

LIST BUILDING SECRETS

CHEAT SHEET



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The great thing about any form of internet marketing, is that it can usually be hacked. In other words: internet marketing will normally involve a system of some form or another and once you *understand* that system and how to make the most of it, you can greatly increase the amount of money you're able to make.

List building is no different. While this is a huge and highly involved process with many different elements and angles, once you grasp the core concepts you'll be surprised at what you can achieve. Read on and we'll look at the fundamentals of how to get list building to work for you. This is your cheat sheet for cracking the code and really succeeding...

The Fundamental Set-Up

Before you get started, you'll need to set everything up.

This is relatively simple, so we'll go over the steps here.

Step 1

To begin, you'll need an autoresponder. This manages your contacts, backs them up, makes it easy for you to send messages to everyone on your list (or a particular subsection of your list) and lets you see useful information regarding specific members etc. We recommend 'Arpreach' and 'Sendlane'.

Step 2

You will also need a website. This is where you're going to create your squeeze page (a whole page dedicated to promoting your mailing list) and your blog (through which you can indirectly promote your mailing list).

To create a website, you need a hosting account. Look for one with CPanel, which will make it much easier to install WordPress. You should also get a domain name, which you may be able to get through your hosting provider.

Creating a website through WordPress makes the whole process much quicker and easier and at the same time, gives you more access to plugins and themes that will help you to cheaply and quickly update your site. For instance, you'll be able to install the OptimizePress theme, which will make it much easier to create your squeeze page for promoting your mailing list.

Step 3

Now create an opt-in form using your autoresponder and add it to your website. This should be interlaced with your squeeze page while also appearing at key points in your home page.

The Basic Model – Providing Value

Now comes the ‘cracking the code’.

And really, the ‘code’ for effective e-mail marketing is no different from any other business. Here, your objective is to provide value. By providing value on your website through your blog posts and content, you’ll be able to build trust and authority with your audience. This then will make them far more interested in learning more about your brand and in reading your e-mails.

In other words, you can view your blog as something that offers out ‘free samples’ of your content, just as a restaurant or café might offer out free samples of food. If your content is amazing and provides something different from everyone else, on a subject that they find interesting, then they will subscribe.

From there, you then need to *carry on* providing that great content throughout your e-mails. This is what will ensure your audience stay highly engaged and it’s what will ensure that they want to read your content. If you simply use your mailing list as a platform to try and sell products, then your audience will quickly become bored with what you’re offering and you’ll lose their attention.

Creating Amazing Content

The secret to amazing content is simple: be unique. If you are providing the very same kind of information that your audience has read a hundred times before, then you offer no incentive for them to add ‘yet another’ e-mail to their inbox. On the other hand though, if you’re providing some unique and exciting information, then they will sign up and they will be keen to hear more from you.

Adding Value

Another way you can add value to your emails, and something that often gets forgotten, is to provide free gifts. Don’t just send an eBook when your audience first signs up: keep providing them with more value and freebies so that they’re constantly excited to open your next message. This also builds a lot of good will.

Building a Highly Targeted List

One of the best ways to build your list to massive heights is to use incentives. Offer a free eBook and people will give their e-mail address.

But a *big* list isn't necessarily a high value list. The risk here is that you'll attract only the kinds of subscribers who are interested in getting free things – not the sort who would engage with an e-mail sequence or who would be likely to buy.

Instead then, consider making your 'incentive' the product you're selling itself. For example, you could tell people about an exciting opportunity to 'sign up and be the first to hear about X product'.

Likewise, you could use special offers as your incentives.

Now you are *only* getting people signing up that are interested in buying something. They're actively looking out for you to market to them!

This means you can possibly afford to use something like Facebook CPA – paying for each subscriber. Seeing as they're leads that are highly likely to buy, this means you should still see ROI.

Pushing Your List

The last 'secret' that everyone forgets is just to promote and push that list. Don't think of it as a secondary aspect of your business and don't leave it somewhere on your site and hope people will somehow stumble upon it.

Instead:

- Mention your mailing list in your blog posts
- Embed your opt-in form inside guest posts
- Promote your mailing list in face-to-face interactions
- Ask your existing contacts to sign up
- Ask for people to forward your mailing list
- Turn your homepage into a 'funnel' to drive sign-ups

The more you push and promote your mailing list and the more you provide value, the more it will grow. Your mailing list can be an incredible asset but only if you give it the same attention as any other aspects of your internet marketing!