

What could a 18-year old entrepreneur who enjoys blogging, creating sites and products, teach you about list building that you don't know already?

Read the answer in today's interview with [Jason Pereira](#) ...



**Please introduce yourself to our readers...**

My name's Jason Pereira. I'm an 18 year old entrepreneur who specializes in website development, products and blogging. My main internet marketing blog is located at [TheUniversityKid.com](#)

**When, how and why did you get started with blogging @ [TheUniversityKid.com](#)?**

I actually started blogging in 2007 as part of a competition with a few online friends to see whether any of us could reach \$15,000 in six months. I was 15. The blog was setup to document my progress – and I loved blogging so much I continued to blog even after the competition was over. Although I sold the blog in April 2009 as I didn't have the time to run it anymore, I recently bought it back in January 2010 for \$3,000 and have big plans for it.

**What is your experience with list building so far?**

I quite like list building. My first experience with list building started way back at the beginning of 2008 – an informal list of website buyers which was made on instant messenger programs

like MSN, Skype etc. I didn't know what Aweber was at the time, and even if I did I didn't have a credit card to sign up for it. That list has made me five figures so far. My first experience with a 'conventional' list was using Email Aces – although I had around 150-200 people opt in the first day, the service was so terrible I eventually restarted with Aweber. I've used list building to add to my income on both my niche sites as well as my internet marketing websites, although I believe I haven't yet mastered list building in the IM niche.

### **What are the TOP areas I should concentrate on when building my list first time?**

I believe you should give your subscribers a top class product after they opt in – this can be an eBook, course, video series, entirely up to you. I also believe that you should have a way for them to be able to see the quality of it before they trust you with their email address – on a blog for example, they can read your posts before they decide whether they want to opt in. On a squeeze page, you should put a sample of the product (a screenshot of it, testimonials, video, something like that). And of course build a relationship with your subscribers, don't spam them and only promote high quality stuff.

### **Do you have a formula for writing subject lines that get opened?**

I've found that figures (for example, Learn How He Made \$1,000 With This...) or questions (What Do You Want To Know About X?) tend to work best.

### **What would you say is the one most important thing you've learned about writing openings?**

Don't mislead, don't overhype and don't be boring. That's three but I'd say the second is the most important. ☺

### **What about getting clicks?**

Same as above, but be as intriguing as possible and give them a reason to click through (for example give them half of a story or bullet points to a method and make subscribers click through to get the full deal).

### **So how do you make money with your list[s]?**

By promoting products to them and indirectly as well (the greater my list size, the more people that read my blog, meaning the higher I can sell ads for, for example).

### **Who are you learning from or getting inspiration when it comes to writing your emails?**

Alex Goad is a legend, while I definitely respect people like Michel Fortin. Although most IM 'gurus' are hated for the way they promote to their lists, it clearly works – as \$1mill days and hours have shown.

**What are your list building plans for the future? And what do you expect others do once they finish reading your interview?**

I plan to take my blog to 10,000 subscribers, build huge lists in at least 4-5 niches and promote more effectively to them.

Thank you for sharing your list building wisdom with us!

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<http://www.ListAdvice.com>

**\* List Advice is the first email marketing blog dedicated to helping entrepreneurs build lists that make money.**