



Meeting the  
Master  
List  
Builder

by Ian del Carmen

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# Meeting the Master List Builder

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## **Meeting the Master List Builder**

*A Special Report*

by **Ian del Carmen**

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## INTRODUCTION

I started doing business online exactly 6 months ago as of this writing.

I got across of the maxim "Your money is in your list" but I took it for granted. I didn't even know what a "list" is. Was that a list of products? A list of website URLs? I dunno...

Being a freebie-seeker that I am, I downloaded one good product package from Tom Hua with resell rights. I'm not so sure why I did it but I tried to give the product a new look by designing an ecover patterned after other digital products' boxes. I even designed a one-page site with its new header and footer.

Then I came across one giveaway site with a lot of freebies: Steve Yakim's [EveryoneWillWin.com](#).

Again, I love free downloads so I joined the program I think during the middle of it's campaigns. On the site, wanted were contributors of gifts for other people who want free downloads like me.

I saw one site with a free autoresponder account called [GetResponse](#) and I quickly signed up.

A website is needed and I don't have the resources. So I just signed up with Tripod.com's free website account and placed my [GetResponse](#) form on my page.

I contributed the product I got for free in [EveryoneWillWin](#)...

Slowly, I get emails with a subject line: "Congratulations! New subscriber..."

I said, "OK. I got a subscriber..."

I didn't even know that I was building my "list" back then. And I didn't even know that it will be the start of my own online business...

## **BEFORE MEETING THE MASTER**

I joined a site called [BigTicketExperts.com](http://BigTicketExperts.com) and saw one guy named Joel Christopher. He looks Asian to me. But I thought he might be Malaysian or Singaporean. And what's with the "Christopher" surname?

I signed up with [BigTicketExperts.com](http://BigTicketExperts.com) and joined the affiliate program so I can giveaway free access to the site.

I never listened to the audios inside.

And I didn't spend time to research who this guy named Joel Christopher is.

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I met an Australian guy named Bradley Smith when I joined my next giveaway site. It was [EasterJVGiveaway.com](http://EasterJVGiveaway.com). After that event, I created my first membership site: [MobileEbooks.net](http://MobileEbooks.net).

Brad and I became partners in a few projects. We had a Birthday Sale since we were both born in June. The sale did well. Then I proposed to him a project called MobileAudioBooks.net which I thought would be viral enough to get in a lot of subscribers. I was right.

While doing some projects with me, Brad is also busy with the new EveryoneWillWin.com and he's now working with Steve Yakim. And Chuck Daniels.

And Joel Christopher.

Hmm... sounds familiar. Being a newbie that I am, I didn't know who Joel Christopher was. All I know is that he's an Asian-looking guy, sometimes I see him wearing Barong Tagalog (the national men's wear in the Philippines), and I see him everywhere online...

I still didn't think he was a Filipino.

In one of my telephone conversations with Bradley Smith...

Brad: Hey, Ian! You sound like Joel Christopher...

Me: Yeah?

Brad: You got the same accent...

Me: Hmm...

Then we went on with business talks...

And then...

Me: Hey, Brad! Can you ask Joel Christopher if he's Filipino?

Brad: Surely.

I realized how much a Big Guy Joel Christopher is when it comes to Internet marketing.

The next email I got was Brad telling me Joel Christopher is Filipino. And he gave me Joel's personal email address.

I emailed Joel Christopher introducing myself...

## **ALMOST MEETING THE MASTER**

Bradley Smith and I were chatting through Google Talk when he mentioned Joel Christopher will be coming home to the Philippines soon. He's joining a group of expats for an economic-related trip to Manila.

Joel Christopher and I exchanged emails before he came home. He got my mobile and home phone and agreed to meet up once he's in Manila.

## **A FEW DAYS BEFORE THE BIG DAY**

I googled Joel Christopher's name and found out more about him. And I was so amazed how really BIG this guy is. I was even more fascinated upon learning his affiliation with the Guerilla Marketing guru Jay Conrad Levinson. And felt so glad to know Joel Christopher was an Amazon best-selling author of a book titled ***"Mining Online Gold with an Offline Shovel."***

## **SURFING THE NET AND A PHONE CALL**

Just like my regular day, I was online checking out my sites, reading emails, knowing the latest buzz when suddenly, my phone rang.

On the other line: "Can I talk to Ian?"

Me: "Yes, speaking..."

I immediately recognized the voice of a master.

Joel: "Kamusta, pare ko?" (*How are you, mate?*)

Me: "Kuya Joel! Welcome home!"

We then agreed to meet for dinner that same night in Glorietta, Makati in the Philippines which is under 30 minutes away from my place.

## FACE TO FACE

In a Chinese restaurant in Glorietta, Makati, I finally came face to face with the guru. The Master List Builder Joel Christopher does not look like one Big Boy in Internet marketing. He looks so humble and you wouldn't think he's earning million dollars online.

He handed me a 1 million dollar bill. Nope, it was a play money that he uses as his calling card. His face on one side. His website URLs and contact information on the other.

We set the date of an on-camera interview about List Building. I told him I want to learn how he does it.

I knew it. The money is in the list. Online or offline. And in this interview that I will be conducting with the Master List Builder himself, I want to discover every bit of information that I can get on how to model his success in business...

**[Click Here to Watch the Video](#)**

### **"Master List Building... Simplified!"**

This package consists of:

**"Master List Building, The Master Tape"** Video  
**"Master List Building, The Viewing Guide"** PDF  
**"Master List Building, The 12-Step Process"** PDF  
**"The Master List Builder Joel Christopher Live in Dallas"** Audio  
**"Master List Building, The Master Tape"** Audio Version  
*... and MORE UNADVERTISED BONUSES!*

## WHO IS JOEL CHRISTOPHER?



Joel Christopher is known worldwide as ***The Master List Builder*** and the best-selling author of ***Mining Online Gold With An Offline Shovel***. He has spoken in front of thousands of audiences in the U.S. and Canada and has shared the stage with many marketing legends such as Ted Nicholas, Jay Conrad Levinson, Joe Vitale, Mark Victor Hansen, Joe Sugarman, Robert Allen & Mark

Joyner.

When Joel Christopher started marketing online in early 2000, he was merely an Internet Marketing Beginner, or what he fondly calls a "Newbie Netpreneur".

After failing and floundering in his first year online, he figured out the truth of the marketing maxim: "Your Money Is In your List".

He built and grew his own opt-in list to more than 160,000 Subscribers in just 4 years and on the way to that figure there was one period where he tripled his list to over 30,903 in only 99 days.

Today, Joel is on the cutting edge of training and development in the Internet Marketing industry by creating & producing home-based, interactive, hands-on MasterListBuilder Coaching webinar programs and Live MasterListBuilder Hands-On Training workshops held in San Antonio, TX.



[Click Here to Watch the Video](#)

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