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Alex Major's

Mini Give Away Events

EXPOSED!

**Discover How YOU, Too Can Build
Your Mailing List At WARP SPEED
Through Hosting Mini Give Away
Events – NO Complicated Technical
Knowledge Required!**

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Mini Give Away Events Exposed!

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Mini Give Away Events Exposed!

Every smart Internet Marketer and list owner knows that “**the money is in the list**”. I know you are one of them, too!

In the last couple of years, a new method of list building was conceived primarily in the Internet Marketing circle. It's called:

Hosting Give Away Events! 😊

What Are Give Away Events & How Do They Work?

Give Away events are almost similar to what I call a **BIG** version of an ad swap.

Generally, the host (**that's you**) of the Give Away event invites partners, who are primarily list owners in the same niche, to contribute a digital product of some kind as a gift.

The host of the event then pools all the gifts contributed collectively by the partners in **one page or member's area**. This is where the visitors will go to download any gifts of their choice, and the link of the gift they click on brings them to the individual partner's signup page.

You and your partners prepare an opt-in page for visitors to sign up to your mailing lists to download the gifts. So in a real essence, **anyone who wants to download your gift must opt into your mailing list to download your gift**.

While the gifts are given away at zero-cost, the only requirement is that the visitors must sign up for your mailing list to receive them.

Your visitors-turned-subscribers has the option to cancel their subscription to your mailing list at any time, of course, but this is a good opportunity you should be taking to build your relationship with the newcomers to your mailing list or e-zine or membership site.

On the launch day and during the limited time event, you and your partners endorse the Give Away event to your individual mailing lists.

In other words, you are going to tell YOUR subscribers to go to the Give Away event to download their gifts at zero-cost, and the reason may vary depending on the occasion. It could be a gesture of “thanks for being our loyal subscriber” or even in conjunction with a holiday season.

In this collective effort, as long as your gift is displayed there with a link to signup for your mailing list to download it, and people are interested in it, you can receive plenty of signups in a short time span!

The Weakness in Massive Events

As of lately, massive Give Away events (you know, where there tens or hundreds of partners in one event contributing gifts on the same or few pages) are becoming washouts in a sense that their quality is now **diluted** thus not as effective as before when it comes to becoming a source of lead collectors.

This is owed to factors such as:

- **Unrealistic LONG time length** of the event,
- **Open door policy** – host allows any Tom, Dick and Harry to join the event as contributors to steal leads from other hardworking ones thus are often called “free riders”,
- **Signup hurdle** – visitors have to sign up for the Give Away event and then sign up again for the coming gifts,
- **Lousy One Time Offer** – most hosts today throw in non-tested One Time Offers carelessly causing in damaging the quality of the event as well as low conversion rates,
- **Poor scripting and bugs** – I won't mention the name of the script, but it's a famous script used in Massive Give Away events that produces a lot of non-repairable bugs and unless you're technically savvy, your Give Away event is doomed to fail.

This doesn't mean that Give Away events aren't outdated or no longer viable list-building models. It can still be a huge lead generator **if done correctly...** and I'll show you EXACTLY how. ☺

Introducing The Mini Give Away Event Concept

I have personally coined the term “Mini Give Away Event”, though I have released a couple of Private Label E-Books using the same name in the past.

But in this manual, I’m going to share with you what you **CANNOT** find in my previous Private Label E-Books. ☺ I have been hosting a few Mini Give Away events throughout the year and since then, it had spawned a host of imitators (*aw, shucks!*).

In a nutshell, a Mini Give Away event runs on a smaller scale i.e. maximum 15-20 Joint Venture partners or contributors only.

There is no **general** One Time Offer whatsoever, but the individual partners may have their own.

The gifts are displayed immediately on the front page in the duration of the event, contrary to massive events where visitors are required to sign up first before accessing the member’s area to grab the other gifts at the expense of signing up again.

No sophisticated technical knowledge is required. This is for real because I am not a techie person YET I have had success raking in **hundreds** of hot leads per short event hosted – and had built up **thousands** collectively (and did I mention about my individual the One Time Offer and backend sales made in the process?).

Won’t you want to do and achieve the same in a low-cost fashion? ☺

What You Need To Get Started

1. Domain name & web hosting.

Unless you already have a suitable sub-domain or sub-directory to host the event under, you will do well to have your own domain name especially for your own Mini Give Away event.

As for web hosting, it doesn't have to be super-equipped with TONS of features but be extra sure that it has PLENTY of bandwidth!

Recommended domain name service:

<http://www.namecheap.com/>

Recommended hosting:

<http://www.hostgator.com/>

2. Your own gift.

You're going to need this to start building your own mailing list. This is some thing you CANNOT do without!

3. One Time Offer or backend offer.

While this is somewhat optional, I strongly advice you to have your own individual One Time Offer and/or backend offer otherwise you'd be leaving money on the table when you can actually cash in on the subscribers in the process of building your list.

4. Auto Responder account.

This is the thing, which is going to be responsible for building your database of prospects and potential customers. I also call it "asset".

If by any chance you have yet to get yourself an auto responder account, here are some reliable auto responder services you can choose from:

<http://www.aweber.com>

<- highly recommended!

Important! Don't settle for a free auto responder because it's an asset you are going to need in the long run. Most novices think that since they probably could not afford the monthly auto responder fee, they should get a free account and then shift the leads to another bigger service when they have the budget to expand.

This is a big **no-no** because for starters, many top auto responder services don't entertain the import of leads (due to potential spam issues) and unless you can upgrade without having to lose your hardly-built mailing list, your efforts are going to be doomed to waste.

Besides, you CANNOT afford NOT to have an auto responder online!

5. Joint Venture partners / Contributors.

Okay, these contributors are NOT just any kind of marketer. They must be substantial list owners. And that's very critical criteria you have to keep in check there. Because your event is going to be run by only a small group of contributors taking part, they each better be a hard hitter in their own rights. The last thing you want is a bunch of free riders reaping the harvest from your event.

This doesn't imply that you should invite strictly the Internet Marketing gurus into your event (though that would be a great thing to happen to anyone). You can invite advanced and intermediate marketers who have at least **a few grand** of subscribers into this lucrative list-building Joint Venture.

I'll cover with you more on this soon.

6. Forwarding link.

You're going to need to keep track of your JV Partner's referral efforts. As the host of the event, you know you're under control of everything and you know who's putting in promotion efforts and who's not.

I personally use:

<http://www.powerlinkgenerator.com/>

Step 1: Prepare Your Own Gift

(Skip this chapter if you already have your own gift and landing page ready)

Before anything else, you need to have a *gift* of your own to part away in exchange for your visitor's subscription to your mailing list.

Basically, if the visitor wants to download your gift, he or she needs to subscribe to your mailing list. **Simple.**

Quick Note: due to space constraints and keeping in line with the theme of this manual, I cannot cover the topics of product creation and landing page writing in depth.

Create Your Digital Gift

The digital gift can be an *E-Book, report, audio, video, software, script, templates, membership pass, etc.*

While it is common practice for marketers to part away gifts they own the Resell Rights or Private Label Rights to, I would **highly recommend** that you create your own gift that is unique to you.

In other words, the gift is from YOU and has YOUR name on it. It adds credibility and a lot of other *unwritten* benefits than you think through this act. PLUS, it's a perfect way to **prove your worth** to the newcomers to your mailing list.

Your free gift does not necessarily have to be *bloated*; even a free report spanning 10-20 pages containing quality information would suffice. If you're a programmer or script developer, you can probably part away with a "*lite*" or "*demo*" version of your leading software.

These are just some suggestions, though there is no hard and fast rule to the kind of gift you should prepare. Just remember to **create the gift to meet your visitor's needs and prove your worth through it.**

Write Up Your Landing Page

Once you are done with creating your own gift, you are going to need to write a **Landing Page**.

In some circles in Internet Marketing, people also call it “*namesqueeze page*” or “*lead capture page*”. It's the same thing in essence whereby this special page convinces the visitor to opt into your mailing list by giving his or her name and email address (and maybe other details).

The landing page does NOTHING else than convincing your visitor to join your mailing list. And the main “bribe” here is that he or she can download your gift.

The page doesn't have to be long. Just write as if you're writing a personal letter to your visitor telling him or her the benefits of your gift. Then, move on to say that he or she can have it at **zero-cost**. You're not charging any fee whatsoever (and maybe say “*even though I think I should*” or along these lines).

But due to the zero-cost generosity, the only thing required is that he or she can joins your mailing list to download the gift, by subscribing through your opt-in form, which you'll place at the bottom of the letter.

Incidentally, that is how you're going to build your mailing list.

Important! *Don't forget to state that your visitor's information would not be shared away, and they can choose to unsubscribe from your list at any time. And stick to them!*

The Back Pages

After that, prepare your other back pages like **Thank You page** and maybe a **One Time Offer** if you want to take your crack shot at converting some of the visitors into customers.

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Now and then, I would update and improve this page. So as you can see, it resembles a personal letter from me to my visitor, telling him or her about my Special Report. And at the bottom of the letter, comes my opt-in form where the visitor, if interested, needs to fill in his or her name to get hold of my report and other promised bonuses.



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After filling the form, the visitor would be required to check his or her email address for a confirmation mail from me. This is called **double opt-in** and the reason I do so is because it would help prevent a lot of *phoney* signups.

Once the visitor confirms the subscription to my mailing list, only then will he or she be taken to a download page.



So by now, you already have your gift and landing page in place. What is really left to do is drive traffic into the landing page, right? ☺

Prepare the big bang in the next step.

Step 2: Prepare Your Gifts Page

Now you have to prepare a special with all the gifts on one page.

It's a lot easier than you think, and the only required skill is basic HTML knowledge or how to use the HTML editor. ☺

First Thing's First

You have to plan up a theme for your Mini Give Away event and how long it should run – starting when and ending when.

Here are just some ideas you can consider:

- **Holiday season** – this is by far a popularly used theme. For instance, I have hosted a Give Away even in conjunction with the Chinese New Year celebrated by mainly Chinese and Buddhists. In the western world, Halloween and Christmas is widely recognized so you get the idea.
- **Birthday** – this is slowly becoming a popular theme, too, and some marketers carry out mega sales on their birthdays. Personally, I have not tried this out nor seen anyone else host a Give Away event to celebrate their birthdays (*because it's usually the birthday person who receives presents, right?*). But that's an idea you can tinker.
- **Internet Marketing** – as Give Away events are primarily held in this niche, it's no surprise to see marketers within this niche contribute Internet Marketing-related products. So you can probably come up with something like "Resell Rights Give Away" where all the gifts are Resell Rights products, for example.
- **Others** – it doesn't have to necessarily be a specific season to execute a Mini Give Away event. You can do it anytime you want, as long as you have a good reason to do so, and your JV partners and visitors good reason to participate in it.

Also, you might want to get a new site just for this event, though I have personally used subdirectories and seen others use sub-domains and still works like a charm.

Creating the Gifts Page

Here is a screenshot of the Mini Give Away event I hosted in November 2006 for only 5 days at:



This single page contains a list of gifts from all the partners I have invited into this 5-day event.

The page has nothing else but targeted links to all the partner's gifts. If the visitor were interested in some particular gifts, he or she would click on the link of that contributor's gift and goes to the contributor's individual landing page to learn more about it.

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As the host of the event, of course, you place your gift in a strategic part of the page, usually the **top**.

Now notice one **simple yet critical** factor here about this model: contrary to most massive Give Away events, **I DON'T position an opt-in form in the main page.**

Why? This is because I have *decreased* one signup hurdle for the visitors. Usually, most Give Away events (massive ones, usually) require the visitor to first sign up and be taken the member's area.

In the member's area, the visitor again has to sign up as many times as the gifts he or she wants to download. While I understand that the host wants to win the most signups, the partners probably might not win much.

This is a valid model, no doubt, but you might want to do the same i.e. don't place an opt-in form in the main page but **put the gifts directly on the main page.**

Not only will reduce the signup hurdle by one, everyone (including your partners) now stand an almost equal chance to get **first-hand** visitor exposure.

Which is good, too, because this model isn't that hard to build and no hardcore programming knowledge is required at all. PLUS, you can organize this Mini Give Away event anytime you want, with anyone you want to work with!

The only drawback I can see in this model is that adding your contributor products is **pretty manual**. If you have 15 partners, you have to personally add the gifts 15 times. But the event is to be run by only a small group of partners so the manual works is just as limited.

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Yet the results will pay off in dividends. 😊

Step 3: Write Your Secret JV Invite Letter

Next, write a JV (Joint Venture) invite letter. This is a **hidden** web page with no links leading to this page; the only type of person who will be seeing this page is your potential JV partner. We will discuss inviting these partners in Step 4.

Again, this is going to be personal letter from you to your potential partner, but this time you are convincing him or her to join your event on launch day as a contributor.

As you would have guessed, this page is targeted at potential JV partners who are looking to build their mailing list the **easy** way, too!

At this time of writing, there are many savvy list owners who are familiar with Give Away events and how they run. Chances are they are already sold on the benefits of this particular list-building model, but it would definitely help to remind them about it.

When writing the JV invite page, be EXTRA sure to have these questions answered:-

Why Should I Join Your Event?

Or “what’s in it for me?” in short. Basically, the **main** benefit is that your potential partner and contributor can build his or her mailing list faster and more in a short period of time i.e. through your time sensitive event.

Your credibility and leadership would take into as well in this factor, such as:

- ✓ **Can you handle pending problems and issues quickly?**
- ✓ **Can you recruit other hard-hitting marketers?**
- ✓ **Have you done this before... and successfully?**
- ✓ **Etc.**

You can also pitch in that your event is different from those “massive” Give Away events in a sense that you are inviting only a select few marketers for the event. It will reduce email marketing competition. It would be more effective. You also get rid of those “free riders” by ruling out the open door policy.

How Do I Make Money?

All list owners are marketers, and all marketers want to make money. Since the Mini Give Away event model is very basic – no opt-in form in front page, no main One Time Offer, and all the gifts are displayed on the main page – you tap into your potential JV partner's pride a little. ☺

Tell them that they can setup their own One Time Offer. Since most savvy marketers have the “control freak” spirit in them (we all have, don't we?), you let them have the liberty of setting up their own backend offers and they don't have to share it with you or anyone else.

PLUS, most One Time Offers don't convert well for Massive Give Away events, which enforces this point. ☺

Be **creative** with this area, nonetheless. It's going to be YOUR event and I'm offering you the recipes of a successful Mini Give Away event that I have been carrying it out once in a few months. You can “bake” your success anyhow you like!

Where & When?

Okay, be sure to give the precise details like:

- ✓ **Which site is the online event at,**
- ✓ **What time and date it starts,**
- ✓ **What time and date it ends,**
- ✓ **And how long it will be!**

What Are The Conditions?

This is just as critical. You lay out your terms and conditions for joining your event as a JV partner here. You can layout the terms like:

- ✓ **You must have a minimum mailing list size of 1,000 subscribers.**
- ✓ **Your must contribute your own gift.**

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- ✓ You must send out at least 3 mailings to your mailing list, endorsing the event.
- ✓ Failure to comply will result in termination of your contribution from the Mini Give Away event.

You want your partners to be clear about your rules and that your invitation is exclusive that not just any Tom, Dick and Harry are going to be in this event building their list at the expense of other people's efforts.

How Do I Join?

At the bottom of the letter, you include your opt-in form, getting your partner to join your different mailing list **only for contributors**.

This is going to be important for the pre-launch, launch phase and post launch phase because you have to be in constant contact with your JV partners.

Step 4: Invite Partners & Accept Contributor Gifts

Okay... up until now, almost - if not all of – everyone can quickly and easily accomplish Steps 1 through 3.

Step 1: Prepare your own gift

Step 2: Ready your gifts page

Step 3: Write a short and concise “straight to the point” JV letter

This step onwards is going to really, really decide whether your Mini Give Away event is going to be a **boom** or **bust**.

In short, the key to the success of this list-building event heavily depends on the partners/contributors that you invite onboard. Since you are only going to invite a handful of them – maybe 10 to 20 selected partners – you will want to make sure that they are all marketers with caliber.

Quite simply, your invited JV Partner must have the following qualities:

- ✓ **Has a substantial mailing list in the same niche.** Remember, the purpose behind this Mini Give Away event is so that every contributor and yourself can build their mailing list, and it must be accomplished through this concentrated event. Think GIANT Ad Swap.
- ✓ **Has a responsive list of subscribers/members.** This counts just as much. If you're going to invite a JV partner who has an army of bulk leads, random members from a traffic exchange program whatsoever, it would do little to no benefit to you and other JV partners. The best kind of list here that you want is **opt-in list**.
- ✓ **Is willing to cooperate throughout the event.** This is the one difference that cuts your event from the rest of the saturated Massive Give Away events. Most open-door Give Away events attract not only the seasoned marketers but also just about any “*Tom, Dick and Harry*” with no mailing lists but just want to hitch a free ride on your hard effort. So as long as you're in control of the event as the host, watching over only 10-20 partners maximum, you can easily be on a lookout on which partner is cooperating in endorsing the event to their list, and who isn't.

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Now that we have covered the basic essentials, here comes the real challenge:

INVITING JV PARTNERS ONBOARD!

If you already know a lot of hard hitters in your niche with mailing lists and can approach them to join this event with you, then this should be an **easy** feat for you.

(You can skip reading this step if this applies to you; just remember to recruit 10-20 JV partners, each with a mailing list size of maybe minimum 1,000 – 2,500 opt-in subscribers.)

But if you don't have a substantial contact list of your own just yet, or are still brand new to Internet Marketing, then I have this importance advice for you:

START NETWORKING!

Not just for the sake of starting your own Mini Give Away event, but without having contacts to network with in your business, expanding further is going to seem like a *Mission Impossible*.

However, here are some quick and effective steps you can get started on doing on recruiting new Joint Venture partners for your next Mini Give Away Event:-

- **Start inviting friends you know who has a mailing list.** While this step is pretty tenderfoot, people who are both your friends and also marketers are easier to convince. This could be due to your past (positive) business dealings and relationship. The bigger their list size and in the same niche, the better it is.
- **Find one or two hard hitters to join your event.** They don't have to necessarily be Super Top Gurus (though it sure is great to have them join you). However, inviting a couple of reputable marketers or experts into your event would not only mean your event can be potentially awesome, it would also mean inviting other potential partners can be a lot easier especially if they know other hard hitters are participating in the same event (*think herd mentality among the stars. ☺*).
- **Ask your friends for more referrals.** Whether your contact is accepting the offer or not, always make it a habit to ask for more referrals. Not everyone will give, but a few leads would lead to even more. That's how my previous Mini Give Away events have always been hosted with a variety of marketers onboard, some of which I have not known previously before the event (*and it has nothing to do with me knowing a lot of people here*).

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I could go on listing other methods like “search the Search Engines for e-zine publishers”, “go to e-zine directories”, “post your JV offer on a heavily trafficked forum”, and so on, but in my experience, the first 3 methods I’ve highlighted out to you work the **best**.

Remember: if you’re emailing potential partners in the shoes of a stranger to join your event, the chances of hearing a “no” is high. But it’s a numbers game you have to stick it out with for the first time.

And the good news is that after this tedious process for the first time, the rest of your event will take on its own momentum. Perhaps by the third or fourth you host your Mini Give Away event, you will be doing with a set of marketers you know via referrals... or they personally emailed you because they noticed your event!

DON’T FORGET: recruit about 10 – 20 JV Partners, though the number of partners doesn’t have to necessarily be strictly this many or few.

Step 5: Prelaunch Your Mini Give Away Event

When you are at this step, make sure you have about one week before your Mini Give Away event starts. All the steps below are just as **important** as the other, so I'll list them down in no particular order:

- **Keep your JV partners in constant update.** By now, you should have all of your JV partners subscribe to a special auto responder strictly for your Mini Give Away Event JV partners notification only. Through this auto responder, you keep your partners in constant update and on a daily basis 2-3 days before the event actually starts. Keep them updated on things like the latest JV partners who have joined, ask them if they have any questions or have a gift that they want to make changes to, etc.
- **Add and check all of the contributed gifts by your JV partners.** Make sure they are all listed on the main homepage with correct images, correct descriptions, correct links, and so on. When asking your JV partners for their gift details, make sure they contribute the necessary info like product title, value, short description, link to the landing page for the gift, and photo and/or product image (optional).
- **Prepare the forwarding link for all of your JV partners to use.** You are going to need this to track down the number of clicks that your JV partners are sending. Even though you may not be organizing any formal JV partner contest, this is important for tracking down partners who are either not promoting or endorsing as much as they are required to.
- **Prepare all the promotion materials.** You should ready the materials like sample solo ad, sponsored ad, and maybe banners and other images for your JV partners to use. Their only commitment to the event should be endorsing the event to their mailing lists. **YOU** handle the rest (that's the responsibility of the host).
- **Be sure your landing page system is all set up.** Make sure your opt-in form is in working order and if you set up your backend seller and/or One Time Offer, make sure their order links are working and if you need to do it, give your sales letters a last tweak.

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- **Get A LOT of bandwidth!** While you probably don't require a lot of bandwidth compared to massive events, try not to underestimate the combined traffic your partners can generate and focus into one single website. Plus, it pays to have excess bandwidth so beforehand, arrange this with your web host or you might just risk having your web site down a couple of days due to this problem, hence losing valuable subscribers.

Step 6: LAUNCH Time!

Almost there to paradise... when the big (or is it mini?) day comes, send an email to ALL of your JV partners and tell them to start endorsing the Mini Give Away event right away!

For their convenience, even send them a **sample endorsement** email that they can edit and use for their own. And don't forget **to include their individual forwarding links**, too!

If you have your own mailing list at this point, regardless of how big or small in size it is, start your own endorsement on the Mini Give Away event, too.

Here are some tips in writing the endorsement email:

- ✓ **Let your subscribers in on the theme** – if it is in conjunction with Christmas, for example, what do you think of? The spirit of giving away? ☺
- ✓ **Your subscribers can gain access to an array of top quality contributions for FREE** – this is an important killer benefit here. Since your subscriber doesn't have to fork out a cent for the gifts, they don't have to invest anything monetary to obtain the gifts.
- ✓ **Stress the benefits of the gifts** – even at this time of writing, the Internet has a reputation for spawning a flood of freebies. So even though the gifts may be zero-cost, are they still worth your subscriber's time downloading? If you pitch in something like "these tools are paid tools elsewhere" then it's definitely a good reason for your subscribers to act now otherwise they might need to pay for it in the near future.
- ✓ **This is for a LIMITED time only** – this urgency factor coupled with the rest of the other tips will increase the response rate of your subscribers to check out your event right away!

For the next 12 to 24 hours, sit back and **watch the new leads and backend sales roll in!**

Step 7: Monitoring Your Time Sensitive Event

For the next 5 days (or how long your event is lasting), you personally don't have much work to do other than watching new leads enter your auto responder account and maybe backend sales, if you set up any form of backend offers.

However, be on a lookout for the following:

- **Always have your contact email or helpdesk link available** on the web site where the Mini Give Away event is in effect. I would recommend having a helpdesk but if you don't have one, a contact email will still do (*but don't say I didn't warn you that live email links would attract spam harvesters!*). If you're going to use an email address for contact, be sure to paste it in a simple .gif graphic as spam harvesters cannot recognize graphic content.
- **You can cut down a lot of queries by having your own Frequently Asked Questions section.** This is a good guesswork eliminator for your visitors plus frees you the time to answer recurring questions that have to do with your event.
- **In the middle of the event's length, remind your JV partners to send another one or two or reminder emails** to their list – you want to squeeze out every new leads possible from this time sensitive event!
- In the first 24-36 hours, if you detect any one of your partners who is NOT doing any effort in promoting the event but just hitching a free ride, either send him or her a reminder email or **cut him or her out of the event**. Make them understand that this is a closed-door privileged event, and no free riders are going to rob the efforts of other deserving partners! (*If I may relate to you one of my personal experience in one particular event, I had to cut out a contributor because he wasn't doing any lick of endorsement and it wasn't fair to other participating partners. Admittedly, it's not a nice thing to do – cutting him out – but I had to, when I think of other honest partners!*)
- **Monitor your backend sales.** If it's converting well, then great! Leave it alone. ☺ If it isn't, you still have time to tweak it while the leads are still actively pouring in.

Step 8: Close The Event & Enjoy The Fresh New Leads!

As soon as the event reaches the last day and time is up, replace the main homepage with a “CLOSED” page and remove the gifts, including yours.



At this time, you should have received hundreds, potentially thousands of new subscribers!

Hey, don't forget to thank your partners! ☺

Mini Give Away Event Success Tips

If you have been following me up until now (and not skipping pages), **congratulations!** You now know what it takes to start your very own Mini Give Away event and a new method to build your mailing list at **warp speed!**

Even until now, I've found this list-building model to be amazing in ways more than one, and I hope it would be for you, too. Remember: it takes practice, too.

As the book draws to a close end, here are some success tips you can use for your own when you start your first or next Mini Give Away event – **your style!**

- **Start some kind of JV Partner contest.** Cash prizes are attractive and it prompts your partners to be competitive in referring more clicks/subscribers to the event. If you don't have cash prizes to offer, you can offer the top N referrals to go into the second round of the Mini Give Away event as an incentive.
- **Use pop-ups and ads.** Since the gifts are all upfront on the main page, you can tap into this additional profit center by placing ads and pop-ups on the main page itself. Just use your due diligence in not overshadowing the page with ads, of course.
- **Include a way for people to subscribe to your mailing list even after the event closes.** After an event is launched and closed, there will certainly be visitors who drop by to see the event has closed. Try your crack shot at having them subscribe to one of your mailing lists even though the event may be closed.
- **Handle the support issues for your partners.** Your JV partners, as I've said earlier, are only committed to referring subscribers to the event. And if their subscribers are asking them questions about the event, tell your JV partners to forward the queries to you, because you're the host, and you know the answers best. Unconsciously, your JV partners will just love to work with you in the near future and perhaps future Mini Give Away events owing your champion support!
- **You can consider setting up a One Time Offer.** Some simple Give Away events place an opt-in form in the front page and then a One Time Offer is displayed when the visitor signs up. If you have the resources to set up this cash point with an attractive set of products, by all means go ahead!

Alex Major's
Mini Give Away Events Exposed!

- **Keep the event time-sensitive.** Don't make it go into ridiculous time lengths like "forever", "21 days", etc. Those are considered lengthy time periods of a Give Away event of any kind, and it kills the urgency. Stick to 5 to 7 days or so. You'd prefer to have a lot of subscribers join in a short period of time than less in a long run, true? Besides, you can always host another Mini Give Away event the next week, next month or so – with different groups of marketers!

Hope this helps, and all the best in your next list-building venture!

Warm Regards,

Alex Major