

# Method 11: Leveraging Lists and Others' Established Businesses

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It's very smart to leverage the lists and assets others have already built. There's no real reason to reinvent the wheel or to struggle from the bottom all on your own. If you can funnel someone else's list members onto your own list, why wouldn't you? If you can associate with someone else and become instantly perceived as an expert by association, why wouldn't you?

The trouble is that so many people get stuck doing it the hard way. That doesn't have to be you. If you are strategic and purposeful about it, you can absolutely take advantage of the lists other marketers in your niche have already built. It pays to network with heavy hitters. I've told you over and over again that you need to develop relationships with those in your niche—now it's time to cash that in.

You need to rub elbows with those who are already very successful and influential. This works in every industry, and has since the start of business. This is important to do in every industry. You need to pay attention to very successful people, emulate very successful people, follow in their footsteps, and develop relationships with them.

There are so many different ways you can get your foot in the door as an Internet marketer. Connecting with successful people has never been easier. One of the easiest online methods is to simply start to comment on their blogs, buy their products, join their lists, and connect with them on social media. It's an easy strategy, but one with purpose.

As a marketer, you have an advantage because you have something to offer them. Even if you don't believe it right now, you have as much to

offer them as they do you. You have a unique set of skills and gifts and that is what you are going to leverage.

If you already have your own list, you can start to mail for successful people. If you do this, they'll definitely notice you. If you are mailing for their product, they will be a lot more receptive to mailing for you. You can also link to them from your blog or website. This will definitely get their notice.

If you have your own related products, you can get to a point in your relationship where you can offer it to them for their download page. Their buyers can sign up for your list to receive your product for free. The big marketer gets to give it away as a bonus and their customers will love it.

Your goal might be to get them to collaborate with you. This can give you instant clout and credibility in your niche, just by association. If you build your relationship to that point, you can do extremely well.

But to get to that point, you need to build a great relationship first. This requires you to find natural ways to interact with them. Maybe they sent out a dead link. You can email them back and let them know. Maybe there's a dead link on their blog. Again – let them know. Maybe you purchased one of their products and noticed a typographical error or two inside... let them know. Think of any way you possibly can to be helpful.

We live in a great time where it's very easy to connect with even the most popular and famous of marketers. Social media makes it so easy. Don't be annoying and overbearing; just be present. Show them that you know what you're talking about. Showcase your expertise. Don't hang on to them at every moment, but don't be afraid to join the groups they're part of and to make a point of getting to know them.

Before you start to contact them, you have to figure out what you bring to the table. If you want to work with people and get them to mail for you so you can take advantage of the reputation they have built, you have to make it clear what's in it for them.

Maybe you have a certain skill set that will be very useful to them. Perhaps you have a certain product you know could bring them a lot of money. Whatever it is, figure it out so that you're well-prepared when you go to contact them.

Once you know what you bring to the table, it's time to come up with a formal idea for collaboration. Again, make sure your relationship is in the right place to do so.

After you've figured it out, decide where it is best to contact them. Use the directions they've given, your history of communication, and your common sense because sometimes people don't want to be contacted on social media or by email, or vice versa.

Make sure your request is very personalized. Make sure you've gone above and beyond. Hopefully you've joined their list, mailed for them, and started communicating with them. You should be on their radar before you try to connect.

Don't be afraid of rejection. You never know what's going to happen until you ask. Once you do ask, make sure you get a commitment. If you're trying to get them to mail for you and they've agreed, make sure you know specifically when they plan to. Make sure you follow up with them and offer them swipe copy and anything else they need. These very successful marketers are busy and they may forget.

Don't be afraid to ask for collaboration. Again, make sure they know what you bring to the table. If a marketer knows they can easily make money by working with you and that you will provide a lot of value to their list members, they will not mind mailing for you or collaborating with you. It has to be a good fit, though.

If you are rejected, don't take it personally. There will be someone out there who is a better fit for you. That's what you have to focus on. Simply rinse and repeat and find someone else.

As you start to work with these heavy hitting marketers, you can start to watch your stock grow. It will be easier to get more successful marketers to work with you the more you associate yourself with the bigger names.

You don't have to start from scratch. You don't have to only associate with other new, less successful marketers. You can quickly work your way up the ranks if you are strategic about it.

You do have something to offer, even if you are brand-new. You can take advantage of the lists and things others have built if you focus on providing value and building relationships. This can catapult you to success much more quickly than the average newbie marketer experiences. It's about relationship, strategy, and value.

## **Action Steps**

How do you get started with this?

First, you have to figure out who you want to connect with.

Then, you need to find ways you can get an "in" with these marketers.

Join their list, connect with them on social media, and join lists they are associated with on social media.

If you have a list, you can mail their products for them.

Start to build relationships.

Soon enough, you'll be at a point in your relationship where you can ask for what you want to leverage the success other marketers already have.



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