

# The 5 High-Profit Online Sublists

## 1. The “Second Sale” Sublist

In continuity offers, subscribers are twice as likely to renew after their renewal or “Second Sale” and their lifetime value (LTV) triples.

**Example:** [www.InstantTeleWebcast.com](http://www.InstantTeleWebcast.com) \$1 trial leads to a \$47 per month continuity subscription (forced).

**Example:** [www.DollarTeleseminar.com](http://www.DollarTeleseminar.com) \$1 trial leads to a \$29.95 per month subscription (unforced).

## 2. The “Testimonial” Sublist

Prospects or customers who take the time to give you testimonials are less resistant to buy from you in the future; and, you get to benefit from the endorsement. So start “sublisting” testimonials!

**Example:** [www.AlexTestimonials.com](http://www.AlexTestimonials.com) generates a highly profitable sublist worth an annual average (“mean”) value of \$238 per person.

## 3. The “Survey” Sublist

When your prospects or customers answer your surveys, they become automatically more involved with you and your offers. More “involved” prospects and customers tend to buy more, more often.

**Example:** [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com) is a “closed-ended” survey opt-in survey page for prospects.

**Example:** [www.TeleseminarSecrets.com/tellalex](http://www.TeleseminarSecrets.com/tellalex) is a “closed-ended” survey opt-in survey page for customers.

**Example:** [www.AskMarkAndBob.com](http://www.AskMarkAndBob.com) is an “open-ended” survey opt-in survey page for prospects.

## 4. The “Vendor” Sublist

If you create a Mastermind among your key vendors or a private vendors list, you will find them to be your best affiliate partners.

## 5. The “Challenge” Sublist

If you can inspire your customers to take part in a “challenge” that rewards improvement, you will find that Sublist to yield huge dividends (profits and JV relationships) in the future.

**Example:** [www.MegaChallengeFinalists.com](http://www.MegaChallengeFinalists.com) for Teleseminar Secrets™