Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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Here is a link to a quick video that will show you how to

customize all of the messages in this set at one time:

<http://www.lisamcope.com/customizing-messages>

- Highlight and copy the copy and paste phrases including

the quotation marks. one at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

------------------------

**Copy and paste phrases**

------------------------

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

Best of luck with your new course,

Lisa M Cope,

If you need help or have any questions

please visit the help desk at:

<http://www.lisamcope.com/help>

Want more great content? Check out my other sites:

<http://www.plrnewsletters.com>

<http://www.plrjunkies.com>

<http://www.contentcollectorsdream.com>

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Getting Started with

Giveaway's short course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"your name here"

----------------------------------------------------------------

1

Subject line: First Lesson - Getting Started with Giveaway's

Hello "autoresponder code here",

Welcome to the first lesson in Getting Started with Giveaway's

Each day for the next 3 days you will receive a lesson

that will help you learn the ins and outs of getting started with

giveaway events.

In this first lesson let's talk a little about what giveaways events

Are and how you can use them to your advantage.

Unless your computer is broken, or have been hiding under a rock

in some far away land with no Internet connection for the last ten

years then chances are that you have been exposed to some type

of giveaway event. This method of list building is very well known

by Internet marketers all over the world.

You see, dozens, sometimes hundreds of Internet Marketers just

like you will gather together to build their lists and they have

discovered that offering free gifts in big giveaways is a great way

to achieve this goal quickly.

A quick search online for "giveaway jv" will lead you right to a list

of sites that post giveaway events that you can join. These events

are created for a wide variety of reasons and they are held nearly

year-round.

Before you begin contributing to giveaways you will want to join

several so that you can get a good idea of how the system works.

By joining as a subscriber first you will be able to pick up some

free products, sign up for several lists from other marketers and

see how they are setting up their giveaway system.

Not only is this a good way to spy on your competitors, it is a good

way to get your hands on products that you can use to build your

own list too!

Once you join a few of these events you will be hit with a lot of

email and even though it will be tempting to opt-out of these lists,

you don’t want to be too hasty. Remember you are trying to learn

how to make the most out of giveaway system for when you start

adding your own products to them.

Set up a folder on your desktop and keep track of the products

and emails that have the most impact on you.

You will notice that a lot of your more savvy marketers will send

you several emails, thanking you, offering you even more free gifts

and then eventually trying to get you into their sales funnel with a

good low cost offer. These are the ones that you want to keep a

close eye on because they are good at converting subscribers

from these events in to customers.

You may also want to keep a folder with the ones that you didn't

like so that you will know what NOT to do when you start joining

events.

-----------------------------------------

Homework for today's lesson

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Go do a search for "giveaway jv", find some events to join and set

up the folders on your computer for the good and bad products

and emails that you receive.

We have a lot to go over in the next two days if you want to

learn how to get started with giveaway's , so make sure you

look for your next lesson tomorrow.

Thank you again for joining and please let me know if you have

any questions. I will be glad to help,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

2

subject line: Second Lesson - Getting Started with Giveaway's

Hello "autoresponder code here",

It’s time for your second lesson. I hope you found lesson one

informative and that you have done your homework. If you did you

should be subscribe to at least a couple of giveaway events and

already have your folders set up.

In this lesson we be talking about some of the steps you need to

take while getting your own gifts ready to submit to giveaway

events.

Now that you have experienced the power of the Giveaways by

actually getting some free gifts and subscribing to the lists of

several marketers, it's time to start thinking and planning the

gifts you are going to submit to giveaway events!

This process will take a little longer because you will want to

participate as a subscriber for a couple of weeks on the various

lists of other marketers to see how they make the most out of

these events.

Often what they will do is offer you the free gift and then after a

couple of days present you with the opportunity to upgrade to a

resale or private label version of the product so that you can sell it

or give it away too.

This is a very good strategy and you should make note of it for

your own gifts.

With your new collection of products that you have received from

joining these giveaways you should be able to come up with some

good ideas for your own gift giving process.

At this time you need to do a few things:

First, decide on the gift you are going to contribute. If you have the

ability to create your own product all the better because you won't

have any competition. If you don't it's perfectly OK to start out using

a product that you have the giveaway rights to.

You will want to keep in mind the type of subscribers that you want

to join your list during the event and keep your gift closely related

to that topic. For instance, if you want to build a list of people

interested in cooking, because you sell a lot of cooking related

products you will want to give away something like a cookbook, a

report with tips for budding new chefs or an ebook on "How Not to

Burn the Thanksgiving Turkey.

Once you have decided on a gift to contribute you will have to

create a “squeeze page” and a “download page”. If you don't know

how to do this yourself you will need to learn how, hire someone to

do it for you or purchase a premade package or template that

you can use.

You need a good autoresponder and you must learn how to start

a list campaign, create an optin web form and embed it into the

your squeeze page so that people can sign up for your free gift.

You will also want to create a series of emails to send to the

people who join your list from the event.

These should included a thank you note with a link to their gift

download, a follow up message asking them if they received their

gift OK, if they are enjoying it and if they need any assistance. You

may also want to include another free gift to them so that they will

want to stay on your list.

Most importantly you want to write and email to send out after a

few days offering them and upgrade, special discount or related

product. Make it something that they will perceive as high value at

a very low cost, so it is virtually irresistible to them. This is where

your hard work will start to pay off, because you can get them into

your sales funnel.

Most giveaways will require that you promote the event and may

require that you invite a certain amount of people to join before

your gift is made available inside the download area. Therefore

you must have a plan in place to get signups for the event.

The event host will keep track of the people that you send to them

through a special affiliate link that they provide you with after you

join the event. If you fail to promote your gift will most likely be

removed.

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Homework for today's lesson

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Look for more events to join. Continue to add to the good and bad

folders on your computer and begin making a list of possible

product ideas that you can use as a contribution when it's time for

toy to become a contributor.

Look for your third and final lesson tomorrow. We will be talking

about contributing and building your list with giveaway events.

You won't want to miss this lesson!

If you have any questions don't hesitate to ask,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

3

subject line: Third Lesson - Getting Started with Giveaway's

Hi "autoresponder code here",

It’s "your name here", with your third and final lesson in the “Getting

Started with Giveaway's” short course.

If you did your homework from the last to lessons you should have

subscribed to at least a couple of giveaway events and have

some files in your folders. You should have also started compiling

a list of gift ideas for when you are ready to start contributing to

these events.

Now that you have learned the basics of how giveaway events

work and you have started researching the ways that other

marketers use these events to build big lists of subscribers it's

time for you to make your plan of attack.

You need to be fully prepared before you start joining events as a

contributor. As we talked about in our last lesson you want to have

everything set up and ready to go.

You will need:

- A gift to give

- An autoresponder system

- A series of email messages

- A domain and hosting account

- A squeeze page and download page.

Using the same methods as before go out and find giveaway

events that are accepting contributors and start joining. You will

come across some giveaways that are by invitation only and

when this happens you can sometimes write to the event host and

ask for one or find someone that is already a contributor and try to

get an invitation from them.

But if you don't get to contribute, join anyway and promote the

event. This way you will be more likely to get an invitation to the

next event. If it’s a big event that is hosted annually it will be worth

the wait. You will find that once you join events you will start getting

invitations to more.

At first it will be just fine for you to use the same gift in multiple

events, but after a few you will want to incorporate others so that

you can capture even more subscribers.

Once you join an event you will have to go through the process of

submitting your gift to the giveaway and getting it approved by the

host. That is why it is so important to have everything ready to go

before you start contributing. Because most event hosts will test

your links and download your product before they approve it.

Most of the time contributors will have the opportunity to upgrade

in their position in the giveaway. If you can afford to upgrade then it

is a very good idea to do so.

As a paying contributor, you will enjoy perks like getting your gift

placed higher on the download pages, being included in email

promotions, advertising rotations and not having to recruit as

many subscribers to get your gift seen. If the price is reasonable, it

is well worth it and it will help to build your list faster.

As we talked about in the last lesson you will be obligated to

promote when the giveaway officially begins and you really want to

send as many people as you can to the event. This will help your

gift to remain in high standing for as long as the giveaway runs.

Most last from 1 to 4 weeks and you will want to continue to

promote until the end.

The event host will most likely have a series of ready to go

promotional emails and graphics that you can use. You will also

want to create your own and do your best to reach as many people

as possible.

Every giveaway is a little bit different, but they all usually run off of a

similar script, there are only about 3 or 4 out there. So, once you

become accustomed to one, you will have no trouble with the

others. After your first few events you will be able to develop your

own system for submitting gifts, which will make the process much

easier for you.

Don't worry if at first you only gain a small number of subscribers.

With each event you join you will be able to add more and more

subscribers and use them to your advantage for future events.

Don't forget your ultimate goal is to convert your new found

subscribers in to long time customers, so treat them well.

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Homework for today's lesson

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Just rinse and repeat your homework assignments from lesson

one and two until, put together a few good gift packages, have a

good system in place for contributing to giveaway events and have

a huge list of happy subscribers and customers!

I hope that you have learned a lot from this short course and that

you are well on your way to "giveaway" success. Remember if you

have any questions or need any help all you have to do is ask!

"add your name here"

"your email address"

"your URL here"

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