

How I Built A List Of Over **1 MILLION!**



An Interview of
Willie D. Crawford
Conducted by Brian Ridgeway

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How I Built A List Of Over 1 Million!

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Willie Crawford

Author, How I Built A List Of Over 1 Million Subscribers!

This ebook is a transcript of a recorded interview between Willie Crawford and Brian Ridgeway, first transcribed in 2013, then edited slightly in 2026 for clarity and to keep it current. A few notes have also been added, and those are highlighted in

yellow.

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Brian

Ridgeway: Hey, everybody. This is Brian Ridgeway, otherwise known as the \$150 Million Dollar Marketer. I have the honor today of interviewing my friend and mentor, Willie Crawford.

For those of you who do not know what a super-star this guy is, Willie has done more online than just about anybody I know in a dozen different areas. One of the big things he has done is to do something most Internet marketers only dream of. He has created and built an e-mail list of over a million subscribers.

I met Willie on the Internet Marketers cruise in January, just a few months ago. We became very close friends right out of the gate. We shared instant, mutual respect, became business partners, and we are doing several projects together.

I get to pick his brain quite a bit which is a pretty fortunate position working with a mentor. After one of our long, heart-to-heart business talks, we started talking about list-building, one of the areas where Willie is seriously a legend.

I said, Willie, dude, why don't we just record this and turn it into an interview? There is a lot of value here. The interview which you are listening to right now is the result. We reworked the structure of the call to turn it into more of a Q&A format to allow you to follow rather than the two of us just rambling. Willie, are you with us?

Willie

Crawford: I'm with you and I ramble anyway.

Brian: Ha! We're going to deliver as much value as we possibly can on this call. We are going to cover a lot of stuff and, Willie, as you share your answers I am going to dig in as deeply as possible to make sure we cover this well for our listening friends, okay?

Willie: That sounds good. I am all about delivering value.

Brian: Right on. It is one of the things which drew me to you from the beginning. For those of you listening, I hope you will not only listen and learn, but the key is implementation, putting it to use. What Willie is going to share on this call and what I am doing to dig from his brain is stuff you can use to begin changing your life and your finances today. I want to challenge you to do that.

Willie, for those who do not know everything about you, please go way back to the beginning of the Internet days. I think you invented the Internet, right?

Willie: I been around since the beginning of the commercial internet, I'm sure. I grew up on a farm in North Carolina. Actually, I was born at a very young age and I was born in a hospital next to my mom because I wanted her around, and I grew up on a farm in North Carolina.

I left the farm and went to college at NC State University, and I spent 20 years after graduating from college flying with the U.S. Air Force. I traveled the world and saw many neat things.

My college training was in economics and business, so I always wanted to start my own business. In 1996, the Air Force was kind enough to assign me to beautiful Oahu in Hawaii. They gave me a job at Headquarters Pacific Air Force where we had access to a bunch of Macintosh computers that were networked not only to an intranet, but to the Internet.

I jumped on the Internet, looked around, and saw that there were people talking about making money online back in 1996. I decided I was going to go ahead and start my own business even though at that point I was not sure whether I was going to stay in the military for the full 20 years. I did end up staying for a full 20 years, so it was not until June of 2003 that I retired from the military.

By then, I had already built a full-time, online business. I had done all kinds of things from hosting my own live seminars to you-name-it-and-I've-done-it. I jumped out of a military uniform into a full-time online job.

I left Hawaii and went to Alaska and from Alaska I went to Florida where I decided to stay put. Now I live in beautiful, beautiful northwest Florida where I am about five minutes from one of the most beautiful beaches in the world. Life is good.

Right now I am marketing affiliate products and I have been doing that for 13 years. I have my own products, everything from my own hosting company to you-name-it. I work with joint venture brokers, so I help other people to launch their products using my connections.

I do consulting with both online and offline businesses. I work with local businesses teaching them how to leverage the power of the Internet to get more customers to their brick-and-mortar doors and they pay well for that. This is what I am all about.

Brian: Willie, I first heard part of your story and I understood you were in the military in the Air Force, and that you were doing some strategic things. As I went deeper into your story, I got a better grasp of how your economics and business education, then going into the Air Force and rising up into a strategic

position, has guided you mentally into the leadership position you have online.

Do you mind sharing a bit about the higher aspects of your Air Force experience?

Willie: I was an officer and I was a navigator on C-130 transport planes. I spent the early part of my career flying and dropping paratroopers, but even there I was often the senior person on the air crew. I was technically in charge even though a lot of times the aircraft commander was in charge.

Then they put me into some office jobs where I learned budgeting. I was responsible for a five-year budget of about \$50 million a year or something like that. I had to plan all those things out and I became very good at planning and meeting deadlines.

I had tremendous discipline. In 17 years of flying I was never late for a flight. For me, planning things out and then carrying things out as planned as much as possible while still expecting the unexpected “expecting things to go wrong” is part of how my brain works. I am very much about flowing things out and putting together huge, huge, huge projects where you know things can go wrong.

As I went through my military career, I went through a lot of changes that affected my psyche or my mental and spiritual side. I went through a time sort of adrift, spending my time, for example, with too much partying and too much drinking. I had to cut back on that and it caused me to look at who I was and what I was, what was pushing my buttons, and why I did things the way I did.

We all examine who we are and wonder, “Am I really an expert at what I do? Am I good enough? Am I doing the right thing?” I had to go through all of that and I evolved into a person who very much believes that my mission in life right now is to actually help people who dream of a better way of life, who dream of owning an online business, actually making money from it, and building some security; being able to work from the comfort of home comfortably without the worry of bills and things like that.

I evolved into a person who is very committed to helping those people provided they are willing to help themselves. I am all about helping people by finding people who are willing to help themselves; people who come to me saying, “Show me what to do and I’ll do it.” I throw myself 100% behind those people.

I know there are many people, like those we used to call “armchair pilots.”

Look at flying magazines. It is something like 95% of flying magazines are

sold to people who never fly an airplane. There also many boating magazines sold to people who never own a boat.

I am about separating the dreamers from the doers. For those who are willing to do it, I am there to jump in and help as much as I can. That is who I am in a nutshell.

Brian: On a personal note, Willie, this is what drew me to you. I got on the cruise and the first guy I ran into was you, Willie. You and Rob Canyon and I were having a couple short conversations and I think the three of us immediately noticed in each other not only the willingness to help others, but the wisdom to know that you can only help those who want to help themselves. I had an immediate connection with you there.

I know that in that vein of helping people that want help, one of the main areas of value that we want to deliver is list-building, really building a credible list that you can leverage; a highly responsive list. Let's move into that area now.

Today you have a database of over a million people. It is almost unfathomable for most people. What drove you to even try to build such a monster list?

Willie: I should clarify first of all that is not a million Internet marketers; it is across numerous niches that I have been in. I did not really set out with this as a goal.

In December of 2002, I spoke at a seminar which was attended by John Reese and Ramon Williamson. Ramon was speaking and John was an attendee. In fact, John was the first person I ever sold a seminar ticket to. I sold it off of a discussion forum.

Anyway, I was wandering down the hallway at the seminar and John and Ramon recognized each other and asked each other, "Would you like to do some brainstorming?" They looked at me, too, so we went up to Ramon's room, he ordered some healthy snacks from room service, and we started talking.

This was on a Sunday night after the seminar was over. I was supposed to be back at work at Eglin Air Force Base 13 hours away that Monday by mid-day. I was sitting there looking at these guys thinking, "I hope they don't take too long." We talked until about 4:00 in the morning.

John and Ramon were talking and John was saying things like, You know when somebody is looking at building an online business, and they are struggling just to pay the rent. They can't even imagine having an extra \$50,000 or \$100,000," he said, "but once you get that \$100,000, it is easier to imagine \$200,000 and once you do that, it is easier to imagine half a million

or a million. He was talking about how we shift our perceptions of what is possible based on where we are.

I could see this because I knew as a second lieutenant in the military I could see making the next rank and making captain, but I could not really fathom being a general. I could sort of imagine it, but as you went up through the ranks you could see that the next few were possible; maybe unlikely, but possible.

John said, "You know, everything on the Internet revolves upon traffic and list-building. It is all about controlling the traffic; it is all about being able to reach out to people and talk to them at will."

He said, "It would be sort of neat to someday have a list, a database, of a million people." I look at this guy thinking to myself, "He's nuts," but Ramon was agreeing with him.

He said, "Yeah, it would be sort of neat to have a list of a million people." At that point I was thinking, "These guys are silly." They were thinking, "If I could do a thousand or 100,000 then I could do a million."

They pointed out that it was actually just identifying something that works and then ramping it up and doing more of it. After I listened to them, I realized that it was really going to be important to me to focus on building a list, if I was going to be a serious player in the Internet Marketing space.

Falling back to that first seminar, I bumped into Dr. Bob Silver on the Warrior Forum, actually. Bob noticed that I was talking about a cookbook I was selling and it was selling all over, so he invited me to speak at a seminar not because I was a well-known speaker, but because I was somebody outside the how-to-make-money space who was doing well. He wanted somebody to speak at this seminar who was not selling how-to-make-money products. This is why he invited me to speak.

I showed up and spoke for the first time at a seminar and ended up connecting with people. Yet, even there I deduced that a lot of these guys were talking about building traffic, controlling traffic. I remember a lot of those guys talking about controlling traffic and about building a list.

This is what I set out to do and in the last 15 years I have managed to amass a huge list. Somewhere in there, it also hit me that it is not just capturing e-mail addresses. I think it was Tony Blake who told me, "Most people will happily give you their name and e-mail address, but if you ask for more, most will actually give it. They will give you their full mailing address; they will give you their phone number probably, if you ask them in the right way."

Tony talked about the importance of having a full database, about not just having a name and an e-mail address, but the birthdate and the mailing address and all that stuff. Now I am at the point where I consider it important as an e-mail marketer and as a marketer to have an enhanced database.

In fact, now my focus is on taking the database I already have and adding data points to it. One of the projects I elude to from time to time on the Warrior Forum is how I am working on taking strategic partners who want to work with me, offering to take their list of at least 100,000 and enhancing it.

I take their databases of names and e-mail addresses and bounce it off of a database I have access to which has 330 million records. I bounce the names and e-mail addresses against our database and when there is a match of names and e-mail addresses, the other data points give them things like age, income level, where they went to school, mailing address and lifestyle things like the sports they play and their taste in movies and music, those types of things.

If they choose to, they could then market to their database in a way that is more meaningful, more personal. This is one of the things I talk about on the Warrior Forum a lot because I spent 12 or so years of my online career hanging out there and about four of those years moderating. I still spend a lot of time there even though I operate a private site.

There are many serious players there. Most of them do not realize that most of the big name Internet marketers hang out there, too. It is just that most of them often do not say much because they get attacked. They know it is the place to hang out and it is where a lot of deal-making happens. It is where I go to set up a lot of joint ventures.

One of the things I am working on is not only building my database bigger and bigger and bigger, but also helping strategic partners who someday may not be able to market just by e-mail; maybe they will change the rules. If all they have is e-mail addresses, they are out of business. They need the names and the physical mailing addresses. In fact, direct mail gets a better response rate than e-mail anyway, so they are stuck doing direct marketing, too.

I can help my partners there. It is not about the database to me as much as the list right now. I am enhancing my database, too.

Brian: Obviously, it is about the quality of the list. You are just playing in a different realm than most people I talk to. The more you know about the people on your list, the more responsive they will be because you can target them much more intelligently. You are killing it there, man.

Willie: I mean, you need to know if it is male or female. There ARE names like Pat and Kim where you may not know if it is a male or female, but you want to

know. You want to know what country they are in. If I am doing a conference in Singapore, it makes sense to invite people in Singapore to come out and meet me. It does not make sense for me to send a broadcast e-mail to people in Mexico. They will probably not fly to Singapore.

If I can target it and make it feel personal, it has a lot more power. At the same time, I am not sending millions of e-mails. I can send a handful to the right people and talk to them on a personal basis.

Brian: That's right. If you did want to send a million, segmenting those lists a lot more intelligently is really awesome.

There is a concern, Willie. When you are building your list it is not really your focus, but when you start getting that big, I look at the cost of hosting a list working with AWeber or one of the big players out there. I know that hosting a list that big has to be ridiculously expensive. What secrets do you have there? Is there anything you want to share with us?

Willie: There are two things. I do use AWeber, but last year AWeber changed some of its policies. After you get a list to a certain size, they raise the prices. After you get a list of my size, the prices jump a lot. I do not have that much of my database on AWeber and it is because I use the 1ShoppingCart system.

I actually have a private label of the 1ShoppingCart which is at ProfitAutomation.com. I use it more because it is an integrated database where the ShoppingCart is tied into the mailing list, tied into AdTracker, and tied into a lot of other things. I can have a person on an autoresponder so that when they click the Order button and order, the system can automatically take them off of the prospect list and add them to a customer list. It will take them off of one list and add them to another and I wanted that integrated database functionality.

At the same time, if it is just an autoresponder, I think AWeber is probably the one with the highest deliverability rates of the two.

Going back to that first seminar I went to, half of my buddies speaking on stage had a private label of 1ShoppingCart or another competitor. I wanted to feel like one of the big dogs, so I went to 1ShoppingCart and said, "What will it cost me to get a private label and put my name on the company?" It will feel like I have my own ShoppingCart system.

They told me the amount, I crunched the numbers, and it made sense. I private labeled the system and it was important to do that. As a private labeler, I got several free accounts. I have four on the 1ShoppingCart platform. While it started out as 10,000 records, most customers right now get 10,000 records and when they go over 10,000 records they are charged more for, I think, the

next 10,000, then 75,000, and then up to 150,000 or 300,000. Each time I hit one of those plateaus I contacted Support and Sales and I said, “Okay, I’m at 75,000,” or “I’m at 150,000,” or, “I’m at 300,000 now.”

They could just log in and change the number of records I was allowed with or without charging me for it. I have one account that is allowed up to half a million records and others have pretty substantial limits. If I was paying the regular price for these limits, it would cost me a lot.

However, I know my database and my numbers well enough to know that each of my customers is worth one dollar per person. Each one is worth a dollar per subscriber per month in most cases. It does not matter because I am paying a lot less than I am making off the list even if I was paying regular prices.

As a private labeler, I am not paying regular prices. I do have that advantage. I won’t say exactly what I am paying, but I don’t pay what other people pay. A lot of these companies grandfather people. I think when AWeber raised the prices, if you had an account before this, they gave you some breaks. Even there, I was grandfathered into some things. It is very expensive now to host your database on these platforms, but I am not paying those fees.

NOTE: 1ShoppingCart, sold to another company, then in early 2026 terminated both their affiliate program, and my Private Label. Today, I still use and recommend Aweber.

For really large databases, I recommend SMTP Depot. You can listen to an interview that I did with the owner of that platform here on my YouTubeChannel:

<https://www.youtube.com/watch?v=QTgLQOp7k2g>

The audio and video are slightly out of synch in that video, so I actually recommendations that you check out SMTP Depot at: <https://smtpdepot.com/WillieC.html>

Brian: There is one thing I know about the way you think “strategically” which is one of the things I really like about working with you. Someone might say, “Yeah, but it is still expensive to do.” You alluded a minute ago to the fact that something can pay you multiples back. If someone says, “Yeah, but Willie, it is still expensive to host that many people”, what do you say?

Willie: I say that when you get an asset of that size, when you can build a database that size, it is so valuable to you. To be able to say you have a list of 100,000 puts you into an entirely different league from most other people in most of the spaces I hang out in. To be able to say you have a list of a million gives you so much more authority and leverage and people treat you differently.

When people approach you, you know that part of the reason they approach you is to gain access to your database or to your contacts, to the people to whom you can introduce them. We understand that, but it is still a tremendous leverage point.

You’ve heard the saying, “The clothes make the man.” You think that people should be treated the same and not be treated special because of who they are or how they dress or whatever.

However, you are treated differently if people know you have a large database or that you do certain things.

Unless you have experienced it, most people will not even get it. It gets you invited to functions; it gets you into things for free; it introduces you to politicians and celebrities, millionaires and billionaires. Just because you have the ability to reach such a large number of people, people want to deal more with you. The cost of hosting a list is small compared to the upside, to the leverage it provides you.

Brian: Got it, so the clothes make the man and the list makes the marketer.

Willie: I once felt like that “clothes make the man” stuff out there didn't mean anything, but I have spoken at several seminars where, when I was not speaking, I dressed up in a suit and a tie. Even there, people treat you differently than the day you were dressed in a t-shirt and jeans.

As you walk up to order a coffee at a Starbucks or as you do anything in the hotel, people who bump into you in a hallway or elevator treat you differently and call you “sir” and stuff if you are wearing a suit as opposed to when you are dressed in a tattered t-shirt (which I used to dress in).

People do judge you by the way you present yourself to the world. Presenting yourself as a large list owner, as in our instance, does change how people treat you. When you are negotiating for joint ventures or whatever, they are going to do more thing for you than they would someone who appears to be less of a player. This is just the way the world operates.

Brian: I agree with you. I strive to be strategic in everything I do and I look at it this way. You and I both know it is kind of silly to judge people because you may be standing beside a billionaire in a tattered t-shirt. However, because we know that others do and most do, it is a lot more intelligent to go that angle.

The fact of the matter is that a guy with a great, big list is one thing. A guy with a massive list which is also an enhanced list as you are talking about with all of this data pulled together is guaranteed to get some preferential treatment. That is how it should be.

This leads to the meat of this interview. Right now, anybody listening to this who wants to grow their business, who wants to grow their profits, who understands the potential value of a list, especially if we are talking about building an intelligent list the way you are doing should have the question in their mind right now, “How in the world did you get so many subscribers?”

Let's break this down now. This is where those of you listening should get your pen into action. If you have not been taking notes so far, you are about to get some strategies and angles which you probably have never thought about. Willie is the master.

I first got online about seven years ago. Willie, is this cool? I want this to be 100% about you, but I just have something about me that might put this in perspective.

Willie: Go right ahead.

Brian: I want to share a quick minute about me. I definitely want to keep the spotlight on you, Willie, for the value of this interview.

I generated about \$150 million offline in 70 different industries and one thing I found out is a principle I call Seek Out #1. Any time I go to do anything in a new field, I start looking for the person in the industry whom people say is number one at this particular thing. Who do they say is number one at that? I seek those people out and interview them one-on-one privately before I do anything.

When I first got online, I understood it is a different game in many ways than offline. All of the stuff I had accomplished offline was worth nothing. I started seeking out the gurus online and behind a lot of the gurus I kept seeing you, Willie. I kept running into you.

I could pick 50 areas where you were accomplished. Here were all of these other supposed gurus and most of them were one-trick ponies. No offense to anybody because you can make a zillion dollars being great at one thing. However, Willie, I saw that you were out there with generating leads; you were out there with generating products, actually creating e-books and doing all of these different things.

As much of that as you are willing to share, we are not charging \$10,000 for this interview, "How in the world, what kinds of things did you do to build up this kind of a list?"

Willie: Let me start out by saying that all of the things I know are things I learned from those one-trick ponies. I'm glad they are not presenting themselves as experts in things they have not really mastered yet. I am still mastering a lot of things. I challenge myself all the time so that I do become better at what I do.

When I first got started, the first thing I was told to do was to put up a Web site that attracts people with a common interest and then put an opt-in form on every page. I did that and I started building a list within the cooking niche and a list within the how-to-make-money niche.

Then I went to my first seminar. I imagine at that point I was at probably 5,000 subscribers and I listened to people talking about co-registration leads. Then I went to another seminar hosted by my friend Joel Christopher called The Master List Builder Workshop.

There I heard people whispering about co-registration leads and I was thinking, “What the heck are co-registration leads?”

They said, “You know how when somebody signs up for a free Hotmail account and after they fill it in there are always boxes that ask, Would you like to know more about how to get a college degree? or, more about how to make money online? or, more about how to get a discount on life insurance?”

When they check those boxes, those people are funneled into lists about buying a house or getting a mortgage or getting a higher education. Those e-mail addresses are sold to other people. At the same time those people registered for a Hotmail account, they have co-registered to be on other lists.

Somewhere in the small print it says “I agree to be contacted about these topics.”

Back in the day (2003 to 2005) co-registration leads were big. I remember at Joel's conference I was talking to somebody who said, “Yeah, you can buy those e-mail addresses for something like a penny apiece.” They told me about sources that would give you as many as you wanted for a penny apiece.

We use those by finding autoresponder hosts at the time that would host them. We would just drop these e-mail addresses into an autoresponder that had 15 or 20 pre-scheduled e-mails. You just plugged in your link and invited them off to your regular list. You just worked them by sending the e-mails, ten or 15 e-mails, which taught them something about making money. In the process, you invited them to join your regular list, but you did not really add them to your main list.

I probably bought about 300,000 or 400,000 of those at one time and put them into autoresponders. Probably 50,000 to 100,000 of those stuck and eventually transitioned over to my list. Eventually they became fans, so there are people from eight, nine, ten years ago who have been in my database and have been loyal subscribers. It may have taken them five years to buy anything, but they were in the database and they kept receiving e-mails and newsletters from me.

This process put some people into my database and some of those people are my best customers. I would never advise people to use that tactic now because of canned spam and because most Internet service providers and Web hosts strictly prohibit you from using those types of leads. They want people to opt in, confirm the opt in, in many cases. You will get in trouble for doing that.

It is a part of how I built my database seven or eight years ago, so I wanted to get that clear. There was a time when it was common practice, when some of the bigger name marketers in the hallways or in corners whispered, “I would

rather have a hundred thousand subscribers from this source or that source.” I did do that.

There is something closely related to that. There was a time when you could buy subscribers from services like my friend Marty Foley's called Lead Factory. There are still services like this out there. In fact, I have thought about reviving Lead Factory myself. They went out of business for some reason. They had some technical problems on a server; they fixed those problems and then decided to close it down.

Those services work this way. People went to those services and said, “I want to buy about 5,000 or 10,000 subscribers,” and they said, “Okay, fill out this form that describes your newsletter and we will display your opt-in form across our network of sites.”

People were shown an opportunity to subscribe to your newsletter and they had thousands of sites in this network. If you bought a thousand subscribers for something like .50 cents or .25 cents each, then over time those subscribers were automatically piped into your autoresponder system.

I probably got 20,000 or 30,000 subscribers that way as I bought them. You can still do that today. You can go to services that basically let you display your opt-in form across a network or a series of sites. When people opt in, they join your newsletter. They know what they are subscribing to and they choose “Yes, I want to subscribe to this newsletter on this topic.” It is totally legit and most Web hosts will have no problem with it.

Those are two ways I have generated leads. One of my favorite ways to generate leads now and one I use quite a bit is running an affiliate program. I have run affiliate programs since 2003.

Back in 2000 I started selling my cookbook and I sold most of the cookbooks myself until around 2002. This is when I started pushing for affiliates and when I first noticed the 1ShoppingCart system.

I enjoyed my first seminar experience so much.... that December 2002 I attended a seminar and I said, “I am going to host my own seminar,” and I did the next year. Four months after I attended my VERY first seminar, I hosted one which was an experience. I did not know how much work it is to get people into a seat, but I did it four or five more times after that.

I discovered that the fact that you have an affiliate program, whether someone buys the product or does the action you are really shooting for or not, a lot of them visit your site and opt in to get more information. Having an affiliate program let's other people send you traffic and, when they buy, it is the best

way to get traffic and to get subscribers. You are now building a list of paid subscribers.

When they opt in to watch a video or to download a free e-book, the affiliate sets them up with you and the affiliate gets credit if they make a purchase. That is still affiliates; it is other people sending you highly qualified subscribers that opt-in to your database. This is probably my favorite way of generating traffic and subscribers. It is getting other people to do it for me.

For me, the affiliate program is probably my favorite way of generating subscribers. I also sublist. This is one of the things I learned at Joel Christopher's Master List Builder Workshop. I mentioned that I have a database of One Million Subscribers. That would be worthless if I did not have them on individual autoresponders that told me how they got on the list.

As people buy a certain product, as people download a free report, as people opt in for certain Web forums, I don't just push them all into one list. Instead, I put them on a list that tells me where they came from and how they joined my list. Then I can market more specifically to them and this is even before I start trying to get additional data such as their physical addresses, birthdays, and interesting things like that.

Sub-listing is very, very critical. I cannot emphasize that enough. You need to know what your people are really interested in. My friend Paul Myers wrote a book called The Amazing List Machine. He wrote it way back when and I read it.

The thing I remember most is that Paul was emphasizing so much that when people join your list they join for a specific reason and have a specific expectation which you set. They expect something out of you that you promised to them.

He said, "You need to deliver on that promise. If you told them you wanted to give them information on search engine optimization, copywriting, or whatever, this is what they joined your list for and it is what you should provide to them."

If you do not know where they came from, you cannot possibly deliver it. This is what harms a lot of Internet marketers. They promote everything to their list and they do not really know the reason why each person is on the list. I am big on sub-listing and getting them into a very tightly niched area where I know exactly why they are on my list.

Somebody might come to me and say, "I have a product on something that most of your list may not be interested in." However, you may have some people who would be interested in it. Maybe it is selling videos to local,

offline businesses. I can look in my database and pull up a list of everybody who bought a product related to that. Again, it is critical to keep track of where they came from and putting them on separate lists. I guess I beat that dead horse enough, haven't I.

Brian: Right now, how many Web sites do you actually own or co-own? Do you even know, Willie?

Willie: No, I don't. I have a hosting company which I purchased, called Niche Simple from David Perdew. When David first started up, he had this bright idea to allow customers to purchase an account that included five primary c-panel accounts and each of those five primary c-panel accounts allowed up to 1,000 add-on domains.

When I got one of these accounts, I thought, "Okay, five accounts times 1,000 domains, I can put the 5,000 domains on this account." I started setting up domains left and right on some of my accounts, so I have a lot of Web sites out there that I put up and have not touched.

I have hundreds of sites out there in my primary niche and I have thousands of sites that are just scattered all over the place. I do outsource a lot, so I may get a package from somebody that is 20 or 30 niche Web sites that are PHP powered. Most people get those and do nothing with them. I get them, have my graphics guy change the graphic and the title, and have that same person who knows how to do a WordPress blog slap the site out there.

I tie a link into it from someplace, usually it is a high PR blog or some site like Blog Talk Radio, get it noticed by the search engines, and then I leave it alone and it makes plenty. Even if it only makes a few bucks a month, because I am paying practically nothing for hosting the site, my only real cost is the domain names. I have a lot of sites that I rarely touch.

I have a lot of products and projects where I got on the phone and do an interview with somebody like my friend Bob Silber whom I mentioned where we talked about resale rights and copy rights, trademarks, and things like that. Then I slapped a site up.

I then grabbed my buddy Jack Humphrey and another friend Steve Block and talk about how to write and self-publish a cookbook. I slapped the site up offer the recordings, put in some supplemental notes on publishing a cookbook, and I don't touch it. Month after month years later, they click away making sales, but I don't touch them. I don't really even track how many sites. I just have a lot of them.

NOTE: Shortly after I purchased Niche Simple, things began to go sideways. After some investigation, I discovered that my chief of tech support had done some really unconventional things... and then he died. By the time we figured things out, the company really couldn't be saved!

Today, I have sites hosted on accounts at Unselfish Marketer. An account there costs \$42 per month, and allows hosting up to 999 domains. The membership offers a lot of other benefits, and I've been a member for over a decade now. You can check it out at: <https://TheModernMidas.com/Unselfish/>

The thing that matters is I have a lot of niches, so again, my database isn't one integrated database; it is one database of tons and tons of different niches scattered all over cyberspace.

I have lists that I made just from content that I create to give away. Another way I like to build a list is by giving away PDFs and MP3s of interviews or even videos that I do at seminars and conferences. Basically, it is just pulling them to a funnel based on specific topics.

For example, I host a regular show at Blog Talk Radio. I have guests who come on and most of them are releasing a product. I bring them on and we talk not about the product, but about the problem the product solves. We will do an hour interview talking about the problem their product solves and in the process we have an audio that talks about a solution to a problem that people are interested in.

We have that transcribed and I have a transcript as a PDF and an MP3 I can sell or give away. Now I put up Web sites all over the place offering this free PDF. I offer it on Facebook, Twitter, Sokule, LinkedIn, and all over the place. I have a lot of sites that offer free reports on different things.

Again, what I am really doing there is throwing up a ton of sidebar stuff where people are looking for something on a specific topic, whether it is writing a cookbook, curing lower back pain, or improving your Web copy. There is a good chance they will stumble across one of my sites.

I then do what my friend Yanik Silver taught at one of his seminars. He talks about having all of these Coke machines, where every Web site is a vending machine. You don't care that you make a whole bunch of sales off of one site at the end of the day because you have all of these machines all over the city. You are constantly making money.

I think in the same way. I do something I would call akin to crowding the competition out of the market. Do you know how when you go to a supermarket in America the soft drink aisle is dominated by Coke and Pepsi? There are 20 different varieties of Coke and 20 different varieties of Pepsi.

Any other soft drink that tries to enter the market is relegated to being on the bottom shelf where nobody looks or way up top in some back corner. Coke and Pepsi have put out so many variations of their brand that they have crowded competitors off of the shelf.

I do that in some niches. In the cooking space I may have a dozen sites all on the same style of cooking. All of those sites are not readily identified as mine because I register some via proxy, but no matter which of those sites people

decide to go to in a niche, they will end up on one of my pages and opt in on one of my forms. I do that, too.

I push a ton of free content out there, even free cookbooks, with the idea of drawing them into a funnel where I can later sell them one of my cookbooks. That is one way of building traffic: giving away free content.

I mentioned affiliate programs already, but I create a lot of real quality content to sell via affiliate programs with the intention of getting other people to either build my list or to send traffic to me (to me they are the same). Whether it is building a list or generating traffic, I am letting someone else take an audio interview or a video I did, an e-book I wrote that they can sell for \$47.

I am saying, "Keep all the money. I don't want all the money on the front end. I want the product to sell people on me and my expertise or on the expertise that created the product." On the back end, I want to offer them something later. On the front end, my main interest is in building a database because it is such a powerful force.

I do have tons of sites and my favorite method of setting sites up is to use my friend Sid Hale's script which is called RapidActionProfits. I like that script because it allows you to pay your affiliates instantly. Many people out there, even many gurus, have cash flow issues, so they want to get paid right away rather than waiting a month or two to get paid.

Rapid Action Profits pays them instantly. It alternates payments, so if it is 100%, they get every payment; if it is 50%, they get every other payment.

A lot of marketers like this because it also reduces the paperwork requirements. Since they did not collect the money that was paid to affiliates they think they are not required to do 1099s. I'm not a tax advisor, so I do not know whether they are or not. They are technically not paying affiliates.

I like the Rapid Action Profits system. It allows someone to go to one of my Web sites, sign up as an affiliate, grab a link, start promoting like crazy, and they make me money. I like that a lot and they build up my list.

NOTE: Sid Hale is no longer selling Rapid Action Profit.

In fact, with this interview, one of the things I was thinking as we talked about it was of putting it out on the Warrior Forum as a Warrior Special Offer. We could offer affiliates whatever percentage of commission, but the viral aspect of it is that those Warrior members would notice the product. There are a quarter of a million of them, many of whom are selling affiliate products and this interview shares a lot of good information.

NOTE: As of October 7th, 2026, Warrior Forum now has 2,044,803 members!

They might say, "Hey, I could turn around and sell this. I bought it, so I know people would want to buy it, but I can earn a commission from it." What they

see is a product there, a proven seller because they bought it, and they know others will buy it. They will grab it and start selling it and what are they doing? They are building my list. It is so easy, isn't it?

Brian: Willie, that is an example of practicing what you are preaching right there, brother.

Willie: So many of these affiliate marketers, and I've been there, are struggling as they try to find something that sells. I can remember first coming online, joining affiliate programs, and being given a list of places to place ads.

You went over to one of these ad sheets and there would be 20 other people advertising the same product in the same ad sheet which is nothing but a bunch of ads. In fact, they often gave you a free ad for subscribing.

The only people that read them were people looking to see if their ad was in it. You looked at one and you saw your ad, but there were 20 other ads for the same product. Eventually I realized how insane it was trying to sell each other the same product. No one was reading the ad sheet except others selling the same product.

Every now and then, though, you would look to see if something looked more promising than what you were promoting. What you were promoting was not selling because you were promoting to people who had already purchased it.

I know this is the case in the Internet marketing space because I talk to people all the time who send out an e-mail and they contact me saying, 'I just sent my newsletter out and I hope I make some money today.' Six hours later they did not make a single sale, so I know they are struggling for products to sell.

I know when they buy this product they will know that it sells. It is perfectly logical for them to grab an affiliate link and resell it and build my list. Again, this is why I preach: delivering value, giving them something that will actually sell. It won't waste their time, it will make them money, and it will take care of their customers by teaching them something useful.

Brian: Absolutely.

Willie: When I first went online back in 1996, I think one of the first people I noticed was a guy named Jim Daniels. Jim had a newsletter where he wrote his own articles, all of his own material, and it felt like an uncle talking to a nephew across the table. It was almost like, "Let me tell you how to make money, son. I've tried these ten things and these didn't work. Here are two things I am doing which are working."

I read those articles and I liked them so much that I copied Jim's writing style. I have been publishing a newsletter since around 1996 or 1997 and a lot of the writing was copying Jim's style.

Over the years I have written over 2,000 articles. One of the ways I build my list is by pushing a lot of content out there in the way of articles, videos, e-books, press releases, slide shows, and PDFs.

One time I was putting content out in as many ways as I could all with the intention of getting it noticed by the search engines. People looking for something on that topic would stumble across something I had written and say, "This guy really knows what he's talking about." Then they would check out what I was recommending and they would either buy from me directly or they would join my list.

NOTE: By 2020, I had written over 5000 original articles, and this was WELL before the age of AI!

Eventually I discovered that I wanted them to join my list first because most are not going to buy. You want to draft a lead capture page and after they have opted in, you send them to some affiliate product to try to sell it.

There was a time when I tried to sell directly from articles and it worked. However, we are talking about building a list, so you want to capture the contact first.

My stuff is scattered all over cyberspace now. Some days I would write a dozen articles, but I was writing numerous articles every week. I have scaled back some now, but when I write the articles they still do very well. I now put them in different places than I used to.

One of my favorite places to put articles now is on my Facebook profile. You can always put a short post on your wall as a note. You can post just about anything you want to, so when I write an article I am particularly proud of, I go over to my Facebook wall and post it there.

Facebook is constantly crawled by the search engines, so those articles rank and they position me as an expert. Those articles get me traffic and subscribers. I also encourage my affiliates and friends to share articles, so they grab the articles I post and put them on their walls.

I would rather have my affiliates and friends put my articles on their walls and send me new subscribers than for me to put them on my wall where people already know me. I want them to recommend me and drive new subscribers and traffic to me from people who do not know me.

It is pretty neat. I have done over 100 episodes of my show on Blog Talk Radio over the last three years. A lot of those shows have been transcribed and turned into e-books and things like that. They are all branding me and

positioning me as an expert, as a source of information on a certain topic. Those are building my list.

NOTE: I no longer host a podcast on Blog Talk Radio, but host a podcast broadcast via YouTube and 60 other channels! Feel free to ask me HOW I do that!

I have written over 70 e-books and/or physical books. I have lost count of the number of physical books I have written and lately I started doing some as collaborative efforts or co-authoring books. It is easier to have somebody else do most of the writing and then you go through and maybe add a couple of chapters. This way you have co-authored a book and I am doing a lot of that lately, too.

All of these things are positioning me as an expert on the topic. Then I do something I learned from my friend Fred Gleeck who was at the first seminar I ever attended. I went to one of his seminars called Seminar on Seminars in Vegas.

Fred teaches you to, even if you have a physical book and you may be publishing it on Amazon, put bounce back in it. In other words, you put an offer in the book where you tell people, "Thanks for buying this book. Here is a special bonus; if you go to this Web site address you can download this extra collection of recipes, or extra tips on whatever."

Even if someone else sells your physical book, they are building your list because of passing around your URL for people to go join your list. This has given me tons of subscribers, probably thousands. It does put subscribers on my list who already know about me, already like me, and already are fans. This is actually more important than someone who has stumbled across a Web page and filled out the form on a whim. They are pretty good subscribers.

Brian: I am going to tell you what is happening as you pause there, Willie. The fact is that you know more ways of generating subscribers than most people will ever learn. You have forgotten more than most people are going to learn.

Willie: I have tried a lot of things. My friend John Reese published a course called Traffic Secrets back in 2005. It was the first Internet marketing product that did a million dollars.

In 2003 when I was at Bob Siber's seminar, Marty Foley and I were talking about creating an encyclopedia of ways to generate traffic and through traffic, of course, to capture subscribers.

We conceptualized something like Traffic Secrets back then. In fact, I registered the domain name Website Traffic PhD back then. We looked at what we could do as far as a product and I think both of us did not feel up to the task of putting together an encyclopedia of how to generate traffic which would be the same as an encyclopedia on how to build a list.

We did nothing for a while. We did put out a course on Pay Per Click and did a Webinar on that, but we did not do the course. Then John rolled out his and later on I went back and repurchased WebSite Traffic PhD that had expired and now I am doing some things with it, though it is not a Traffic Secrets type of course.

I have tried anything and everything. In fact, I mentioned Pay Per Click. I have used those before. This was back when you could buy clicks for a penny or two each. Often it was with the intention of giving away a product. It involved paying per click to look at a page where I offered a free report, free video, or free audio. I do not do this as much anymore, but it certainly works.

Right now I am running ads in numerous places with the main objective of getting new subscribers into my funnel. To show you the extent of my activity there, I have an ad that starts this coming Saturday, the 18th. I am dating the recording by saying that.

It is going out to a newsletter, an e-zine that has 873,000 subscribers. I fully expect that if even a small percentage of the people click through, it will grow my database substantially. I am running paid ads.

They gave me a price break if I run the same ad four times in a row or a series of ads four times in a row. I purchased two series of four ads from them and, again, I am getting in front of a database of 873,000 people. When I tell people I have a million they think it is huge, but if I can get in front of other people's lists of close to a million it is also huge.

I was tempted to tell them whose newsletter it is because they do sell ads. I don't have the scarcity mindset, so I do not mind other people using them, except that if everybody and his brother knew about the source, they would all rush over and buy all the ad space. Then if I wanted to run an ad, they would say it is a six-month wait.

What I will do is post it at my private membership site. I won't post it on the Warrior Forum, but I will post it at my private membership site which is The Internet Marketing Inner Circle. We have a discussion board where people swap some of their best ideas and give away some of their best secrets.

If anyone is interested in knowing the source I use for that advertising, I will post it on that forum because it is a close-knit community of people who trust each other and we take care of each other and help each other out. It is sort of my brain trust.

If they want to check out the Internet Marketing Inner Circle, we've been around since 2006. Simply visit:
<http://TheInternetMarketingInnerCircle.org>

NOTE: I no longer run TIMIC. Instead, I now have a free Private Facebook Group, called Total Freedom. You are invited to join here:
<https://www.facebook.com/groups/285205408901544>
You need to request to be added to the group, and one of my admins should add you fairly quickly.

Another thing you have done, I'm sure, and which I often do is collect business cards when I go to seminars and conferences like everybody else. Unlike most people who take them home and throw them into the back of a drawer, I put them into my database.

I have hired an assistant just to scan them in, and I am starting to do that now with my Smart Phone... in the elevator. I just sit down and type them into my database. I follow up with these people because anyone you meet at a seminar or conference even if they came out for free, got out of their seats from in front of the television and traveled to get there. They are doers; they are the most proactive members of your potential audience.

To me it is worth following up with those people. I add them to my database and a lot of those people become my subscribers. I don't just subscribe somebody when I have their business card. I ask them, "May I add you to my subscriber list from time to time?" and I have never had anyone say no. If they did, I would not add them, of course, but I do add people to my database this way.

More frequently, you will see me at a seminar or conference with a digital camera. I take pictures with people and I send them a greeting card using the SendOutCards system. <https://TheCardThingy.com>

I am really doing two things. I am first of all bonding with them, so I take this digital image of us together and I send them a card with the picture of us either inside or outside the card. People do not usually throw away greeting cards with their picture on it or in it. They are more likely to hang onto that than they would my business card. Most likely they would toss a business card.

Also, it puts them into contact manager I have which is online. This is another way I follow up with people. Are you familiar with SendOutCards?

Brian: I am. You were the guy that introduced it to me, actually, a while back.

Willie: They have that contact manager, so I can actually use it like a newsletter. I can take the same card like a Christmas card and I can send it to a thousand people in my database all at once like an autoresponder. I plug in the personal information like name, address, city, state, and all of that stuff or just address and name of the person. I use it a lot.

I use it for what I call “higher value” clients. Everybody is equally important, but I am paying a dollar and a half for a card, so I don't just send it to everybody. I send greeting cards to people with whom I really want to work as clients and it works well.

NOTE: I have used to SendOutCards system since 2004. It is one of my most effective relationship building tools!

I also participate in free list-building giveaways. You see those all over the Internet. My friend Mark Hendricks takes credit for putting together one of the first ones. He called it his Santa Deal Time, I think. He basically took a bunch of Internet marketers around 2005 and said, “Why don't we all get together and give away some free gifts to people. When they come to our sites, to get the free gift they have to join our lists. We will all promote and drive from one central site. If they want your gift, they join your list.”

That took off. I think Russell Brunson was probably the second person I know who did it and after that everybody and his brother is doing it. Today there are probably 20 free list-building giveaways in a dozen niches going on right now.

I do participate in those. Yes, it's true that most people who join those lists are freebie seekers. However, when you join with those free list-building giveaways, they always offer you an upsell where, instead of just contributing one freebie, you can do five. All you do is pay another five or ten dollars and you contribute five gifts.

If I am going to join one, I do that. If it is in front of the Internet marketing crowd, I can have one on list-building, one on copywriting, one on private label rights, one on social media marketing, and one on something else. I am building five separate lists with five separate focuses.

Because they are separate lists, when I have appropriate offers, I can e-mail them all with the appropriate things. Again, it is about list segmentation here.

I use those list-building giveaways. It is not the best source of traffic, but it is a source and if you work it properly, it works for you.

If you are giving somebody a freebie on social media, you want to have a series of e-mails pre-composed to follow up with them three to seven times. Otherwise, you will get them in your autoresponder and unless you add them to your main list, you will not remember to e-mail them again.

However, if you already have those e-mails composed and one of them invites them to join the main list, then you are good to go. You give them a free gift and you never have to really touch them again or focus on it again. They just automatically transition to your main list.

This sort of defeats the purpose of knowing their real interests. Depending on how your list has all of the different hooks intertwined, some systems are much more flexible than that.

For example, the Infusion software is much more flexible than 1ShoppingCart, in my opinion, but I use 1ShoppingCart. I am looking at Infusion, too.

I am getting off track, so I should probably take a break and see if you have any questions about any of the methods I covered there.

Brian: I'll tell you what, you have already covered so many different angles. We could probably spend three hours on any one of them.

I have a question that will probably take us down into the core of this. I will share a thought. When I first discovered Dan Kennedy, I don't recall the person he was talking about, but on one of the things I read on one of Dan's blog posts he was talking about a guy he has worked with.

Some dentist or somebody wanted to know, "Can you give me a way of getting 30 clients a month?" I know you know where I'm going, Willie. He said, "I don't know one way to get 30 clients a month, but I know 30 different ways to get one client a month."

You are living that and you are living it way beyond. You have so many different ways and I know that when you take one step to add a person to your list or to add another thousand to your list, you are also planning the next three or four steps.

Willie: I am.

Brian: That is the thing. Let me ask you a question that will take you into a deeper place. I know it is going to bring up a whole bunch of other things about your list-building methods.

You have all of these different ways of generating subscribers. By doing all of these different angles and doing them year after year, working with experts, picking their brains and finding the best techniques, what are some of the lessons you have gained from doing this in so many different ways over all these years? Most of our listeners have not even thought of the questions yet. What could you tell them you have learned from doing this?

Willie: One of the things I've learned is something Dan Kennedy teaches. You mentioned Dan and I am a member of "Planet Dan." I'm a member of my local Glazer-Kennedy Insider Circle group, so I follow Dan.

One of the things he talks about is something he calls "The Phenomenon." He says if you could have 20 different ways of generating business, which ones should you try first? The answer he threw out is all of them, if you can. You want to try as many as you can.

That way, if you try five methods and they don't work, you do not get discouraged because you have another ten methods in play. I try to do this.

I outsource some things. This is one thing I have learned. You try as many things as you can to have a positive return on investment, but you focus on doing the ones that work best for you. I do that and it is totally a Dan Kennedy thing.

The other is the 80/20 Rule. We know that 20% of our efforts are going to produce 80% of our results. When I look at subscribers, 80% of my sales are going to come from the top 20% of my subscribers and 80% of my subscribers are going to come from the top 20% of my efforts.

I have learned to focus on the activity that produced the best, the most, and the highest quality subscribers. I have learned to focus on keeping those subscribers because one of the biggest reasons that businesses lose loyal customers is by taking them for granted. They ignore them and they do not make them feel appreciated.

All of us as online marketers are guilty of that. We are guilty of saying, "How do I get more and more and more subscribers?" and we ignore the ones we have, the ones who already know, like, and trust us; the ones who are already telling people about us and things like that.

I try to remember to keep my loyal subscribers feeling appreciated, feeling happy, feeling taken care of, and I try to listen to them. They do talk to you. They read an e-mail you send out.

With many of my newsletters, communicating with me is as simple as hitting Reply. I don't read them all; I cannot possibly read them all. However, many of them do cross my desk.

We have to put some barriers between us and subscribers or we would be inundated with mail, but my subscribers can all reach me one way or another. I listen to them. I have learned that I need to nurture them and to make them

feel important. Once I have that person it is much more important to nurture them, to make them feel special, and to take good care of them.

Jay Abraham teaches what he calls the “Strategy of Preeminence.” It basically says you should treat your customer as you would treat your child. I've seen your beautiful children and you would do anything in the world to take care of them. Even if they do not want to do what you want them to, if you know it is in their best interest, you will try to get them to do it.

This is the Strategy of Preeminence. It is making absolutely certain that you take good care of your customers, but also pushing them at times to do things they may not want to do, but something that you honestly believe is in their best interest.

I do that with my subscribers. I teach and I preach that you never sell your subscribers any product you have not looked at first. As an affiliate marketer, you owe it to your subscribers to get a review copy, to buy it or have one given to you.

I don't have a problem with being given a product for free. Some people have a problem with that because they feel that somehow they have been bought by accepting a free copy. I don't. I have spent tens of thousands of dollars on stuff, so I don't mind getting something for free.

I feel an obligation to absolutely, positively get it early, look it over, go through it, and test it out. Very often I will bounce it off of other experts. If it is a piece of software, I have friends who are security experts.

For example, I may ask them to check something out for malware or something like that. I do check out things. I protect my readers and I hope they appreciate that. Even if they don't, I know I'm taking care of them.

Very early on I realized that if you do not take care of your readers, they will not be around. If you sell them crap, it is going to put them out of business. I'm not one of those people that practices churn and burn, sell them anything and everything under the sun without knowing whether or not it works.

I will not sell anything if I do not feel comfortable and confident that it will really improve their lives if they use it. I cannot make people use a product, but even there I often put pressure on them to use it. I offer a bonus and a bonus is usually something that helps them use the product better.

This is one of the things that struck me over the years. It is the importance of delivering on a promise that got them to join the list in the first place. This is meeting their expectations. You follow that with putting their best interest

first. If you really, really take care of them, they will actually love you for what you do for them knowing that you are really trying to help them.

I sense that when I meet my subscribers in person. They walk up to me and say, "I've been reading your stuff for years!" I am a lowly newsletter publisher and at times I should feel like a rock star. They are saying, "I've been following you for years."

That is so powerful. You think, "Really? Who am I?" It shows that you are actually making a difference in someone's life so much so that they hang onto your every word.

I would encourage people who are building lists to shoot for that. Strive to develop that degree of loyalty, that raving fan. It tells you that you are doing things right and it also tells you that they will not hesitate to whip out their credit cards and buy from you based on your recommendations.

Brian: That is beautiful, man. Contained within the last couple paragraphs you spoke is the word "trust." We started talking about building a list and we kept shifting back to building trust and credibility and maintaining trust.

I am hearing from you, and I think you and I have a very close philosophy there that building a list and maintaining that list by keeping up that high trust and credibility is pretty much the same thing. Is that the way you would say it?

Willie: It is that. If I in some conniving way you get trust and keep it without credibility, I would not sleep well at night. I have seen a lot of marketers who have quit marketing and this is no slap at marketers who are going into the ministry or something, who burn out on Internet marketing and they go off and do something that makes them feel like they are contributing to the world more.

They feel they have spent too much time tricking people into buying products from which they did not benefit, so they go off and have to find some way to make themselves feel less guilty. I never want to be in that place.

To me it is about delivering value and taking care of them. I know that when I do that the credibility is there.

Some people struggle with the idea that if their subscribers know they are making a commission on selling them something, the subscribers will believe they are only doing it to make that sale. I assume my subscribers know that I am not doing that.

I am not doing it and I trust that as human beings, as chemical, biological creatures we can read electromagnetic signals from each other. This is why somebody can give you the goose bumps and make the hair stand up on the back of your neck by picking up those vibes.

I assume that even in the words I choose to use in my newsletter people can see through what I am really saying and feeling. They can see my sincerity and, if they cannot, I cannot control that.

It is like talking on the phone. If you have a smile on your face, the person you are talking to can sense it. When I am writing, it is with the same heart; it is with the same positive thoughts about my subscribers and taking care of my subscribers. I assume it shows through in my writing. It is pretty powerful.

Brian: One of the things that you and Rob and I have a few discussions about way back when we first met, Willie, was the idea of sales. I won't wax into my philosophical stuff here, but the idea in 99% of sales training is money, business, and sales.

What you want to do is to get money, so you want to build your business and get a lot of sales.

I view it from a completely different paradigm. I remind myself that I do not believe there is such a thing as money, business, and sales. It is just people. Right now you and I are 100% focused on the fact that the person listening to us right now is a person. We call them a subscriber or whatever, but this person is a human being.

This is 100% of what I am hearing in everything you are saying to me.

Willie: People listening to this recording right now or reading the transcript later on are people who got it because they wanted to learn how to build a bigger list. I have a huge list and even though it has taken me a while to do it, they've said, "We can learn something from what Willie has done and copy it because he has already proved that it works."

Yes, somebody may be willing to pay me money to learn that and I believe I deserve to be compensated for things I teach people that took me time, energy, and effort to learn. I don't believe you need to give everything away.

However, I believe in delivering value and improving people's lives. I'm 52 years old now and I do not anticipate living forever. I probably won't live beyond 200. In the end, I want to be able to look back and say, "I helped a lot of people and I did more good than bad." I want to feel good about the life I lived.

It is very satisfying for me to look at someone and say, "I helped start that person's career." There are people making millions of dollars, some of them in just a month now, and I helped to start their careers.

Then there are people who are well-known speakers like Stephen Pierce, Ken McArthur and a few others where the very first time they ever spoke was on my stage as an Internet marketer.

There are people like David Preston who showed up at a beach-side gathering I had, showed me an e-book he was working on, and I pushed him to bundle it with an offer. It kicked him up as one of the premiere experts in the world on local, offline marketing. I met him at a Michael Penland seminar and talked Michael into putting him on stage where he wowed the audience and made \$25,000 in sales on his first presentation. He took off from there.

Those people actually give me credit for having made a difference in their lives. It is so neat to be able to look at some of those people and say, "I actually touched those people's lives and helped those people in a positive way."

Enough of my thought process rubbed off on them that they, too, believe in delivering value, you know. That is pretty powerful to know that you can actually help somebody.

We talked earlier about these groups, but I said, I helped that person. That person is successful because of things I showed them or because of mistakes I stopped them from doing. That is very powerful.

Brian: That is absolutely right, man. Wow, you know it is really cool. I have been doing a lot of Webinars recently and one of the topics is focused on building business and making money, but the theme of changing lives is at the core.

Every once in a while, somebody says, "Yeah, this changing the world is great, but what about making money?" I'll tell you something that you and I agree on. When you are really focused on helping the other person, the money is pretty much effortless, isn't it?

Willie: It is. I like making money and I see nothing wrong with it. I grew up in poverty. My parents separated when I was very young and my grandmother raised me on a farm in North Carolina where we were on welfare; we were dirt poor.

My school class would go on field trips to the zoo or to an amusement park and I would not ride the rides because I had no money. I grew up that poor.

There is a part of me that is afraid of poverty and, yet, I have learned that if you just let go and do things right, the money just comes to you anyway. I have learned to not struggle at bringing money into my life, but to just do the right thing and the money comes to you.

I have no problem with making lots of money. I like money. It lets you do good; it lets you spend money on your family. You do not have to struggle and you have money to spend on things you care about. There is nothing wrong with that.

Money is a stored value. We have money in a certain form, but it just represents a stored value. The fact that you get it, says to me that I delivered value. Why would people pay me \$10,000 to go to a workshop I put on unless I deliver that kind of value to them? It tells me I am delivering value to the marketplace and it is a good thing; it is a really good thing.

Brian: Absolutely, man. We are in total agreement there. Willie, we could do 50 of these interviews and, who knows? We may, right! We may do it. I could interview you on a ton of different topics and you would be able to drop bucket-loads of value.

On this interview, at least, and we went quite over time. I don't mind going a few more minutes, if you don't. I don't mind dumping out a little more value.

Let me ask one more question of you here. You are like the Grand Master. If you are not the top dog, period, you are one of the true gurus at list-building. I know you know some things that nobody else is doing.

If people want to get more information about you specifically on these topics or some of the other topics, what is the best way for them to get more information about you and follow some of your teachings?

Willie: The best way to follow my teachings is to join my list (we have talked about building a list). You can join my list by going to by using this form:
<https://willie-crawford.aweb.page/p/37637b34-a197-4e6e-bc65-2b68d3799787>

I write my own articles and they are all from my own experience. I write them off the top of my head as a stream of conscious writing.

They can go to that web form and, also, I am very active on social media. They can go to Facebook, Twitter, LinkedIn, or any of those places and they can type in my name.

One of things I was taught was to be easy to find and to not hide behind a call sign or a handle, whatever they call them. This is one of the things that drives me bonkers. I know a lot of my Warrior friends will be listening to this and I apologize, but if you are doing business with people, you should use your real name and let them know who you are.

I would not walk into a doctor's office if the doctor did not have his name on a plaque on the wall. He wouldn't operate on me! I want to know who I am dealing with. I will not go into a business partnership with somebody who does not use their name.

When I stop by the Warrior Forum and someone has posted a note to me and I click on the profile and there is no name, it is like "What are you hiding? Why can't I tell who you are?"

I am off on a mini rant there, but if you are doing business with people who are going to pull out their credit card and buy from you, I am not going to mess with someone who is hiding. What is this person hiding from? I don't know who they are. How am I going to find them if I can't have a link to their site, in any case?

On Facebook, on Twitter, on LinkedIn, type "Willie Crawford" and you will see my distinct picture everywhere. That is important. You know you have the right Willie Crawford.

That is how you can get in touch with me. I do share a lot of thoughts on Facebook, Twitter, and LinkedIn. I have built a tribe. I have maxed out on friends on Facebook, for example. It is an easy way to just reach out and touch me. I do answer. You can message me directly on Facebook or LinkedIn.

Brian: That's beautiful, man. Willie, let me ask you something. Once again, we went quite a bit over the hour we planned, but is there one more nugget you could drop out that would really make the difference for somebody, somebody new at list-building? They want to take the highest leverage action to get started.

You may vary the question up a little bit, but what would be the last nugget you would drop out for our listeners?

Willie: The very easiest way to build a list is something they already know. It is to let other people do it for you.

We mentioned a dozen different ways you can build a list, but the very easiest one is to get other people to send you their traffic. This is why you have these

big names rolling out products. They make money on the front end of that product.

However, when somebody rolls out a thousand dollar product and they make a million dollars in sales, what they have done is gotten other people to say to their lists, "Okay, we need to get a thousand of you guys who are big-spenders, who spend money to grow your businesses, to raise your hands and to go over and join that marketer's list."

I'll touch on one other thing. What matters most with having a list or an audience is holding the attention of that audience. It is not about having a million people on your list. It is about having those people listen to you and do what you suggest.

When someone else is selling your product and recommending you as an affiliate, they are saying, "This is a person you need to listen to because he is the expert. Go over and listen to him." They are putting that customer into your sphere of influence for at least a short while. As long as you maintain that trust for a short while, you are the dominant influence in your marketplace for that individual.

I am focused on getting other people to build my list. Again, on the Warrior Forum they have made it so easy now with that Warrior Plus setup they have where anybody can post a Warrior's special offer and their offer is listed in a marketplace where anybody can request an affiliate link. They have built into the forum an affiliate program that is very powerful.

NOTE: Warrior Forum later sold to another party, who does NOT use Warrior Plus, but WarriorPlus.com does still exist!

The other powerful part of that is that anybody who has a Warrior Plus membership can go in and look at the statistics. What is this product selling for? How much commission is it paying? How many sales have they made? What is the conversion rate? Without having to guess how well that product is selling, they can get through to a proven seller.

At the same time, if you are trying to build your list and are not yet a proven winner, you have no problem getting other people to send you new subscribers. By delivering real value to the marketplace which causes people to love your products, you get a lot of other people wanting to sell your products. This pushes even more subscribers your way.

Again, when you deliver value, it just flows; it just comes to you in buckets.

Brian: That is beautiful, man. Willie, I want to say thanks a lot, man, for taking the time to do this interview with me. This was great for me. I know our listeners got a lot of it.

For those of you listening, I want to encourage you. There is something called “spaced repetition learning” which is a fancy way of saying that we learn best when we listen to things over and over again. You are listening to a master here. Willie has so much knowledge in his head on this topic that we could have gone on for 100 hours and just gotten started.

Inside these paragraphs are pearls of wisdom that probably went right past you. Go ahead and grab this because we will have the PDF available and the MP3, right Willie?

Willie: Yes, we will. There was something you just touched on. When I get MP3s, I very often will load it into my iPhone or iPad and I listen to it while I'm walking. I've been listening to one MP3 20 times in succession as I go out on my morning walks.

At that point, that knowledge is truly yours. You will find yourself repeating things you heard in the recording if they made sense to you. They have to pass the logic test. At that time, that knowledge is yours.

You do not need to listen to a thousand different audios. You just need to listen to a couple of the right ones and listen to them enough to where the thought process, the knowledge, and the habits become engrained, just like Brian just said. It is about spaced repetition. Repetition is the mother of mastery.

Brian: Right on, Willie. Thanks a lot, brother. I appreciate you doing this with me. I'm sure everybody else does and they know what to do next. Willie, what was the membership site? Would you give that link again?

Willie: It is The Internet Marketing Inner Circle and you can find it at <http://TheInternetMarketingInnerCircle.org>. I can slip in a little extra tip there. It ends in .org rather than .com or .net because .org sounds like an official organization, so it is more trusted as a top-level domain in a lot of spaces. It used to be given more weight in the search engines, so that is why I chose <http://TheInternetMarketingInnerCircle.org>

NOTE:

Brian: See, this guy just can't stop giving, guys.

Willie: Now I can.

Brian: Hey, I appreciate you, Willie.

Willie: Thank you, Brian. Bye-bye.

New NOTES:

One way that I've recently started building VERY focused list is via COLLABORATON!

My friend and mentor, James Lam first taught me how to team up with 5-10, maybe more, people in related but not directly competing niches. Then together you put on an EVENT, maybe a summit, giveaway, list-swaps, etc.

You can check out some of James teaching here:

<https://themodernmidas.com/JamesLam>

I also sell website traffic, VISITORS, from time-to-time. I offer 500 visitors to any webpage for only 30 cents each. I only offer this traffic in packages of 500 minimum

because there is some WORK involved in setting things up.

I'm also happy to look at the URL that you want promoted, and give you my honest, professional opinion on how well I think that me traffic will convert with your offer. I've been in business online since 1996. I've spent most of that time in the Internet Marketing space, but have also been in Network Marketing since 2004. So, I am an expert at both!

To get that opinion, please TEXT me at 850-353-1347

I ask you to text rather than call because I do a lot of networking with local businesses owners, and speak at a lot of events. Texting allows me to get back to you ASAP, but without disrupting other things on my very busy schedule!

This traffic is ideal for promoting Internet Marketing related products, or some network marketing offers. The VERY BEST way to use this traffic is to send them to an opt-in page rather than a sales page because these people need to get to know-like-and trust you.

I do not send traffic to adult offers, or anything that strikes me as unethical or illegal!

YES, you can send them to an opt-in page and then immediately redirect them to an offer. That's how you set up a "self-liquidating offer!" You hope to make enough sales during that initial contact to pay for the traffic.

Order here, and you can order up to 5 of the packages of 500 subscribers:

<https://buy.stripe.com/bJe7sM6Qk4Kp0P6c1E9k40a>:

After paying for your order, my team will contact you to verify the URL(s) that you want promoted. You can promote a different URL for each package of 500 ordered OR send all of the traffic to the same URL!

If my team does not contact you shortly after placing your order, feel free to TEXT me at 850-353-1347 :-)

This is a VERY LIMITED OFFER, so once I've reached the number of orders that I feel comfortable with handing at one time, I WILL DEACTIVATE THE ORDER LINK. So, if the offer interests you at all, order now. If you are not yet ready for the traffic, I can start that whenever you tell me that you are ready. It generally takes me 2-3 days to start the traffic flowing.