not ever argue with them! You will just put yourself in a lot of trouble.

Do NOT sell solo ads to other to send your new list

Similar to the first point, people do not like being screamed at "BUY THIS!", especially when they do not yet trust you and know you.

Do NOT expect over night millions!

Just because you have bought a list of 100,000 leads, that does not mean you will become rich over night. You need to warm your list properly, and provide them quality content so that they will trust you and buy from you.

What about SPAM complaints?

Just like subscribers generated from any other methods, you will always receive SPAM complaints as people forget that they have subscribed to your list. Co-registration is no different.

If you do receive a spam complaint, be calm. Even if the subscriber is not acting calmly, you need to. Do one of the two things:

Email them

Email them, telling where you got their information from, and tell them that they will not receive any more mailings from you.

Do not email them

Just do not email them, and remove them from your list yourself.

Just make sure that they are removed from your list. Do not ever argue with them!

Tips to maximize your co-registration campaign

Tip #1 – Autopilot

Put your co-registration leads on autopilot by getting a good autoresponder if you do not yet have one. I recommend you to use GetResponse (the autoresponder I personally use). You can sign up for GetResponse at:

<http://getresponse.com>

Now that you have an autoresponder, write an introduction email (like the one I mentioned earlier). Make sure to introduce yourself and tell them what they will receive.

You will also need a few more follow-up emails to strengthen your relationship with your subscribers. Do not sell your subscribers anything in these emails, and give them only pure 100% quality content.

Once you have written these emails, insert them into your autoresponder series, and spread them out over 2 weeks.

Tip #2 – Isolate the incoming names

Keep the list generated from co-registration separated from your main list. I created a new campaign, specifically just for subscribers from co-registration, so that I will be able to work out and track the response rates. You can also break it down into different co-registration services for different campaigns so you can work out which co-registration services sent you the good leads and which one sent you the bad leads.

Tip #3 – Test and track your offer copy

You should always write your offer carefully, so it is as powerful as it can be. You should use negative qualifiers to filter out the rubbish subscribers. I recommend you to test and track your offer copy to see which one pulls in the best opt-in for your program. Best does not equal high volume. You only want the high quality subscribers.

You can also test and track the response rates and amount of profit generated from your co-registration list so that you will be able to work out the value of your subscribers, and the things you can improve on.

As John Reese said, “testing and tracking is where 95% of the profits are made”.

Tip #4 – Create a special opt out page

For some reason, if your subscribers unsubscribe from your list, you should create a special opt out page. Since you have paid for the leads, you should try and profit from your unsubscribe by putting offers on the opt out page.

Tip #5 – Be relaxed about the co-registration services

Don't get too worried about the number of subscribers coming in. Some services yield loads of leads, while others just a few. Again, remember, it is the quality that matters more than the quantity. As long as you are getting highly targeted leads, you are doing well.

This is the end of this ebook. Once again, thank you for purchasing this report, and I'll speak to you soon.

Best wishes,

Gabor Olah

<http://plrwholesaler.com>