



List Building The most important asset any internet marketer has is his/her mailing list. Let me say that again. **The most important asset any internet marketer has is his/her mailing list.** OK, you say, how do I build a list? You give things away. That may sound stupid. How can I make any money giving things away? Take a look at this - [My List Builder](#) This technique does two things. It builds you a list of prospects and their interests, which you can nurture, and it gives them valuable free information. By the way, you are welcome to sign up, take the free offerings and create your own list builder.

This instruction provides basic detail on how to use giveaways to capture opt in signups for your mail list. It includes code for a form asking for interests. This code can be added to any splash page (copy and paste) to make it into a capture form. It also includes code which automatically sends an affiliate link to the buyer, he/she may use at their discretion.

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Notice: Before publishing this code, test your page(s). Due to the diversity of host platforms, I cannot guarantee that it will work in all cases.

The capture portion of your splash page will look something like this:

Please fill in the form below

First name

Email address -
download link
will be sent
here

Interests

- Affiliate Opportunities**
- Ebooks**
- Free Stuff**
- Marketing Tips**
- Products I Can Sell**
- Tools / Software**
- Videos / Training**
- Web Design**

**Please indicate your interests so I don't send you unwanted emails.
Don't worry I won't flood your mail box. That's not my style.**

I hate spam as much as you. Your email address will
never be shared with anyone.

To entice someone to give you their email address, you must offer them something of value in return. See **Resources** below.

Don't let the programming code scare you off. This is not as hard as it looks.

MySQL database (somewhere to store the information)

You will need to create a database on your host server with the following table. You can Change the name if you want but you will have to change it in the code.

Table structure for table **emaillist**:

Field	Type	Null	Default
firstname	text	Yes	NULL
email	text	Yes	NULL
signupdate	date	Yes	NULL
active	tinyint(1)	Yes	1
affops	tinyint(1)	Yes	0
ebooks	tinyint(1)	Yes	0
freestuff	tinyint(1)	Yes	0
marketing	tinyint(1)	Yes	0
products	tinyint(1)	Yes	0
toolssware	tinyint(1)	Yes	0
videos	tinyint(1)	Yes	0
webdesign	tinyint(1)	Yes	0
refid	int(6)	Yes	0
referdby	varchar(6)	Yes	NULL

Place this php code at the start of your signup/squeeze page. It will capture the affiliate id (if it is sent) from the incoming url.

```
<?php
    $affil = $_GET['aff'];
?>
```

Info only, this hidden form field puts the affiliate id in the form to be posted to your process page.

```
<input type="hidden" name="affil" value="<?php echo $affil; ?>">
```

This is just a prompt to fill in the form (optional before the form code)

```
style="position:absolute;left:161px;top:1795px;width:525px;height:38px;z-index:43"
align="center">
<font style="font-size:19px;background-color:#FFFF00" color="#0000FF"
face="Arial"><b>Please fill in the form below for immediate access to this great
product&nbsp; ; </b></font>
```

Place the following Form code on your squeeze page after your pitch (copy and paste from <form name= to </form> inclusive)

```
<form name="Form2" method="post" action="addtoemailprocess.php" id="Form2"
onsubmit="return ValidateForm2(this)">
<input type="hidden" name="passwordinit" value="1">
<input type="hidden" name="affil" value="<?php echo $affil; ?>">
<input type="text" id="Editbox2"
style="position:absolute;left:125px;top:29px;width:220px;font-family:Courier New;font-
size:16px;z-index:1" size="22" name="firstname" value="">
<input type="text" id="Editbox4"
style="position:absolute;left:124px;top:64px;width:220px;font-family:Courier New;font-
size:16px;z-index:2" size="22" name="useremail" value="">
<div id="wb_Text21"
style="position:absolute;left:9px;top:32px;width:74px;height:16px;z-index:3"
align="left">
<font style="font-size:13px" color="#000000" face="Arial"><b>First
name</b></font></div>
<div id="wb_Text23"
style="position:absolute;left:10px;top:66px;width:103px;height:48px;z-index:4"
align="left">
<font style="font-size:13px" color="#000000" face="Arial"><b>Email address Link will
be mailed here.</b></font></div>
<div id="wb_AdvancedButton2"
style="position:absolute;left:128px;top:353px;width:108px;height:25px;z-index:5"
align="center">
<button id="AdvancedButton2" type="submit" name="AdvancedButton1"
style="width:108px;height:25px"><div><font style="font-size:13px" color="#000000"
face="Arial"><b>Submit</b></font></div></button></div>
<div id="wb_Text22"
style="position:absolute;left:141px;top:100px;width:75px;height:19px;z-index:6"
align="center">
<font style="font-size:16px" color="#000000"
face="Arial"><b><u>Interests</u></b></font></div>
<div id="wb_Text26"
style="position:absolute;left:173px;top:161px;width:75px;height:19px;z-index:7"
align="left">
<font style="font-size:16px" color="#000000"
face="Arial"><b>Ebooks</b></font></div>
```

<div id="wb_Text27"
style="position:absolute;left:173px;top:186px;width:79px;height:19px;z-index:8"
align="left">
Free
Stuff</div>
<div id="wb_Text28"
style="position:absolute;left:173px;top:212px;width:119px;height:19px;z-index:9"
align="left">
Marketing
Tips</div>
<div id="wb_Text29"
style="position:absolute;left:173px;top:236px;width:151px;height:19px;z-index:10"
align="left">
Products I Can
Sell</div>
<div id="wb_Text30"
style="position:absolute;left:173px;top:260px;width:134px;height:19px;z-index:11"
align="left">
Tools /
Software</div>
<div id="wb_Text32"
style="position:absolute;left:173px;top:286px;width:136px;height:19px;z-index:12"
align="left">
Videos /
Training</div>
<div id="wb_Text33"
style="position:absolute;left:173px;top:312px;width:109px;height:19px;z-index:13"
align="left">
Web
Design</div>
<input type="checkbox" id="Checkbox1" name="ebooks" value="1"
style="position:absolute;left:141px;top:161px;font-family:Arial;font-size:13px;z-
index:14">
<input type="checkbox" id="Checkbox2" name="freestuff" value="1"
style="position:absolute;left:141px;top:186px;font-family:Arial;font-size:13px;z-
index:15">
<input type="checkbox" id="Checkbox3" name="marketing" value="1"
style="position:absolute;left:141px;top:212px;font-family:Arial;font-size:13px;z-
index:16">
<input type="checkbox" id="Checkbox4" name="products" value="1"
style="position:absolute;left:141px;top:236px;font-family:Arial;font-size:13px;z-
index:17">
<input type="checkbox" id="Checkbox5" name="toolssware" value="1"
style="position:absolute;left:141px;top:260px;font-family:Arial;font-size:13px;z-
index:18">

```

<input type="checkbox" id="Checkbox6" name="videos" value="1"
style="position:absolute;left:141px;top:286px;font-family:Arial;font-size:13px;z-
index:19">
<input type="checkbox" id="Checkbox7" name="webdesign" value="1"
style="position:absolute;left:141px;top:312px;font-family:Arial;font-size:13px;z-
index:20">
<input type="checkbox" id="Checkbox8" name="affiliateops" value="1"
style="position:absolute;left:141px;top:135px;font-family:Arial;font-size:13px;z-
index:21">
<div id="wb_Text34"
style="position:absolute;left:173px;top:135px;width:169px;height:34px;z-index:22"
align="left">
<font style="font-size:16px" color="#000000" face="Arial"><b>Affiliate
Opportunities</b></font><font style="font-size:16px" color="#000000" face="Times
New Roman"><br>
</font></div>
<div id="wb_Text39"
style="position:absolute;left:48px;top:2px;width:272px;height:19px;z-index:23"
align="center">
<font style="font-size:16px" color="#000000" face="Arial"><b><u>I Love Free Stuff ,
Sign Me Up!</u></b></font></div>
</form>

```

Optional (to affirm trust)

```

style="position:absolute;left:161px;top:1795px;width:525px;height:38px;z-index:43"
align="center">
<font style="font-size:16px" color="#000000" face="Arial"><b>Please indicate your
interests so I don't send you unwanted emails. Don't worry I won't flood your mail box.
That's not my style.</b></font>

```

Optional (to affirm trust)

```

style="position:absolute;left:213px;top:1846px;width:371px;height:32px;z-index:45"
align="center">
<font style="font-size:13px" color="#000000" face="Arial"><b>I hate spam as much as
you. Your email address will never be shared with anyone.</b></font>

```

Place this code on your Process page named addtoemailprocess.php You can change the name of the page if you like but also change it in the form above. (copy and paste from <?php to ?> inclusive).

A word of caution. MySQL is very finicky about syntax. I've seen a single quote " ' " kill a query because MySQL didn't like the font. It is always best to create your queries using the tools that are available from your host then export them. This code is written for MySQL version 5.0.45

```

<?php
$userfirst = $_POST['firstname'];
$useremail = $_POST['useremail'];
$optaffops = $_POST['affiliateops'];
$optebooks = $_POST['ebooks'];
$optfreestuff = $_POST['freestuff'];
$optmarketing = $_POST['marketing'];
$optproducts = $_POST['products'];
$opttoolssware = $_POST['toolssware'];
$optvideos = $_POST['videos'];
$optwebdesign = $_POST['webdesign'];
$affiliateid = rand(100000, 999999);
$affiliateref = $_POST['affil'];

// Process input
if ( $optaffops != 1 ) { $optaffops = 0; }
if ( $optebooks != 1 ) { $optebooks = 0; }
if ( $optfreestuff != 1 ) { $optfreestuff = 0; }
if ( $optmarketing != 1 ) { $optmarketing = 0; }
if ( $optproducts != 1 ) { $optproducts = 0; }
if ( $opttoolssware != 1 ) { $opttoolssware = 0; }
if ( $optvideos != 1 ) { $optvideos = 0; }
if ( $optwebdesign != 1 ) { $optwebdesign = 0; }
if ( $affiliateref == " ) { $affiliateref = 'NotRef'; }

// Construct query
$myquerya = "INSERT INTO `emallist` ( `firstname` , `email` , `signupdate` , `active`
, `affops` , `ebooks` , `freestuff` , `marketing` , `products` , `toolssware` , `videos` ,
`webdesign` , `refid` , `referdby` )
VALUES (
'';
$myqueryb = ", ";
$myqueryc = ", CURDATE( ) , ";
$myqueryd = " '1', ";
$myqueryf = " );";
$myquery = $myquerya.$userfirst.$myqueryb.$useremail.$myqueryc.$myqueryd.
$optaffops.$myqueryb.$optebooks.$myqueryb.$optfreestuff.$myqueryb.$optmarketing.
$myqueryb.$optproducts.$myqueryb.$opttoolssware.$myqueryb.$optvideos.$myqueryb.
$optwebdesign.$myqueryb.$affiliateid.$myqueryb.$affiliateref.$myqueryf;

//connect to mysql database
$dbhandle = mysql_connect('path to your SQL database', ID, password)
or die('<br><H3>Technical problems, unable to connect to MySQL. Please try
later.</H3><br>');

```

```

//select a database to work with
$selected = mysql_select_db("your database name", $dbhandle);

//execute the SQL insert query
$result=mysql_query($myquery);
//confirm
//echo "Query Finished";

//Process the results
if (!$result)
{
    die('<br><H3>Technical problems, could not perform query:' . mysql_error(). ' Please
try later.</H3><br>');
}
Else
//Send customer an email with the download link
{
    $to = $useremail;
    $subject = "Hi " . $userfirst;
    $body = "Thanks for signing up for your website name email. I will forward material
pertaining to your interest(s) as I find it. If you ever want to be removed from this mail
list, just send me an email via the website above. Here is the download page link http://
your website name /downloadpage.php Enjoy your free products. P.S. Visit my main site
at http:// your website name /. If you can recruit 10 signups for this email list, I will pay
your way into my membership site. Just promote your unique affiliate link http:// your
website name/addtoemail.php?aff=". $affiliateid;
    if (mail($to, $subject, $body))
    {
        echo("<p><br><H3>Sign up successful. A message was sent to your email address
with the download link.</H3></p>");
    }
    else
    {
        echo("<p><br><H3>Sign up successful. Message delivery failed. Please try
again.</H3></p>");
    }
}
//close the connection
mysql_close($dbhandle);
?>

```

Download page

Create a download page with the links to whatever products you are offering. Name it whatever you want. Just put the correct link in the email above.

Summary

This will automatically populate the MySQL database for you. You will need to export the Email addresses to whatever mailing facility you are using.

Resources

Many free products come with sale pages already made up but if you don't have software to create web pages and need it, take a look at this:

<http://www.webprofit-solutions.com/cbk/1314>

If you need a host, this is my favorite:

<http://www.webprofit-solutions.com/cbk/1306>

The following link offers many good products for giveaways:

[Sure Fire Wealth](#)