

Hello and welcome to video number six. In this specific video we're going to be talking about how you can find list of owners to participate in your giveaway event.

So the goal here is to hit the bull's-eye, and here's what I mean. You want to be as specific as you can in terms of finding list owners that are selling products, or who have lists in your specific niche.

So find people in your niche only. The more specific, the better – the more general, is actually bad. So if you're more general, then you're actually going to get a lower list quality, the conversions are going to be lower, the list owners are probably not going to be as happy because there's not as many opt ins that are coming in. so you want to make sure that you plan everything in advance, so that the quality increases as much as possible. So if you can keep that in your mind, and keep that in your – as your mindset, then finding the list owners, quality list owners, is the key. It's not all about just contacting everybody that you've been in contact with. It's about finding list owners that have targeted lists. Even if they have smaller lists, the more targeted it is, the higher the conversions. So the more targeted their products are, their blogs are, or their newsletters are to your common theme, then the more targeted their list will be, and the more targeted your list will be. Because you might get a list of let's say, 500 subscribers out of the giveaway event, but the conversion rate is going to be a lot higher. Versus a list of let's say, 2000 that is not as targeted.

So let's talk about finding list owners in terms of actually going out on a google, going out on forms and finding list owners. There are several ways that you can go about doing this. You can find out where they hangout by going to niche specific forums. If you can figure out where these types of people hangout, simply by going there, you could hang out with them as well, and build a relationship and get them to join your giveaway. Now besides niche specific forums, you can also find places that do ad swaps, basically list owners looking to build their lists, you can find at swaps, posts, and so forth. Joint venture forums basically people that are looking to venture and join with other people to build their lists or to expand their customer base, and so forth. And look for, specifically for people who are selling or giving away something for free in exchange for an email address. These are usually people that are building a list. You can also look at places like ClickBank.com or other niche product related sites. Generally product owners on these sites may say no unless your offers really good, but some will say no and some will say yes. But it's worth a try, as these lists are golden, and a lot of people don't approach ClickBank.com product owners simply because – to do ad swaps or giveaway events, simply because it is definitely harder to get somebody to say yes, but the more targeted you are, that your products are, the more likely people are going to say yes.

So the key is to make sure that they are gathering emails. If they're gathering emails through an exit pop up, through a front page pop up, that's a good sign, because that means that they have a list, and they're serious about creating a list.

Here's some other ways to find list owners in your niche. You can go to google.com and type in the keyword of whatever your niche topic is, the plus sign, and in quotations the word "subscribe." So basically what we're trying to do is, we're basically trying to figure out people who have websites that, in a specific niche topic, have the keyword "subscribe" on their website. Usually, if they have the keyword "subscribe" "free report" "free video" "free gift" "free report software" or anything free that they're giving away in exchange for an email, that basically narrows it down and it makes it easier for you to find people through google, that are building a list.

And here's some other ideas: niche topic +email and more. So let me go ahead and show you how to find list owners through google, and through these other avenues. So if you go to google.com, as you can see here, there's several ways that you can go about finding list owners. One of the ways that I try to look for first, is to figure out which list owners have actually participated in a giveaway. If you can find somebody who has participated in a giveaway before, and they do it quite frequently, then there is a higher chance that they will actually do that in the future as well. So what you can do here is you can go to google.com and type in the keyword – whatever the niche topic is, and then put "giveaways."

So let's say for example that we're going to say something like "'internet marketing' +giveaways" and see who actually participates in certain giveaways. We can even do something like "self-help" +giveaways and you can see who actually participates in a self-help giveaway. Another way is to let's say "self-help forums" or some sort of niche topic +forums and then +"ad swaps" – so if you can find somebody who is interested in doing some sort of ad swaps. Essentially ad swaps is similar to a giveaway if everybody has the same amount of subscribers on their lists, and also you can do, I'm kind of getting creative here, the topic "joint ventures" "forums" +"joint ventures." So people who are looking for other joint ventures, could be good candidates. And of course what I talked about earlier was the "forums" +"____" some sort of keyword like "subscribe" – I can remove this, put subscribe, and see if I can find somebody that says "subscribe to my internet marketing newsletter" "subscribe to" – you could say, "enter email" "enter name" and see who puts that on their blog.

So from that point, all you need to do is just find a couple people, do your due diligence and make sure that you do some research on that specific person, what kind of products do they have, what kind of newsletters do they have. If they have a newsletter, go ahead and sign up with them so that you can get an idea of how they operate, what kind of quality do they give their subscribers, and that way you can make sure that the list owner that you're going to approach, really cares about what they're doing. If they care about what they're doing, they care about their list, they care about the relationship with their customers and their list. Then most likely they're going to care about providing quality to their list. So if your giveaway provides that quality, then there's a higher chance of them actually saying yes. So with that said, let's move on to video number seven where we talk about getting list owners to jump on board.