

LIST EMPIRE

How To Build A Scorching Hot Email List and Get Killer Conversion Rates From Every Email You Send



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Chapter 1: An Introduction to E-Mail Lists

Speak to any blogger who makes a living online and ask them what the most important parts of their strategy are and in 99% of cases they will point to their mailing list as one of the very top tools. In fact, in many cases they will describe their mailing list as *the* single most important part of their strategy when it comes to making money online.

Right away, this should give you some indication that a mailing list is a *very* important asset in your online marketing strategy. If you're still not convinced though, then consider just how a mailing list works to help you build trust and expand your influence...

Why Mailing Lists Are SO Important

If you don't have a mailing list right now, then chances are that you're relying solely on your website or blog itself to communicate with your visitors and to try and drive sales. But now think about your *own* web usage. How many websites are there really that you visit on a *regular* basis? Not counting Facebook or Google, what *blogs* are you likely to visit more than once a month?

For the vast majority of us the number is going to be somewhere in the region of 2-5. Maybe if you're an avid reader you might visit 10 blogs on a regular basis but more than that and it gets hard to keep up. Now think about how many sites you have visited generally... it's probably a number that spans into the millions.

Suddenly the odds of getting a regular readership on your blog don't look so good, do they? And those other blogs you're going up against likely have much greater resources with which to advertise and work to keep their visitors coming back.

This is a serious situation because in order to develop trust and get customers you *need* regular readers. It's very unlikely that you are going to make conversions on first time visitors: that's just *not* how content marketing works. Content marketing works by gradually building trust and brand awareness until the point where you become that person's 'trusted authority' within a particular niche or industry. It's only then that they might start to get tempted by the idea of buying your product.

What you need then, is a mailing list.

While you might not be able to convince a first time visitor to buy your products, what you *can* probably do is to convince them to subscribe to your mailing list. This takes some smarts (which we'll come to) but it's definitely possible to convince someone to part with their e-mail address. Then, as soon as you've done that, you will have their ear and you'll be able to market to them subsequently.

Now you don't need to wait for someone to remember you: you will be able to contact them *right* in their mailbox. If you use compelling subject headings then you might be able to get them to read what you've written too, which will help to build that regular readership and to generate that trust and authority that every business so badly needs.

And further helping you in this cause is the simple fact that your visitors *signed up* for this. That is: they *actively* agreed to receive communication

from you and that makes a very big psychological difference. Why would they sign up and then not look at even one of your e-mails?

Mailing Lists Are Future Proof

Mailing lists then are *incredibly* powerful from a content-marketing standpoint but they are also very important in terms of your company's resilience too.

'Resilience' in a business sense means the ability of a company to stand up to adversity/evolving markets. This means things like not having all your eggs in one basket with a diverse line of products/services and a broad range of customers/clients for instance.

It *also* means not relying on unstable marketing techniques. SEO (Search Engine Marketing) is a highly powerful tool when used correctly and can help you to bring thousands of visitors to your site *every day* for a very small up-front investment of time and cash.

At the same time though, it is a *huge* mistake to rely one hundred percent on Facebook. Only recently, Google introduced big 'algorithm changes' called 'Penguin' and 'Panda'. Effectively, these changed the criteria that Google was looking for and that meant that many businesses dropped from the top spot on page one to several pages back. Those companies that *relied* on Google to generate customers *lost their businesses almost overnight*.

Companies that generated traffic from *both* social media *and* SEO managed to survive this big change much better but even they will have seen their sales cut in half. This is why it's so important to diversify your

marketing and adding a mailing list to your strategy is one important way to do this.

And better yet, mailing lists are *highly* stable. Google changes its algorithms all the time and let's face it, Facebook *could* go down tomorrow (though it's unlikely). E-mail though? That's *highly* unlikely to go anywhere any time soon. If you have an e-mail list with a few thousand addresses on it then you'll have a few thousand potential customers no matter what happens to the rest of the web. This is *very* savvy futureproofing.

As we will see later in this e-book as well, it's actually perfectly possible to monetize a mailing list and thus to earn sales from your e-mails *directly*. In other words, if you get this right then you will hardly even need your website anymore!

Statistics

If that *still* hasn't done it, then just consider some of these impressive statistics that absolutely *prove* the potential power of mailing lists.

- E-mail marketing has a ROI of 4,300% - Okay, so it's unclear how anyone would have calculated this but that's the most popular estimate. The point is: e-mail marketing is *incredibly* cheap and just as effective (if not more so) than many other more expensive means of marketing.
- 91% of consumers check their e-mail at least once a day. And let's face it, for the vast majority of us it is practically an addiction to check every five minutes...

- Companies rate e-mail marketing as being more profitable than PPC advertising, content marketing, direct marketing, affiliate marketing, banner ads, mobile ads *or* social media marketing
- 66% of US consumers aged 15 and up have made a purchase as a direct result of an e-mail campaign
- And just in case you think it's impossible to get people to read your e-mails, note that 1/3rd of consumers open e-mails based on their subject heading alone

Hopefully by now you're convinced that a mailing list is one of the most effective and powerful ways to market a business online and to gain loyal customers.

All that's left then is figuring out how to build one and how to start making money from it!

Chapter 2: Getting Started With Building Your List

Now you've hopefully woken up to the *absolute importance* of having a mailing list for your business, how do you get started?

Further in this e-book we're going to look at the advanced strategies you can use in order to start growing an e-mail list and ensuring that you get the e-mails of only the most targeted visitors that are likely to become paying customers.

First though, we need to look at the very basics so that you can get set up. We'll be keeping this section purposefully easy so that you can start capturing e-mails right away. A lot of bloggers know that they *should* have a mailing list but see it as a lot of hassle to get set up and therefore put off doing it.

To avoid the same fate, read on and then just follow these two simple steps to get going...

Step One - Choosing a Mailing List Autoresponder

The first thing you'll need to do is to choose an autoresponder service that can manage your e-mails for you. A good example of this is AWeber but others are MailChimp and GetResponse.com. In either case you can sign up for a small monthly fee (which is *more* than worth it) and from there you can begin accepting e-mails and sending out newsletters etc. Each will vary slightly in terms of the sign up forms you can create, the pricing plans and

the additional features. It's worth bearing in mind that most of these services tend to get more expensive as you add on more and more e-mail addresses. So don't just think about which lets you sign up the quickest – think ahead because it's a pain to swap over.

Here is the pricing plan for each of those big three options:

MailChimp:

Subscribers	Monthly Fee
500	\$10
1,000	\$15
10,000	\$75
20,000	\$150
30,000	\$215
40,000	\$240
50,000	\$240

AWeber:

Subscription Plan	Fee
Monthly	\$19
Quarterly	\$49
Yearly	\$194

This is then on top of the following monthly fee:

Subscribers	Additional Monthly Fee
< 500	N/A
501-2,500	\$10
2,501-5,000	\$30
5,001-10,000	\$50
10,001-25,000	\$130
25,001+	Not Listed

Get Response:

Subscribers	Monthly Fee
1,000	\$15
2,500	\$25
5,000	\$45
10,000	\$65
25,000	\$145
50,000	\$250
100,000	\$450

There are also free options like List Wire but it's not quite as feature-rich or well-known as the paid options. Then there are the slightly lesser known alternatives like Constant Contact, iContact, GVO and others. In general, it's worth paying a little more and going with a tried-and-tested service. You should find that in the long run it's a savvy investment.

So what are mailing list autoresponders for? Simply, they provide the following services:

- Accepting new subscribers and sending out confirmation e-mails
- Preventing spam and robots from signing up
- Creating attractive sign-up forms
- Managing your e-mail list and allowing you to create categories etc.
- Storing your list on the cloud
- Giving you data about when people sign-up etc. (useful for split testing)
- Allowing people to unsubscribe
- Letting you send e-mails out effortlessly to your entire list

In short, these will save you a *lot* of time and they can prevent legal issues involved with generating lists and managing contacts.

Is it possible to make mailing lists without using an autoresponder? Absolutely: all you need is a form for collecting e-mails. But in that case, you're then going to have to then manually confirm all your new subscriptions (or risk getting a lot of spam/unhappy recipients), you're going to have to handle people unsubscribing manually and you'll risk losing your e-mails if anything happens to your computer. All this and the end result will likely not look as professional.

For these reasons it's very worth signing up to a mailing list if you're really serious about marketing your business online. It's quick and easy to do and the up-front cost isn't all that much.

Step Two – Adding a Form to Your Website

From there, all you need to do is to add a form somewhere to your website so that people can start signing up.

To do this, just log into your new e-mail responder account and then look for an option to create forms which should be located somewhere on the page. From here, you'll then be able to choose things like the color scheme, the size of the various fields and the text – in most cases it should be pretty self-explanatory.

Do bear in mind at this point though that what you design is going to have an impact on the number of people who sign up. Think about the color of your website for instance and make sure that the form blends in and works within the context of your color scheme *but* also provides enough contrast to stand out against everything else on the page. It's a fine line but one that's important to get right.

Likewise, you need to ensure that the text boxes are the right size so that the form looks functional (and thus trustworthy) and you need to carefully consider your choice of text to try and encourage the maximum number of people to leave their address.

Don't worry too much though – all of this can be changed at a later date. Do your best for now but we'll be coming back to it later.

Once you've done that, you should be able to get the HTML you need to paste onto your site. This will be text that is written with lots of <tags>. If you know a little about web development this will be no problem for you, if

not then essentially this is the formatting code that you need to add to the code on your page.

To add this text into a website, you need to open the HTML file in a text editor and then just paste the code in the correct spot on the site. If you have a WordPress site then you can click the 'Text' tab when editing a post or page and then paste the raw HTML that way. Alternatively, if you want your form to be a widget, then just look for a plain text/HTML widget and paste your code in there.

We won't go into any more detail on this here because there should be straightforward instructions provided by the web responder service itself.

Where to Put Your List

Once you know how to insert your new mailing list, you now need to decide where it is exactly that you want to put it.

This is perhaps one of the single most important decisions you'll make when it comes to generating e-mails. There are four main options you have available to you here and in most cases you'll want to use one of them or potentially all of them combined.

On a Landing Page: We're starting with this option as it's probably the most effective and the most popular. Here, you will simply be creating a static web page, the entire purpose of which is to get people to sign up to your mailing list. This will likely take the form of a long narrow passage of text that uses persuasive writing to convince people that signing up is a good idea.

Also important for your landing page is to try and avoid distractions that might lead people away from your landing page. In other words, this is not a good place for advertising or even for your usual menu options – any of which will take people away from your landing page. All the content and all the design here should be aimed towards getting people to sign-up so think of it like a 'funnel'.

Creating a landing page is a great tool because it allows you to really convince people that they should be signing up. At the same time, it also gives you the advantage of being able to use advertising and marketing to grow your mailing list. This way, you can use Facebook ads or AdWords for example (advertising where you pay only when someone clicks on your ad) to drive traffic *directly* to your landing page. You'll be paying for each new member that signs-up this way effectively, but it's worth it if you're able to convert even a few of those new subscribers into life-time customers.

Embedded Into Posts and Pages: One easy way to implement a mailing list is simply to add it to your content. This could be on your about page or in your articles and will help to keep the option present while your visitors are reading your posts and articles.

In a Widget: Adding your form to a widget has the advantage of meaning that it will be present throughout your entire site. Now, your visitors will be able to sign up no matter what page of your site they land on and you'll never have to worry about adding it manually. On the downside, having a sign-up form on the left or right of your page in a sidebar will mean that it's easy to miss and won't really grab attention. Of course there are things you can do to combat this however.

In a Popover: A 'popover' is a pop-up that opens on the same page as your site and appears over the top of the content that your visitors are reading at that moment. You can use free tools such as SumoMe to accomplish this or any number of WordPress plugins (using WordPress is generally a good idea for making web marketing as easy as possible by the way) and when used correctly it can be one of *the* most powerful ways to grow your list.

Of course you must walk a fine line here: you don't want to irritate your visitors by constantly shoving ads in their face but irritating them just a *little* bit is likely going to be worth it in the long run. Normally it's a good idea to have the popover appear after 1-3 minutes of reading and that way you'll only be reaching out to people who are showing an interest in your content. Make sure that it's easy for them to decline your offer and then ensure that it doesn't *keep* appearing every time they come back. Otherwise you'll just be driving away visitors.

Chapter 3: Growing Your Mailing List

Now you have your form in place and you're capable of collecting e-mails and sending out your messages, how do you go about actually getting people to sign up? Simply having your mailing list on the page isn't enough – you need to really work at it if you're going to effectively convince people that they should join.

This is the chapter that will help to give you an advantage over the competition and help you to create a truly impressive mailing list that results in lots of sales, so go and get yourself a coffee and make sure you're paying attention!

Tip One: Incentivize

The single most important tip for ensuring that you grow your e-mail list as much as possible is to add some kind of incentive for signing up. In other words, tempt people to share their e-mail addresses by offering them something free in return.

The best option here is very often going to be a free e-book. Free e-books are *very* popular for getting people to sign up because they offer real value to the visitor *but* don't cost you much. Because an e-book is a digital product, there are no overheads involved in production *and* you can automate delivery so that you don't need to manually send anything out.

For this to work though, you need to ensure that your e-book is something interesting that people are genuinely going to *want*. This means you need to be just as savvy about this e-book as you would be with one you were

going to sell. Think of the value proposition and then give it a title that makes it sound really compelling.

But you also need to ensure that you aren't cannibalizing your own future sales. If what you're selling is an e-book for instance, then you need to ensure that people who read your *free* book still have a good reason to want your *paid* book. Likewise, you *really* need to ensure that your free e-book is of good quality and that it offers real value to the reader, otherwise you'll just put people off of wanting to buy your main product.

Another Option

There are some problems with using e-books generally though. The first is that this method has been done to death. Your visitors will likely have encountered tons of sites offering free e-books in exchange for signing up and this might have left them jaded.

At the same time, giving away a free e-book might mean you risk enticing readers who aren't actually potential customers. In other words, they might sign up because they want something free and then just ignore you from then on in.

E-books *are* a good option but you need to be aware that they won't always be the perfect solution.

So what is?

Well one option that's a little different (but requires a little work) is to make the e-mails *themselves* the incentive. And how do you do that? By creating an 'e-zine' that you send on a monthly basis. This could be a glossy PDF filled with great articles and stunning images that visitors really *want* to

receive in their inboxes. This way, the people who sign up will definitely be paying attention to what you have to say *and* you'll stand out by offering something different. If your e-zine has a glossy cover too and you make it look like a quality product, you'll encourage a lot more people to sign up as a result.

Imagine you're a health and fitness nut and you visit a website that looks well-written and that is offering a free glossy PDF with lots of professional images and really interesting articles *every month*. Wouldn't that make you more likely to share your e-mail than just another e-book that perhaps looks a little spammy? It's something to think about.

There are other options too of course: providing a service that people have to sign up to, providing access to a VIP area of your website or offering discounts all being viable choices. Or why not offer *all* those things?

Tip Two: Mention Your Mailing List

This is something that a lot of people forget to do when they're trying to promote an e-mail list. It seems that many bloggers are almost somewhat 'ashamed' of asking for e-mail addresses and so they don't even acknowledge the existence of the mailing list.

In fact though, if you really want people to sign-up, then you should be taking *every opportunity* to promote the list. Talk about all the great content that your subscribers are getting, write content and then expand on it *in* your e-mails and generally promote it just as you would do a product or an e-book that you're selling.

When it comes to e-mail lists, it certainly is *not* a case of 'build it and they will come'.

Tip Three: Experiment With Placement and Copy

Great persuasive writing can *really* help to encourage people to sign up to a mailing list, just as it can drive many more sales. Likewise, making small changes to your design can also encourage subscribers. Did you know that something as simple as making your submit button red can increase clicks because it denotes a sense of urgency that physically increases the heart rates of your visitors?

There is an art to driving conversions but it can take a lot of trial and error. That's why using a tool like 'Optimizely' can be so effective. Optimizely is a 'split testing' service that lets you create two versions of a website and then compare the performance of each. These sorts of tools let you see whether slight tweaks in your copy or slight alterations to your color scheme can make a marked difference in your conversions. Over time, split testing lets you 'evolve' your site using natural selection to the point where it becomes the perfectly honed tool for generating subscriptions.

Tip Four: Buy E-Mails

This won't be an option for everyone and is certainly less desirable than building your *own* contact list organically (which will be much more targeted); however there is certainly some value in buying e-mails in order to artificially inflate your list.

When you buy a mailing list, you'll be getting e-mails from visitors to other sites who have said they don't mind their e-mail address being shared. Make sure that this really *is* where those e-mails came from though and likewise, make sure that they have shown an interest in your niche.

Chapter 4: Creating High Quality, Effective E-Mails

Once you've put all that work into creating a mailing list and growing it to include thousands of e-mails, the next step is to actually send out great quality e-mails that your subscribers will actually *read* and that will help to drive sales. Otherwise, the entire exercise has been pointless.

Writing great quality e-mail copy in many ways is just the same as writing *any* good content – and all the same rules of engaging and persuasive writing apply. At the same time though, there will also be some considerations that are unique to the format. Let's take a look at both.

Writing Engaging Copy

The goals of your newsletters/e-mails should be the same as the goals of your blog posts. This is content marketing and as such you want to provide real value in your content that builds the trust of your visitors. This means sharing useful and actionable advice in a way that's entertaining – such that they will be more likely to trust you when you deliver your service and that they will be more likely to want to open your *next* e-mail.

To achieve this, consider the following things:

Tone: The tone of your e-mails is going to depend largely on the nature of your niche/industry and of course a B2B company will use a much more professional tone than a single blogger. With that said, remember that e-mail is the method that most of us use to converse with friends and we generally expect a more conversational tone as a result. Talk as though

you're talking to a friend and take advantage of the more personal format of an e-mail versus a blog post. This will help you with building trust too.

Getting to the Point: Most people who are checking their e-mails will be in a hurry. This is just an unfortunate fact of life that you need to take into account when you write your copy. Remember they have a thousand other things they need to be doing and don't have time for your waffle – get to the point quickly, or tease the value of your message early on in the message.

Uniqueness: Top ten posts of the best exercises and great apps have been done to death. If you want people to read your content then you need to offer something that no-one else is offering. Provide exclusive information, in-depth guides, powerful tips and stimulating debate. Remember that these people have asked for more of your content – so give them the VIP treatment and make sure they're getting your very best stuff.

Of course you also need to ensure that your content is well-written, as near-to-error-free as possible and generally effective at showing you in a good light. If you don't consider yourself a good writer then hire someone that is!

Subject Headings

The most important part of your e-mails though is undoubtedly the subject heading. Remember we said earlier that 1/3rd of consumers decide whether or not to read their e-mails based on the subject heading *alone* – so make yours stand out as compelling.

Now you might be expecting me to list a number of 'tricks' you can use to get people to open their e-mails here. Many bloggers and 'gurus' advise writing subject headings with 'Re:' in the title so that people think they're responses to previous e-mails, others might advocate asking for the reader's 'help' with something.

Do these strategies work in getting people to open e-mails? Sure they do. But they also frustrate and aggravate readers, they damage any trust you've built and they prevent them from opening *future* e-mails.

So what do you do instead? Simple: you use compelling titles that describe the value of the content within. This is *just the same* as writing titles for your blog posts. If you can tell your readers what you're offering and why they should listen and if they're genuinely interested in the subject, then they will want to read more.

Note: As a final tip, make sure you are sending your e-mails regularly but not so regularly that you get on everyone's nerves. Try to stick largely to a routine of once a week or once a month and get to the point where your readers are actively looking forward to getting your mails.

Chapter 5: Monetization

Finally, you need to ensure that you're monetizing your mailing list and that it's actually providing a return on investment.

The number one way to do this is by promoting your products and services regularly in each message. Again, most people will ignore that promotion the first and second time but as they come to know you and respect your opinion, they will become increasingly likely to bite.

Of course once you've built this trust there are then tried and tested ways of capitalizing on that work. Here your objective is to motivate your captive audience to go from loyal readers to buyers and this requires a little 'nudge' with perfect timing.

The good news is that once someone has bought from you once, they become *much* more likely to do so again in the future. The reason for that is that they'll have overcome any uncertainty they have about dealing with you, their details will likely be saved with your checkout system and buying again will require much less of a psychological hurdle as a result.

So how do you give that 'nudge' that will make first time buyers out of your readers?

Calls to Action

The most important factor in your strategy here is your **call to action**. Each message that you're intending to sell from needs to feature a message at some point which should tell people *why* they should take action and then make it as easy as possible for them to do so.

An example might sound something like this:

But why wait? Click PRE-ORDER now and you can be among the first to take advantage of this great offer!

Or

See why so many customers choose COMPANY/PRODUCT NAME. Click BUY now and get your hands on this fantastic product!

Removing Barriers to Sale

Included in your call-to-action should be a direct link to your checkout page which should be designed to make it as easy as possible for people to enter their details and secure a purchase.

Remember: everyone on the internet is in a hurry and trust is a *big* issue. These are big 'barriers to sale' that prevent people from making impulse purchases and it's your job to remove them by making it incredibly easy for your customers to buy.

The 'Buy With One Click' option on Amazon is the perfect example of this and if you think back to your own shopping history there are almost certainly going to be things you've bought as a result of this ease that you wouldn't have otherwise. Turn your e-mails into shop windows *and* checkouts.

Loss Aversion

Another 'barrier to sale' when it comes to email marketing and actually *any* form of sales is our fear of loss. Put simply, humans are psychologically programmed to be more averse to losing things than they are to gaining

them. Their concern with your call-to-action will be that the transaction won't go through; that the product will be poor quality or that they'll regret their decision.

Your job then is to remove the element of risk and the element of doubt. If you're confident in your product then one way to do this is with a 'free taster'. Another, more common strategy, is to offer a 100% money back guarantee. While that may seem like a risk to you, it's important to remember that people very rarely actually request their money back. And even if they do, the increase in sales that a guarantee can earn you will often more than make up for any loss.

Anticipation

To increase the likelihood of your call to action being successful, you should also put in some ground work ahead of time. You can use a mailing list to 'build anticipation' for upcoming products, events and services. This too is a very good strategy as it allows you to build buzz and people always want what they can't have yet.

Let your mailing list feel like real 'insiders' by giving them news before you announce through other channels and then offer them discounts, special offers or even the chance to get involved in the creation/naming of your new products and services.

Special Offers

Special offers are fantastic because they have a limited time-frame which encourages people to act impulsively – remember, emotion is much more likely to drive sales than logic and emotion is impulsive meaning it tends to

act quickly. Special offers give your readers the 'excuse' they need to convince themselves to buy now, impulsively, rather than to wait and reflect on whether they 'really need' your product. Don't let them mull your offers over – give them every incentive possible to buy *immediately*.

Community and Involvement

Another helpful tip is to encourage feedback and to interact with your readers through your mailing list. Letting your visitors feel involved will make them much more loyal to your brand and will give them even more reason to want to get involved – just look at how successful platforms like Kickstarter are for that very reason. A community is an *incredibly* powerful marketing tool for any business, so do whatever you can to nurture one.

Value Proposition

Most important of all though – remember your value proposition. Remember what your product/service *means* to your audience and try to sell a lifestyle or a future rather than an e-book or a piece of plastic by using compelling, narrative copy that paints a picture. You don't sell hats, you sell warm heads and stylish looks!

Other Ways to Monetize a Mailing List

All these tips can help you to sell more effectively through your e-mails but remember that a mailing list is not just a means to an end. Rather a mailing list can be an asset *in* itself and can generate income *without* relying on having a product to sell.

One other way to monetize a mailing list of course is to sell it and you'll be surprised just how much money another company might be willing to pay

for one. Make sure if you *do* plan to do that though, that you have gotten the permission from your subscribers upfront.

How much is a mailing list worth? This will vary very much on your industry/niche, on the quality of your data and on who you sell to. As a *very* rough guide though, you could expect to earn as much as 30-50 cents per entry if you have only collected names and e-mail addresses, or 1-2 dollars for more complete data.

The fact that companies are willing to pay so much for your mailing list though *should* clue you in to the fact that it's probably better off hanging onto (unless you're closing your business). Alternative strategies are to send paid sponsored e-mails *or* to sell just a portion of your mailing list. If you collect detailed data, then you can always sell the details of those subscribers that *aren't* a good fit for your business. You might even be able to sell your mailing list *and* continue using it yourself – these are all considerations.

Finally, if you don't have a product or service of your own but you still want to make money from a mailing list, affiliate marketing is always another viable option.

Chapter 6: Conclusions

So there you have it: you now have all the knowledge and skill you need to start building a huge e-mail list and getting sales from it.

It might seem like a lot to take in but don't worry: this is something you'll very much be able to 'learn on the job'. To recap though, here's what we've learned:

- E-mail lists are highly valuable tools for any business
- To create an e-mail list you need an e-mail autoresponder.
- The most popular options include: Mailchimp, GetResonse and AWeber – though others are available
- E-mail forms can go alongside your copy, in sidebars as widgets, on landing pages or in 'pop-ups'
- Write about and promote your mailing list if you want people to sign up
- Offer incentives such as free e-books, discounts or digital magazines
- Write regularly but not 'too' regularly
- Write in a conversational tone and keep your content engaging while delivering real value
- Include calls-to-action and direct links to easy checkouts

If you take nothing else away from this though, the key points to remember are that:

- E-mail lists belong at the *forefront* of your web marketing strategy

- Effective e-mail campaigns are about providing *value* to the readers. This means in terms of your website/blog, in terms of the e-mails themselves *and* in terms of the way you describe your products.

Once you get these two things down, the rest is just a matter of trial and error and with time you'll settle into a groove. And when that happens, you'll find that you have direct access to an incredibly loyal army of fans and followers. It will take a little time and effort to build your list to any kind of size and it can take even *longer* to start making direct sales as a result. The result though will be a direct line of communication with a highly targeted selection of your main demographic that will be highly resilient against any changes to Google's algorithms *or* new social networks. And guess what? It's actually quite fun as well!

So don't put it off any longer! As soon as you finish reading this book, head on over to your e-mail autoresponder of choice and start setting yourself up. One year from now, you will be *very* glad that you did.