

# EM@IL LIST BUILDING



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

Effective list building is built on the same OLD SCHOOL RULES of Business Success

- 1 The rules haven't changed
- 1 You just have to ADAPT them to the Internet... or you will fail

The 6 Basic Truths of Sales Will Always Apply

- 1 Create demand out of existing demand
- 1 Credibility and authority builds trust that ensure sales
- 1 Credibility and authority are EARNED over time
- 1 Your existing customer base is your cheapest source of sales
- 1 Building relationships based on trust generate sales over the long haul
- 1 Monetize based on interests

**To build an online sales system that applies these 6 Old School Sales Truths, follow the 7 steps below:**

Step 1: Know your market: Pick the RIGHT NICHE

- 1 What is a niche?
- 1 What is a sub-niche?

The hallmarks of the RIGHT NICHE

- 1 Personal interest
- 1 Existing demand
- 1 Commercial value with an ROI that makes sense to you
- 1 Manageable levels of competition
- 1 Scalable (multiple sales of same product, upsells of similar products, upsells of different products due to predictable interests of your customers)
- 1 The niche can be addressed in a low cost way
  - \* digital products versus hardcopy book

Step 2: Find your market and interact with end users

People interested in a particular problem are already congregating online

- | Find these
  - \* message boards / forums
  - \* FB groups/pages
  - \* Linkedin groups
  - \* Youtube video comment sections
  - \* Quora
  - \* Reddit
  - \* etc

Gather customer intelligence

- | Ask questions
- | Get answers
- | Find similar questions
- | Compare answers
- | Cross reference answers
- | Get feedback on current solutions
- | facilitate resources

The more you gather customer intelligence, the more opportunities you'll get to become an opinion leader/authority

- | Be a 'go to' person
- | This paves the way for people giving you the benefit of the doubt when you give your opinion / recommendation
- | Get in good with admins / group moderators / become a moderator
- | when you achieve some sort of official capacity - the credibility of the forum rubs off on you / you are in a position to have the forum be a 'partner' for your product/service (ie., special discounts / special offers)
- | Take all opportunities to develop relationships (offer free taste or exclusives) to create social proof (which you'll incorporate into your list's squeeze page later)

### Step 3: Adopt a list marketing plan

- 1 For old school sales folk, calling lists are GOLD – the Internet version of this is your mailing list
- 1 Lists enable:
  - upsells
  - downsells
  - one time offers

### Advantages of email lists

- 1 cheaper
- 1 scalable
- 1 quick, efficient robust way of getting permission to mail/communicate with prospects
- 1 build credibility with each update
- 1 many chances to get a sale
- 1 fully automated or semi-automated using email platforms like Aweber
- 1 convert list members over course of their list membership
- 1 multiple income opportunities:
  - upsells
  - downsells
  - one time offers
- 1 sell your own product for maximum profits
- 1 sell affiliate products to target interests list members may have

### How to gather customer intelligence

- 1 hold contests
- 1 ask for answers in exchange for prizes
- 1 check objective stats of your
  - email open rates
  - link click rates

## Plan your list

- 1 Decide Target customers
- 1 Decide Interests to Target
- 1 Reverse engineer similar lists create spec sheet
  - recruitment
  - model text
  - design
  - funnel architecture
- 1 Pick funnel process/architecture that fits your audience
- 1 Prioritize getting social proof before you launch your squeeze page reviews
  - feedback
  - advanced critiques of upcoming main product or LEAD generator for list

## The Plan

- 1 Create an EXISTING customer list by GIVING stuff away FREE
- 1 Convert list members to buyers through updates as well as sales funnel architecture

## Step 4: Build your list

- 1 Decide on list recruitment method
  - Freebies: books, software, graphics, other digital content
  - Reverse Optin: users have to sign up for list to access premium content on your site
  - Promote quality of your updates: constant promotion of your list on your content pages/blog
  - Email-based courses: promise prospects they'll learn something if they sign up

## List Building Steps

- 1 Get designer
  - Use your notes of competitor reverse engineering for 'industry standard' squeeze page
- 1 Get squeeze page copywriter
  - Use your notes of competitor reverse engineering for 'industry standard' text
- 1 Include social proof you've earned during consumer intelligence step
- 1 Video is optional

## Step 5: Launch and Listen to your list

- 1 Launch your list by pairing it with credible content you share on areas you did consumer intelligence
- 1 Integrate your list to all your communications blog
  - email footer
  - forum discussions
  - mix in with social media messaging

## Focus on content that works

- 1 detect via direct customer feedback
- 1 open rates / link click rates

## Pump free traffic to your squeeze page first

- 1 why? Use behavioral and self-reported data to optimize your list's performance before spending money on traffic
- 1 Sources
  - social
  - media
  - Forums
  - Q+A sites like Quora
  - Link-based forums like Reddit

Guest posts  
(SEO) Blogging  
(SEO)

- 1 Share content as to pump traffic to each other

**Pay attention to your free traffic results and optimize your squeeze page according to user behavior and sign up rates**

After optimization: launch a paid traffic campaign

- 1 Social media: target interests with RETARGETING
- 1 PPC: search words with high intent (direct or indirect interests)

Keys to paid traffic success

- 1 start with small test
- 1 Optimize as you go
- 1 Focus on intent
- 1 ALWAYS retarget (leads to 40% more conversion)

Step 6: Monetize your list

- 1 First choice: Affiliate marketing
- 1 Second choice: Your own products

How to do list sales like a pro

- 1 Segregate your lists

Info list (people who just signed up to get info or due to freebie)

buyers' list (people who signed up to info list but bought \$1

product) Focus your monetization on Buyers' list

Info list should just get hit with \$1 products (reduce friction as much as possible)

## Highest ROI product to sell

- 1 Sell your own products
  - you craft the product based on actual list member needs
  - you are in full control of sales page
  - you are in full control of upsells of product
  - you can create an escalating scale of value

## Step 7: Optimize your list

### Continuously evolve your materials

- 1 Initial version
- 1 Test to create baseline conversion %
- 1 Create variations
- 1 Test to find variation with better conversion %
- 1 Find winner and make more variations
- 1 Get consistent and predictable conversion %
- 1 Apply to EVERYTHING (squeeze page / updates / sponsors)

### How to evolve your materials:

- 1 Squeeze page:
  - Swap out covers
  - Upgrade text
  - Layout
  - Layout
  - FONT
  - GRAPHICS
  - video
- 1 List Content
  - Swap out headlines



Swap out text body presentation

(subheadings) Swap out internal link call to  
action

Swap out affiliate products or payload products