



**HOW TO BUILD A PROFITABLE
AND REPONSIVE EMAIL LIST**

The 7-Minute Guide To Getting More Subscribers

A lot of online marketers “plan” to put up their squeeze page and set up their list but somehow never get around to doing it. You actually did it, congratulations. Pat yourself on the back.

You're reading this report because you're probably wishing that your list converted a lot more of your traffic into subscribers. I'm going to walk you through a simple process of optimizing your list in a systematic and methodical way.

A lot of guides out there try to sell you on the concept of split testing. The way they have it set up is bound to fail.

A/B Testing Sucks

Let me clue you in on a secret: simple A/B testing flat-out fails. Seriously. Don't even do it. I wouldn't even waste time if I were you. The reason why I am so against traditional A/B testing is that it's based on a complete “win or lose proposition”.

What I mean by that is you come up with one version that's completely different from another version and you run traffic to both of them. If you get a little bit better results with the other version, you stick with that version.

I can't even begin to say how wrong this is. Seriously. This is how I used to do things and believe me, I did not make money. I would stop when I would get a 5% improvement but let me tell you, 5% is not going to buy much.

You're looking for a significant improvement as well as a predictable volume of conversions. Typical A/B testing might lead you to believe that you would improve your conversions with an alternative design.

Once you switch over to it, you quickly find out that over the long run, you probably would have done better with the old design. Talk about a rude shock.

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There is a better way...

Optimize Each Element of The Opt-in Process!

As you know, there are many different parts to getting subscribers. First, there's the squeeze page which converts traffic into list members. Once they have signed up to your list, they start receiving your email updates.

These are two totally different things. You have to optimize both so you can get the most out of your list. Interestingly enough, you can optimize your actual updates to get even more subscribers.

Here's how to do it:

Focus on one element at a time

The first thing to do when optimizing a squeeze page is forgotten about the A/B model. Instead, look at the squeeze page in terms of different elements.

These elements are:

- the text of the page
- the font
- the size of the font
- the font color
- the page's layout
- any pictures that you're using

These are all different elements to test. Optimize each element one at a time. This is very important. Don't just jump from one element to another or group them together. That's why A/B split testing usually fails.

Create variations of your target element

The first thing you need to do is to pick which element you're going to optimize first. For example, you've decided to optimize the picture that

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goes on your squeeze page. Come up with different variations of that picture.

It may be of the same theme but there should be different pictures. These differences must be obvious. They can't be subtle.

Test the variations

Run traffic through each different variation of your squeeze page. You should set up a system for tracking the traffic that goes through your squeeze page and which variation your visitors saw. Make sure you don't get your wires crossed. Make sure you don't get confused.

It's also very important that you let the test run for a statistically significant amount of time. This is crucial. As I mentioned above, many A/B split tests fail because they don't run long enough. Marketers would run one page for a week and the alternative page for another week and make a decision after that. I'm telling you, that's too short of a time.

At least, you should give yourself about two to three weeks for testing to properly produce a statistically significant result. There may be flukes. It may turn out that by coincidence during the week of your testing, your traffic likes one design.

You can't quite put your finger on it but for some reason, they like it. It doesn't make sense for you to change your design permanently to cater to the needs of people that may be outliers statistically. After enough time has passed, it should be very clear to you which of the variations got more conversions.

Create more variations

Once you have a clear idea of the "winning" variation, come up with variations of that element. Again, the differences should be noticeable. We're not just talking about slightly red or slightly blue or small differences in sizes. The difference must be clear.

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Run the test again for a statistically significant period of time. Again, you should be able to spot the winning version. Keep repeating this until you are no longer able to achieve a significant increase in conversions. Once you hit a plateau, that's your cue to switch to another element.

Use the same process for your next element

As I mentioned above, there are many different elements on a squeeze page. Switch from among these. Maybe you started with the graphic. You should then move on to the text or to the font or graphical presentation of the text. It totally depends on you and what you're comfortable with.

What's important here is that you apply the process that I described above which involves variations, constant testing and always looking for the "winning" variation to keep increasing the overall conversion rate of your squeeze page.

If you follow the steps very carefully and you let the test run for a statistically significant period of time, your squeeze page would be able to convert your traffic at a fairly high rate.

The best part is that it's able to do it on a sustainable basis. It won't yoyo up and down.

That's no good.

It doesn't really help you if on day one you get 30 signups to your list and zero for the rest of the month. You're averaging one a day. It's much better to average at a fairly high rate throughout the month so you can get more solid sustainable figures over the long run.

Pay close attention to your call to action (CTA)

If there is any one core element of a squeeze page, it would have to be the call to action. This is the part of the page where you tell the visitor what to do. Drop the ball on this and chances are your page won't convert all that well. Believe it or not, people want to be told what to do.

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You can show them all sorts of information, you can open their minds to the opportunities in front of them but at some level or other, you have to tell them what to do. They have to be able to connect the dots.

You can't just assume that once you have gotten people excited about the premium you're giving away with your squeeze page that they would automatically know what to do. Oftentimes, it's not that obvious. You need to play around with the call to action.

Two Levels of Optimization

The call to action, of course, involves the text that you're going to use. It's important to make sure that the text is consistent with the value that you are giving in the premium you're offering the visitor.

For example, if you are giving away a free book on how to brew beer at home, you can't just say "Get the report now" or "Submit to download".

You have to speak to the desires that you have woken up in the mind of your prospect. They're looking forward to the cold great-tasting beer that they finally will be able to make from home. Your call to action must speak to that desire. Maybe you should say "Submit to get started on your own great-tasting beer".

Don't worry about the length of the text. What's important is you speak to the emotions and the desires of people you're trying to subscribe to your list. Let me tell you, you probably only have this one chance to convert that person. That person probably will never come back to your squeeze page.

Unless you use some sort of retargeting campaign on Facebook or Google, chances are this person will never come back to your site. You have to make the most of this opportunity.

Accordingly, you should speak to the intense desires and vivid emotions that they may be experiencing. Your text must speak to these emotions.

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Use text graphics to bring home the point

It's one thing to draw a tight fit between the call to action and the emotional state of your prospect. It's another to make this stand out. People are graphical and visual by nature. We pick up on visual cues.

The emotional state that you are trying to evoke with your words must be brought forward by the graphics of your squeeze page. Look at your squeeze page as a concert. Everything has to flow together. Again, by using the technique I described above, you should be able to nail this sooner rather than later.

Don't forget your updates!

A lot of marketers think that when it comes to getting more subscribers, they only have to optimize their squeeze page. They think that as long as they work on the "door" to their list, they're good to go. Absolutely wrong.

You have to understand that people are social by nature. When people are excited about an idea or a piece of information, what do you think they'd do? They share!

This is intrinsic to the human condition. This is how human beings are wired. This is also the reason why Facebook has a business. When people go on Facebook, they see all the stuff that their friends are sharing, either they write the stuff themselves or took personal pictures or they're sharing somebody else's stuff.

Your updates must appeal to this very human tendency to share. You might be thinking that it's too much effort for people to copy and paste stuff from your mailing list updates and plug it into Facebook but you'd be wrong. You have to format your updates in such a way that people can easily forward it to their friends.

Put simply, you have to call them to action.

Tell them "If you like this update, please share it with your friends. They might benefit from it as much as you do."

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Of course, you're going to have to change the words depending on your niche. But if you have shared with them really powerful information that added value to their lives, don't be surprised if they share it.

To turbocharge this process, you have to take the initiative. You have to call them to action. They may be excited but they might not know what to do next. Tell them that they can share your email.

To get subscribers from shared emails, you have to put several subscription links in the body of the email, maybe when you transition from section to section. For example, if your email talks about three different things, put a subscription link after each section.

You also have to format your email in such a way that people are more likely to read the whole thing.

While you should spend the most time on the top of the email so you can grab their attention and interest them enough for them to want to read the rest of the email, you should also pay attention to the rest of the body of the email.

You don't want people to "drift" when reading your stuff. They get excited at first but they start drifting until eventually they lose interest. That's how most emails are written.

Your emails also have to be short but compact and packed with value. This is how you ensure that a significant portion of your subscribers would want to share your updates. Believe it or not, some of them are already likely to share your content.

Your job is to try to get as many of your updates' readers to forward your content to their email address book, contact list or even copy and paste to their social media accounts.

I would suggest that you think through the content strategy and content mix of your updates. There has to be some sort of compelling information

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that they can't get anywhere else. This is how you set up your email for maximum sharing.

Keep this 7-minute guide in mind if you're stuck with a low subscription rate.

Just because you're not getting that many subscribers doesn't mean that your list project is dead in the water. It may take just a few tweaks of your squeeze page as well as your update content to turbocharge your results.

Still, even if you are getting a fairly low level of subscribers, at the end of the day, it's all about quality over quantity.

Believe me, in many cases, it's better to get a low amount of subscribers who then go on to buy a lot of stuff rather than a ton of people who buy nothing. You probably already know about "list squatters". They can definitely burn a hole through your pocket.

Follow the tips above and be well on your way to turbocharging your list subscriber base.