# LIST BUILDING
# HERO

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# Chapter 1

# Solid Foundations

This course is going to be broken down into several modules, this ebook being one of the components of the course that you will receive and go through as we proceed. As we continue through this course you will learn everything you need to know to start on your own list-building journey.

By the end of this course, the videos and the ebook, you will be well on your way to becoming a "List Building Hero."

In this ebook, I will be going over everything from the foundations through getting your lists ready to be built. You'll be provided with everything you will need to be successful in learning how you can start building your email list. We are going to lay down the groundwork right here in this book that you will be able to follow along with and get your list on the road to success.

**Ready? Let's Begin.**

We should first discuss the essential building blocks of a thriving email marketing list, the foundations as well as the principles of your list building empire.
Today your journey begins.

And I should point out that it truly is a journey. As you proceed to go through this course, you are soon going to realize that building your list is not something that ever really finishes. You are never done building your email list.

Many people who are full-time digital marketers, even those in the business for years and years, still build their list on a daily, weekly, and yearly basis.

The principles you are going to learn in this book are going to be critical to growing your business year after year. You'll soon start to see that your list is going to become the most important part of your business.

**So what exactly is an email lead list?**

We will refer to it as an "email lead list," because it's not just a bunch of email addresses. There is a lot of information on that list then just email addresses. Your subscribers are leads for your business. That's what we are going to talk about.

Every business needs a list of customers to follow up with. This is because the real money, the consistent cash flow happens from showing people more products that are solutions to their problems and concerns.

Your goal is not to just get a person to sign up for your list and try to make a sale from them immediately; then move on to the next person who signs up if they don't decide to purchase the service or product you offered.

Some people might believe that this is how it works, but nothing could be further from the truth.

An email lead list is made up of people that you are going to continually market to overtime.

Make sure to re-read that last line a second time to fully understand. It's such an important concept that you need to understand fully.

You see, you're establishing a relationship with that lead, that person. They are now a prospect on your list that you will continually reach out to, to nurture that relationship and offer them more and more products and services over time.

It's much easier to offer something for sale to someone you know that has already purchased from you in the past than someone you just met today.

Is it possible to make money without a list? Yes, but your time will be consumed with finding new traffic sources as well as new people to sell to every day.

Let's think about it as an affiliate marketer for example. You receive a special link from the affiliate network to promote a product. This link is used to track the clicks and sales that you make.

Your job now is to get that link seen by as many people as you can that will click on that link and possibly purchase so you receive a commission for that product.

It becomes a lot more difficult to get eyeballs on that link without an email list of people that you can market to.

Now you may say to yourself that you can use social media to promote that link, however; you'd be spending all day trying to find new people to send that link to.

Having an email lead list of people that are already interested in what you have to say is a much more efficient way of getting a group of people to see that link without the struggle of finding new traffic sources daily.

As your email lead list grows, you can stay in contact with these leads by providing value, building your relationship as well as trust.

You can email your lead list about other things other than just marketing-related messages. This is a great way to build trust.

Currently, some marketers are fantastic at doing this trust-building process right from the beginning. When you subscribe to their list they hit your inbox with stories about their life, their kids, family, dog. They tell you a bit about themselves so you can see they are a real person - just like you.

This is a very smart thing to do because you can stay in contact with your leads and subscribers daily all while building trust and loyalty too.

Think about it, people love buying things from people they know, like, and trust.

What better way is there to build a relationship with your email lead list than telling someone a bit about yourself?

**I can't think of any off the top of my head, can you?**

As you continue to grow your email lead list, this is something you can put into practice. Don't just provide them with marketing messages. Feel free to include things like something cool you did that day or discovered.

The best thing about this - you don't have to do this every day - you can have some of these messages prewritten in advance.

Think about it, stories of your past don't change over time, as long as you don't put a date and time on that message. You can easily use a story that you've pre-queued to go out the very day you get a new subscriber.

Whether it's a day from now, next week, or a month away - the story of a funny situation with your dog, or something that happened when you were a kid, etc. doesn't change.

That's right! These are things you can automate for building trust with your list - but we won't get into that quite yet.

The biggest piece of information that I want you to understand right now is that your email lead list has so much more to it than just an email name and address.

You see, most people think that an email lead list is just a bunch of data - this is a mistake.

You should look at your email lead list as a group of actual people. People that have invested their time and/or money to get access to the product or service you offered them.

Whether they purchased a product or not, you still need to understand that they are a potential lead and may buy something from you at a later time.

It's no secret that some lists are made up of people that have not bought anything from you yet.

Notice, I didn't use the words "Freebie Seekers."

Many people refer to a list of subscribers that have not purchased anything as a freebie seeker, but this should be considered a segment of your list that can be categorized separately from those that have made a purchase.

These leads are a part of your "lead thermostat," which we will discuss a bit later in this course.

Again, just because someone on your list hasn't purchased from you yet, doesn't mean they are not a buyer.

**Think of it like this:**

When you first enter a store and begin looking around as a salesperson walks over to ask if you need any help and you respond that "you're just looking," - does this mean you are a freebie seeker?

Does it mean you're in the store shopping for free stuff?

Absolutely not! It simply means you are not ready to buy anything yet. There is a big difference between someone looking for free stuff only, compared to someone who hasn't purchased yet.

Perhaps you went into the store with a coupon because of a free sample you received in the mail or outside in the mall. Now you are walking through that store - you just have not bought anything yet.

It does not mean you can't buy anything or can't afford to buy something - it just means you are not ready to purchase at that exact moment.

See the difference?

Maybe the reason that some of your leads have not made a purchase yet is that your relationship with them isn't built yet. Perhaps you have not cultivated the relationship enough for that person to spend money with you at that point - they just may not yet be ready to.

This is an important distinction to make when you're creating your email lead list.

Before we continue, I believe now is a good time to let you know that you can build an email lead list regardless of your experience.

I know this sounds perhaps a bit unrealistic, but the basic principle you need to understand is that if you are providing someone else value, they will exchange their contact details for it.

If you understand that people on the internet are looking for answers for something they need, something that is sometimes craved - this information can and will be very valuable to them.

If you are someone that can provide them with that information, people will exchange their name and email address for it.

If you are providing them with good information, the information they want, the next step can and will lead to exchanging money for this valuable information as well.

It all comes down to exchanging information at the beginning for something of value to the customer. In some instances, you may need to give away some of your best and greatest information to get a lead, to get your foot in the door to have the opportunity to market to them.

And when I say "market to them," I'm referring to raising their awareness.
There is a difference between marketing and selling, which we'll discuss a bit later in this course.

Now that you've got your foot in the door and the person is willing to listen to what you have to say - you can get that relationship going. It's now your perfect opportunity to win them over and begin to gain their trust.

The worst thing you can do right off the bat is beating them over the head with tons of new offers left and right.

Again, this process of what to do with a new lead will be talked about in more depth as we continue.

Now is a good time to start talking about building your email lead list. Remember, your subscriber list is made up of names and email addresses from people that wanted the value you were offering.

The way they get this is via a web form that is created and provided by your autoresponder service.

An Autoresponder service is a company that you use to store your names and email address. It can be an online service that you pay for monthly or it can be something that you host yourself within your own hosting account.

This will depend on how advanced you are with this kind of technology.
Right now all I want is to make sure that you understand that your subscriber list can be made of names as well as email addresses or just email addresses.

What I mean, there's no version of this where you can have a subscriber list without an email address.

You see, a list of just names is useless to you and your business. You can't email names and you can't call names on a phone. You need a way to message these people and an email address is what we're talking about.

**A little side note, quickly.**

In modern-day marketing, there are many other ways of building lists that you can communicate with, especially today.
For example, there are such options now like using Messenger bots or communicating with people within social media platforms.

You can build a list of subscribers on a YouTube channel, communicating with them with videos.

You can compile a list of followers on Twitter and communicate to them by composing tweets that have a link included.

There's a lot of different ways today that didn't exist over a decade ago, and new forms of communication are growing every year.

With all this being said, what we're talking about here is building a list of subscribers within an autoresponder, making your communication with your leads and prospects through emails.

The way you do this is by using a web form.

A webform is a small form where a user can add in their email address and sometimes their name as well. There are a few pros and cons to getting both - name and email - but you're always at the very least, going to get their email address every time.

An autoresponder is what allows you to collect this information using that little web form. They provide you with the web form code that you simply copy and paste on your website.

The greatest feature of an autoresponder service is the benefit of storing those names and email addresses for each one of those subscribers, allowing you to bulk message them.

You can email them all at the same time.

This part is where some people get confused. You see, if you're trying to use an email client like Gmail, AOL, or Yahoo - you're going to lose your account. You are not permitted to bulk email people without doing it properly, as well as "throttling" in a compliant way.

An email client is a way we refer to Gmail, AOL, Hotmail, MSN, any of those services that allow you to receive emails as a consumer. Email clients allow you to receive emails and segment them just like how you communicate with family, friends, and your boss, and so on.

The takeaway here is: An email client is not an autoresponder, and you will lose your account if you try to simply copy and paste email addresses in and try to "bulk mail" from your Gmail account for example.

Autoresponders are great because you can use them in two different ways. You can send your contacts a message with a broadcast or you can schedule a message in advance.

This is great because it allows you to use prewritten campaigns.

**So What exactly is a broadcast message?**

A broadcast message is an email that you can type up right now and paste it in. As well, you can also simply type the individual message directly inside the autoresponder service.

Most autoresponders have what is called a WYSIWYG (what you see is what you get) editor. You can go in there, type in your message, and you can edit the message within the WYSIWG editor.

What I mean is: you can edit text, fonts, bold, italicize, change headings, link, etc.. You can broadcast that message to everyone on your list at the same time - whenever you like.

Think of a broadcast message like a basic email you would send your friend, family member, etc.

The other way is to preschedule your email messages.

Imagine writing not one, but a sequence of emails that build upon one another and schedule them to go out at a later date!

The cool thing is... it doesn't have to be a specific date! These messages can be sent on an interval. We're going to talk a little bit more about that later, but my point is that autoresponders allow you to create and send pre-written email campaigns.

Here is another key takeaway.

The reason why a lot of people struggle or even fail at email marketing and list building is that they don't put enough emphasis on pre-writing their campaigns. They see it as a lot of work.

They're so eager to make a buck right away because someone on the internet told them they could be rich tomorrow, they don't take the time to create a 30 email sequence.
It'll work much better for you if you take a weekend and go ahead and write 10 emails. Open a Google Doc and write these emails.

Maybe the first one tells a story about your vacation that you had when you were a kid and how important it was to shaping your future.

The second one talks about your favorite pet and how you went on vacation and brought him with you...whatever.

**Tell stories.** Pre-writing emails and creating campaigns in advance is very, very important. If you don't do this, you will need to write and create new individual broadcast messages every day and that gets tedious and prevents people from sending out emails, quite possibly, causing them to earn less money than they would have with a sequence of prewritten, ready to send, scheduled messages.

Earlier I mentioned, there are a lot of different autoresponder companies, sometimes you might be thinking, "Which one should I use? Which is the best one?"

This is a determination you need to make for yourself. You must think, what your needs are right now,  what is your budget?

Autoresponder prices can vary depending on how many leads you have and how often you mail them.

There are many different types of autoresponder companies. Some of them have very advanced features, while some of them are very basic and very simple for beginners.

Remember, list building is one of the most important things that you're going to be doing in your business!

It is the lifeblood and essence of your business. It's where your customer data is stored so you can mail them information, not just their offers but the things they got from you.

The products that they purchase from you as a vendor or the things they download from you as the marketer. All of it, those communications, happen through your autoresponder service.

Don't try to pinch pennies trying to use free autoresponder thinking, "I'm on the internet and I want to get rich for free."
That's not the way to build a business that works.

List building is such a vital part of your business, you need to take some time into choosing an autoresponder. Sometimes it helps to get a recommendation from someone that you're following, but in the beginning, choose a good reputable autoresponder service to go with so you can start building your business.

When you start using autoresponder companies and you start to reach certain levels of list building, you're soon going to realize that it becomes expensive when you're sending a million emails a day.

It doesn't take a lot.

I know a million emails in a day is quite a significant amount, but it isn't a lot to mail 200,000 or 300,000 emails in a single day.

For example, if you have 80,000 subscribers on your list and you mail them two times a day, you just send 160,000 emails in one day.

Now, if you've got an autoresponder that's charging you five cents per email, you can see how it adds up.

For some people, when you get to that stage, you can have your own script or software that you install on your own hosting, but by that time, your business and list has grown to that level, you will have most likely, a dedicated server for your hosting account.

These are things that you can consider as your business grows, but as we're laying the foundations here for list building, I just want to make sure that you understand that these things exist.

Next, let's talk about capturing those leads a little bit. First, we'll need to talk about landing pages.

A landing page is a web page that's used to entice a visitor to enter their name and email into that web form we talked about earlier. Again, web forms are small snippets of code that you get from your autoresponder company. You put that on your page and it displays the fields where a user can type in their name and their email address. These then get added to your database and your autoresponder, where you are then able to communicate with these new subscribers.

"But, how do I actually get them to do that?"

This process happens on your landing page, or you may also hear this referred to as a squeeze page. These are both an industry term and you can use it interchangeably.

All you need to understand is that landing pages are for the purpose of capturing leads, getting names and email addresses onto your list.

The more simple your page looks, the better it's going to perform. The more complicated you make it, the more stuff you give users to read...the less likely they're going to enter their name and email address. Trust me.

You might be compelled to try to tell them a whole bunch of stuff on that page, trying to win them over, but they will get overwhelmed and decide they're not going to give you any kind of information.

Nowadays, you can use any website to create a landing page. Today there's a lot of website builders out there you can use which have made the process a lot easier than it was. Earlier, you had to learn HTML, build sites, and sometimes you had to hire somebody that can do this for you.

Now, most of these site builders are drag and drop, with many of them already having web forms built-in. You can actually select colors and styles, or you can design them yourself.

But don't forget what I said a moment ago, the purpose of a landing page is to capture that lead which will work much better when it looks as simple and straightforward as possible.

A lot of people might be thinking, "but, I've seen blog articles that have a form?" That's not a landing page.

An article or post has a different purpose for that site. The post might have a web form on the sidebar in case someone wants to opt-in and sign-up to receive more information or join a newsletter, but that's a blog. That website wasn't created for the purpose of list building, it was built to provide information, not specifically for collecting leads.

I should mention, there is no end-all-be-all way to build the list that everyone has to follow. There's no standard operating procedure that every marketer follows. As a matter of fact, by the end of this course, you're going to learn that I encourage you to test many different ways to see which one's going to work best for you, for your audience, for your people.

Regardless of where you build your site, there's no particular type of website, theme, company, or website builder that you have to use in order to have the perfect landing page. The most important thing is that you understand that the less you put on your landing page, the better it tends to perform.

Ideally, you want to offer them a free lead magnet which is how you're going to get them to opt-in. Essentially, it's to give them an ethical bribe which is what you'll be doing on your landing page.

The visitor will enter their contact information into the form, then press the submit button. That web form already has a special code in it that you copied from your autoresponder service. That code then connects your landing page to your autoresponder and it submits the details to your database. Then, after subscribing, the visitor can be redirected to any page that you want on your website.

And don't worry about code and all that, all of these newer website platforms have the ability for you to paste in web form code. There isn't one out there that doesn't and if you're using a landing page builder or some sort of website builder that doesn't give you the ability to paste the HTML code or autoresponder code, then guess what? You're using the wrong company.

Remember, your autoresponder company gives you the code, you're basically grabbing this code, paste it on your site, and now you have a functional landing page.

Of course, there may be other pieces to it to make it convert better. There are other things you may want to put on that page like images. We'll talk about designing the page later.

When somebody goes to that landing page you made, they see what you told them you're offering them as an ethical bribe, they then choose to enter their name and email or sometimes just their email. (depending on what information you told your autoresponder to collect on the form).

Next, when they hit that submit button, their data is sent to your autoresponder for storage, for later messaging, and at that same moment, you can also designate another page or URL for them to be redirected to.

Sometimes you may send them to a confirmation page that asks them to double opt-in. This is a process to confirm that the person who entered their name and email address is actually the person that that email address belongs to.

Some people choose to do the double opt-in process, some people don't. I just want to inform you that this option exists and to understand that it is not a law for people to double opt-in. There are other requirements that we will talk about, but that is not one of them. For example laws like CAN-SPAM, GDPR, etc.. We're going to be talking about this later on.

It's definitely worth mentioning that if you choose to not use a double opt-in, you're going to end up with a much higher conversion rate. You're going to have a lot more people that you can mail on your list, but you may choose that you want to reduce the amount of junk email addresses that people enter and things like that which is what double opt-in will help with.
The choice is really up to you.

Let's talk more about the magic of lead magnets. A lead magnet is one of the other pieces that you're going to put on your landing page. A lead magnet is any type of digital asset that you can offer as a free gift in exchange for the visitor's contact information. Essentially, your landing page consists of that web form where they enter their name and email, but it also offers them something for free in order to ethically bribe them to make that exchange.

You may be asking what can you use as a lead magnet?

You can use an ebook, video, audio, software, anything that you can deliver digitally on the next page once they submit their contact information. Remember, I mentioned that web form does two things. It will add their data to your autoresponder, but the moment that they click submit, it will redirect that user, that subscriber to any page that you choose.

Now you create a separate page, the second page they see after they give you their information. Only someone who gives you their contact information will be able to see or find this page.

In essence, we're almost creating what we call a funnel. A front-page which is the landing page followed by the second page which will be the download page for your lead magnet.

The idea is to get them to subscribe in order to get that lead magnet, the thing that you're offering them.

Again, this can be a digital product, an ebook, something you typed up, maybe a video you made, an audio file. We'll talk a little bit more about the types of lead magnets and we'll even give you examples in a little bit later on here.

The lead magnet has got to be valuable. It has to be something good. It can't be trash. If it's trash, you're just going to attract flies. Think of it like this, the more it hurts you to give it away, the better the lead magnet will work because of its perceived value. We'll talk a little bit about Hollywood and how Hollywood does this a bit later.

Again, once they've subscribed, the visitor can then be taken to the download page where they'll be able to access their free download. On this page, you might want to say thank you so much for subscribing, here's the thing I promised you, and that can be a download link or a button.

Your page builder or whatever method of building your websites you're using will have a little element you can use where you insert your download link. This is where you can upload the file for them to download or where you can embed the video for them to play. Remember, you want to make sure that it's something that's valuable so they actually feel like, wow, this is cool, this is useful, I'm glad that I did this. I'm glad that I entered my information to get it.

I recommend that you build as many of these lead magnet processes or funnels as possible. There's no way that you're going to build a huge diverse subscriber list or a collection of lists which is an important distinction for me to make.

Many marketers have hundreds of lists because every time that they create a new funnel or a new landing page, they'll connect it to a different list. Now they are all in the same autoresponder company and when you log into the autoresponder, you can see all the different lists that you've built.

Some lists may have a few hundred subscribers, some may have a few thousand subscribers. There can be a variety of lists. Each of them will have been connected to a different web form on a different lead magnet's landing page.

As I said, you'll always be building your list. Over time, I recommend you build as many of these lead magnet processes as possible. Lead magnets that will resonate with your audience. I mentioned earlier how important it is for you to have an audience created. This is because it's a lot easier to create a product for an audience instead of trying to create an audience for a product. The same goes for lead magnets. It's a lot easier to create a lead magnet and a landing page for an audience than trying to create the audience for a lead magnet or a landing page.

As well a lead magnet is just a great way to entice your visitor to join your list because then after they're on your list, you can monetize that subscriber by making them an offer on the download page.

When you send them to the download page, you can say "Thank you for subscribing. Here's the link to the thing that I promised you. By the way, if you're interested in this topic, there's a great product that you can check out here."
You can have a banner there or another link that takes them to an offer that is congruent with the thing you just gave them.

Congruence is important!

For example, you don't want to say: "Thank you for downloading my basket weaving guide. Now click here to learn how to be an expert golfer."
The two have absolutely nothing to do with one another, so the likelihood of you actually making a sale with that product is very low if at all.

Now, let's talk about sending the messages themselves.

Most autoresponder services allow you to either broadcast a message directly to subscribers in real-time (broadcast), or that or you can pre-queue messages in a sequence.

Again, sequences are awesome because you can prepare them ahead of time.
You can simply just open a Google Doc and just start typing. Put some lines in that act as dividers and say email one, email two, email three, email four.

Set yourself up an outline first then go ahead and create all of your subject lines. Make sure that subject number two is a great follow to subject number one, subject number three to subject number two, etc.

You'll find, once you're done writing them all, that this entire campaign will flow better. It will make more sense and they're going to be receiving these emails in order.

How awesome is that?!?

When you write your emails in advance and pre-queue them, you can set specific dates or you can set intervals, that's a really really powerful feature of every autoresponder.

This is what I mean. Right now, I can go in and I can set up a broadcast that's going to go out once today at 3:00 PM., then set another to broadcast tomorrow at 3:00 PM. That's it. Once that email goes out to every single subscriber, it's done. It's not going to go out ever again.

Now if somebody joins my list the day after I sent the first email, they're not going to get that initial broadcast email that I sent yesterday, however when you create a sequence of emails that you pre-queue, you can set them to go out in intervals. You can tell your autoresponder, I want this email to go out right when someone subscribes, which says thank you, here's another link to that download you requested.

See what I mean, you're basically reiterating the stuff that you put on your download page. Then you can pre-queue an email two days later that says: "Hey, did you download that thing yet? Wasn't it great? Did you see it?"
In this secondary email, you're trying to follow up with people. You're trying to build a relationship.

In email three, you can have another offer for example, or a story about your dog or your vacation. These sequences could all be written and sent out to go out in intervals.

The great thing about this is that you can have somebody that subscribes today and they'll be on day one of the sequences, they'll be getting that first email. While at the same time your autoresponder also sent an email to somebody that is on day 30.

They sent email number 30 from your sequence automatically to that person without you needing to have done any extra work than those initial email messages you created previously and set up in your sequence.

All of this happens on autopilot, all you have to worry about is getting the audience to feed that landing page with visitors, and these emails will automatically go out.

Again, this is the part that most newbies decide not to take the time to do.

I strongly recommend that you go in and you start creating smart sequential email series, sequences that you can pre-queue to go out on specific days. Once you have that done, then go out and focus on getting those visitors to your landing page.

Believe it or not - it's inevitable. You will make sales. You will make money. You will assemble a tribe.

This is a great idea for you to create these campaigns because you can build a relationship with people over time. Remember, the more expensive the product costs that you're selling, the more time it takes to sell it.

Think about it, if you're going into a grocery store or a convenience store to simply buy a candy bar or a muffin for a dollar or two - how long does that decision take you to make?

It's a tiny investment, you don't have much to lose, so you just grab that muffin, coffee, etc. without much thought.
But now, if you're going to buy a new HD 4k flatscreen television set? It's going to cost you $700-$1000. You know what...most likely, you're going to spend some more time now.

That purchase decision may cause you to do a little bit more research online. You might consider talking to one of the salespeople at the store. Investing in this purchase is going to take a little longer.

What if you're going to make an investment that is going to cost a few thousand dollars? A few thousand dollars, now that's a little bit more. This is even more involved, I'll want to know who I'm buying from. This quite possibly will take even more time.

Not to get too far off-topic, but this is how webinars work. A user attends a webinar where you can sell a high-ticket product, simply because you've been building your relationship with them over 90 minutes.

The more expensive a product is going to be, the longer you are going to take to buy it.

Look at how much time it takes a person to buy a house that costs $300,000 or half a million dollars. The amount of time that it takes to make the person's decision is directly related to the price tag on the item.

This is why creating a campaign that is composed of a series of emails tends to build a relationship. It's going to help you make sales over time, especially the ability to bring this relationship to an appointment where that person is willing to invest high ticket dollars with you.

Again, I recommend that you create not one but many email lists, that you segment subscribers in my niche.

I mentioned this earlier but it bears repeating. I don't want you to segment them and just think, these are just freebie seekers. Don't ever think that someone that opted into your list to get a lead magnet, that that person is only looking for free stuff. That is not the case.

You're strategically putting a particular product in front of a particular person because you know that's what they are looking for at that time.

Then you will cultivate that relationship over time. Then you will be able to segment them from, they were on our free list but now they've invested in us - now they are on our buyer list.

Now they're on our high-ticket list, and so on and so forth. You can automate all of this inside your autoresponder using the features inside your autoresponder.
I should also mention that not every subscriber is going to see your email messages.

This is an important part of sending messages. You must understand that you're dealing with these subscriber's email clients. These email clients have gotten better and better at trying to filter out marketing messages.

With that being said, not everyone that sees your email message is going to open it. Now it comes down to the quality of your subject line. Subject lines matter, so you should always ask yourself if you're not converting well: "How good was that subject line?"

Not every one that actually opens that email message is going to click the link. That's going to come down to the quality of your email copy. When we start talking about that, we're getting into email marketing. We're getting to the composition of good email copywriting, but right now we're talking about building the list.

I just want you to understand that simply because you have an email lead list and you have messages going out - that isn't all that it's going to take.

It's going to take quality subject lines to determine whether or not they open your email. Next, you have the body copy. What you write is going to determine whether or not they click.

Then, the page you're sending them to is going to determine whether or not they actually buy.
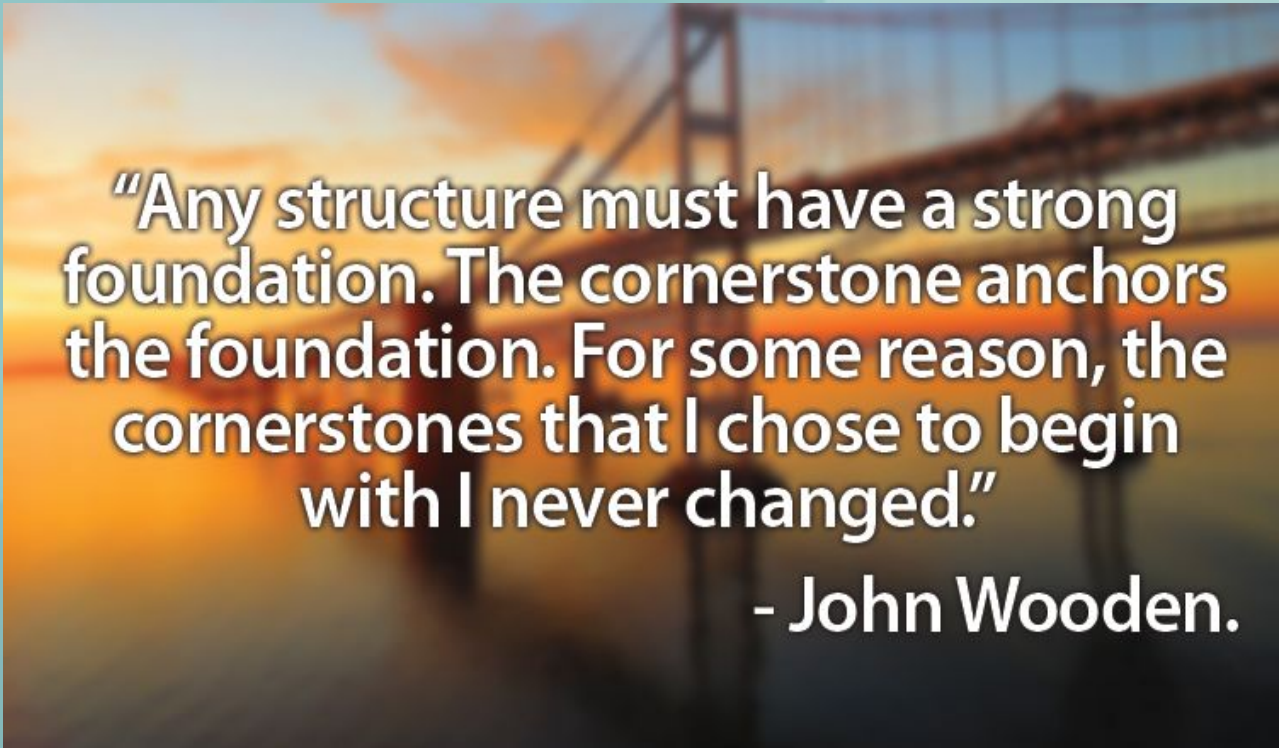
Now you've just learned the very basics of email lead list building. I described it as a lead list because you're not just creating a list of email addresses, you're creating leads. You're creating prospects.

Actually, you're not creating them, you're assembling them. You're gathering them. You're putting together a congregation and you're storing them in your autoresponder.

You've also learned some common terms. We talked a little bit about funnels and autoresponders. Now, you understand the basic principles, you can use that knowledge to springboard, to become the hero of your business which is what we're going to talk about next.

Now you have the foundations. You got that in this chapter, now we are going to get a little deeper as we move on. I look forward to seeing you in the next chapter, where we're going to help you be the hero of your business.

Before we move on, I'm going to end this chapter with a cool quote.



"Any structure must have a strong foundation. The cornerstone anchors the foundation. For some reason, the cornerstones that I chose to begin with I never changed."

- John Wooden.

# Chapter 2
# The Hero Of Your Business

In the previous chapter, we discussed the fundamentals and foundations of building an email list. Now we're going to learn how you're going to develop the hero of your business.

You know why?

Because your business' subscriber list is even more important than the CEO. It doesn't matter what kind of business you're in. Your list of subscribers, your list of prospects, leads, customers, will always be more important than any one person in your company.

We're going to talk to you right now about how to be that hero in your business. I believe it's important for you to understand what you're building, your email list, it is an asset. In fact, the most valuable asset of your company is your list. It's vital that you develop this mindset.

Please take notice of what I just said, the words I just wrote. I'm talking about your business. I'm talking about a business asset. I'm talking about value. Why? Because what you're doing is building a business!

Internet marketing is an expensive hobby. There's a lot of stuff to buy every day. I need you to start looking at your business like an actual business. The most important part of the business is the list. Why? If you ever decide that you're going to sell your business if you've created a company that is making money, money coming in every day, you've actually created a sellable asset. People and companies looking to acquire are going to be interested.

When you get a valuation for your company three or four years from now, they're going to be looking for one major thing.

They're going to look at how many existing customers you have. They want to know how much money they can make with this company? How many people have purchased?

That's really what they're buying, they're buying your customer list. That's really what anybody buys whenever they purchase any kind of business. You can go out and buy the individual assets themselves if you think about any brick and mortar business, but it's the customer base that they're truly buying.

Again, it's crucial that you understand how important it is that you're building this asset properly. By completing this chapter, you're going to gain a full understanding of how to grow and manage a responsible and profitable subscriber list so that you have this asset within your business.

**Times are changing.**

This means the way we do this today is completely different than the way we used to do this a decade ago. It's important for you to understand how to market today, and also understand that the way we market it is going to change a year from now.

The way we communicate as a society has evolved. Think about it. We used to handwrite letters, we used to make phone calls. Today, we actually write and send letters on our phones. Things are completely different now than they used to be in the past. When we talk about the internet, you've decided to do business in the most rapidly changing and evolving industry platform, and venue, in the history of mankind.

Think about this, it's a different internet right now than when you started reading this book and going through this course.

It just is.

Since you started reading this, there are now more new websites online. Things have changed.

Technology is constantly changing. You can't possibly expect to keep up if you're doing the same exact thing over and over again. You can't! You have to evolve because times are changing.

Here are some things to keep in mind.

Studies have shown that people nowadays are more comfortable reading a message on their phone than they are answering an actual phone call. Think about that.

How does that affect what you're doing as well as your marketing? Knowing that people are answering emails, reading emails, viewing websites, talking to friends on social media...doing a lot of their shopping - using their phone to do it.

This is important, you now need to make sure that your emails, messages, landing pages look good on mobile devices. There are many things you have to contend with in today's marketplace that you didn't have to only a decade ago - but you do now if you want to stay ahead.

Your customers are using social media on mobile devices to stay in touch with people and to engage with the world. It's just the way things happen. The days of fountain pens, fancy wax stamps on envelopes, are long gone.

However, there are a few things we can learn from those days. Specifically, the communication part of it, the things we should say, the way that we should open messages, the way we should write, we need to emulate all of that, those things are still important.

Of course, we still want to split test these things to make sure that they're working. (Don't worry, we're going to talk about split testing a little later)

We want to make sure that these methods still work. When it comes to the practical part of it, the devices, the things that we're using to engage with our customers, those things change frequently, and you need to be aware and on top of these changes.

It's not just learning the principles that I'm talking about here. A lot of the stuff that we're talking about in this ebook has to do with basic foundations and fundamental, timeless principles.

That isn't to say that a year from now or maybe just the time you're reading this, that things have changed already. Perhaps there's a whole new technology for messaging people that you need to take into account in your business in order to stay ahead of the curve.

The key takeaway here is that it's important you remain open-minded and you grow with the times. This is not an industry like carpentry or something similar where the basic principles and the technology stay pretty much the same for years and years. A hammer will always be a hammer. It's still a hammer today. It was a hammer 10 years ago, 20 years ago, 100 years ago, 1000 years ago. It's still a hammer today. It's still just as useful.

The same can't be said for a lot of the technology that we use in email marketing and things that we used to do 10 years ago just don't exist anymore and don't even work anymore.

Again, if you're going to stay ahead of the curve, you need to make sure that you're evolving with the times. This is very, very, important with email marketing.
Email marketing has changed throughout the years when it comes to deliverability, from open rates, mobile formatting, and many other factors.

10 years ago, you could send an email to a list of 10,000 people for example. Then you could get 350 clicks just from that email and get a certain deliverability rate. Nowadays, you can send that same email to a list of 30,000 people and you're lucky if you get 100 clicks.

So what has changed?

Now, you might say, oh my god, this is terrible. This is a downward trend. How long will it be until I get zero deliverability and zero clicks?

Here's the thing. Technology always compensates. Back then, you didn't have things like two-step opt-ins that have nearly tripled or quadrupled the number of people that you can get on your list and boost the conversion rate of your landing page.

Today, in order to compensate for the fact that deliverability has gone down so much, we now have better technology to add more people quicker to your list. This gives you the ability to mail more people, thereby compensating for the number of clicks.

Now you have all kinds of ways of putting that submit button on a web form. There are products out there that will allow a user to log in with Facebook. You now have methods of collecting names and email addresses the user didn't even have to type in their name and email.

That kind of technology didn't exist 10 years ago.

Think about this, if you made it 100 times easier for people to opt-in, you just gave yourself the ability to grow your list a lot faster and easier. This makes your ability to email a lot more effectively, thereby compensating for the loss of deliverability.

Don't worry, technology will always compensate!

So, what is modern email marketing?
What can you make work today and how?
How do I become the hero today?

Well, all types of businesses, from doctor's offices, even social media companies, all use email as their main way to communicate with their customers. I want to make that distinction between technology evolving and having new ways to reach audiences, and new ways to gather people.... none of those things can or will be replacing the effectiveness of email marketing.

Today, even though we have messenger marketing, where you can have chat messages with people, or video marketing where you can create a YouTube channel and create videos for your audience, none of those things have replaced or have eliminated the need for email.

Think about this, how many of us use fax machines nowadays? We thought that the revolution and technology of fax machines were going to eliminate the need for mailing letters. That obviously isn't the case.

The market adjusted.
Things changed.

It's the same thing with email marketing. Just because chat messages and other communication options have evolved, it has not eliminated email marketing. In fact, they have complimented it.

You must understand that all types of businesses to this day, are still using email extremely effectively. I would even say, as the most effective way of communicating with their people.

Why?

Studies have shown that more than 50% of the entire United States, check their email before starting their day. It's become the process for these people to check their emails before their workday even begins.

How many people go and check their YouTube accounts for videos before they start their workday? Not over half the USA, I can tell you that.

How many people go and check their messages on Facebook or other social media? A lot of us do, but it is still not as much as email.

Marketing through email allows us to raise awareness of products and services without the restrictive cost of new customer acquisition. When we consider the amount of time and effort it takes to get a lead without an email lead list, it would make running ads and paying to gather customers useless, even futile. You would be spending so much money just to get today's customers, you're most likely not going to make enough profits to pay for acquiring tomorrow's customers.

The fact that we can store their contact details, continue to market to them, as well as remarketing, enables us to engage with them now, actually making a return on our investment. Now, if we are doing any kind of paid advertising or investment in time, effort, and energy into attracting those leads, we are able to keep consistent cash flow and still grow our leads.

Like we learned in the previous chapters, automation of these email marketing efforts allows us to make a personal connection, build relationships while mailing thousands of customers. In the modern marketplace, relationship building is even more important than it was 10 years ago.

But do you know why?

We've already gone through the honeymoon stage of the internet when these communications and messaging options first came out. Now, people get things like banner blindness.


They're used to it all.
They understand.
They know.

For example, if you can remember when webinars first came out. It was a new trend. Everybody was jumping on webinars.

Then, automated webinars came out. Now, everybody knows what a webinar is. Now, everybody knows what an automated webinar is.

They've lost their effectiveness because everyone got used to them.
We're desensitized. We know what that is. The whole allure of it being something new is - for the most part - gone.

But email…

With email, you can automate the trust-building process. It's not going to die. Even when technology is replaced or when people become conditioned to technology, email will still survive the test of time.

Email has become such a part of human life nowadays. We're so used to checking email that it's always going to be a great way to build relationships with people and with customers.

For your email marketing to be effective, you have to consider a few things. You even have to predict some people's behavior when it comes to reading these messages. What I mean, as long as you understand the mindset that they're in, your email and your ability to reach people and sell them through email is not going to change with time. Even though the modalities might change, and the technology might advance - if you understand the psychology of a person - that process is not going to change.

What is psychology?
What is the process?
What do you mean? Come on! This is all psychobabble.

No, it isn't psychobabble.

You need to understand and predict a person's behavior. You need to imagine what they are doing when they're checking emails. Do you think they're just going in there to find your email or your marketing message? No, they're not.

When they come across your email, they are in the process of checking their emails. They're in the process of doing something else. Your marketing falls under a category called a "pattern interrupt."

Your marketing and your email messages are interrupting a process that they're already engaged in. They were in the process of checking their emails before going to work because we already learned that most people in the USA check their emails before starting the workday.

If someone starts working at 9:00 AM and it's 8:45 AM. They've got 15 minutes to check their emails, go to the bathroom, grab a donut, some coffee, and get started. This is an example of what typically happens.

"Oh, look at the pictures from last year's barbeque that somebody tagged me on Facebook, let me go over there, ummm, I don't like that guy, what else do we get? Oh, here's an email from... who's this? Okay, yeah. I just subscribed to that list yesterday. That's great. Oh, there's a link here for something but you know what - I'll get back to it later."

You're marketing to them. You're just one step on the list of things they have to do. Again, understanding this is getting into email marketing. I'm going to go back into the list building process, but I want you to understand, your list building, your email marketing, and the technology that you're using all go hand-in-hand.

When you understand the processes, the behaviors that people are exhibiting, and what they're doing when you're marketing, you're going to become much more effective at email. Again, all of these things are why you should study email marketing.

Don't be the market-ed. Be the market-er.

If you're on the list of a well-known marketer, you should be studying what they mail, when they mail it, how many times they mail about something. How does the time that this was sent affect the way that you interact with it? All of those things should be things that you're taking into account when you're marketing and all of those things are timeless.

They're timeless regardless of what modern email modality you might be using - because it's psychology.

Let's understand that email marketing is not the same thing as list building. Marketing is raising awareness of a product or service to an existing group of leads that are already on your list.

When we market something through email, we're raising awareness. We're getting them to know about it. What I want you to understand is that there's a very big difference between building your list and then marketing to it. Many people confuse these or they just combine the two and think email marketing is list building.

They're not the same.

People subscribe to your list because they want your lead magnet. They got onto your list because you offered them something valuable to them, and now since you're going through this course, you are specifically assembling these magnets for a hungry audience. They're very prone to want it, to download it, and get on your list. They wanted your information specifically. You had the perfect bait for that "fish."

But why do they want to stay subscribed? They might have subscribed because they wanted your magnet but they're going to stay subscribed because they value your content.

There's a difference between the two. Remember, every single email you send, by law, does have to have an unsubscribe option at the bottom. That is a law.

In the previous chapter, I briefly explained that it isn't a law to force people to double opt-in and confirm,  but what is a law is a method for unsubscribing.

It doesn't necessarily have to be an unsubscribe link. It has to be a method for unsubscribing. You can perfectly be within the law by saying if you want to unsubscribe, reply to this email with the words 'remove me' or something similar. That is a method from unsubscribing.

You're not trapping people and forcing them to always receive your emails. This is an important distinction for you to understand. They might subscribe for one reason but they're going to stay subscribed for a completely different reason.

The right mix of content with marketing will please your subscriber, actually keeping them from unsubscribing.

I also want you to make a mental note. Don't ever be afraid of getting unsubscribes. It's something you should keep an eye on, but it should not be the pulse that you take to determine whether or not you do something in your business.

Here's what I mean by that. Every single time that you bulk mail thousands of people through your auto-responder, you're going to have someone unsubscribe. It's just going to happen, period.

You shouldn't stress about it because three people unsubscribe today. The way that you market to the other 997 people on your list will not be affected by the behavior of the three. That's a very, very, important thing for you to understand.

You're going to find your balance. You're going to find what's right for you. Eventually, you're going to learn that it's important to get more people in your list daily than you're getting unsubscribes. We'll get into that in a little bit.

Right now, you're going to focus on the right mix of content and marketing.

Marketing is raising awareness about products and things that you want them to possibly invest in. Content is information, the stuff that they find valuable, stuff that they want to keep, stuff that they say is awesome. I'm glad that they sent this. It's important that you understand that distinction.

Remember, you're never done building your list - Ever!

List building is an ongoing and fluid process. You're never going to be done building your list. List building is something that happens in parallel to your email marketing. You should always try to grow your audiences and bring more people in front of your lead magnets. You should always be creating new lead magnets.

Again, you want this to be an ongoing fluid process. List building is something that you always do, period. You have to consider that as your business grows, your list will grow, but so will your attrition. We'll talk about attrition in a little bit.

Remember, the whole purpose of building your list is so that you can email it. If someone doesn't want to receive emails from you, who cares that they unsubscribe? You want to train your subscribers to expect your emails, specifically if monetization is your goal. That is unless you got into business to make friends, which I'm pretty sure you didn't.

I bet you didn't say "I need more friends in my life? I have a terrible social life. Let me start an internet marketing business".

No, that's not what you did. You wanted to make money. Perhaps you needed a financial future to leave your kids. Maybe you wanted a side hustle.

You just never know when you're going to need some other money coming in, and it's great to build an online business.

The fact you can become friends while building your business, that's great, but that's not the main goal. Ultimately, monetization is your goal. You want to make money from your leads. To get there, you need to cultivate the relationship. You need to offer them value to get them on the list. Then, you're going to cultivate the relationship and you slowly start to monetize them by marketing to them.

Remember, you want to train your subscribers to expect your emails. Simply by telling your list, "hey, over the next three days, you're going to receive a series of emails from me and they're very important. Make sure you read them in the order that I send them."

That's it! Boom!

So, monetization is your goal. If someone doesn't want to be on there, doesn't want to receive these emails, or be part of these processes, don't get upset that they unsubscribe.

The key takeaway here is simple but important: Never be afraid to mail your list.

Let's talk about "lead thermostat" which I mentioned earlier. In other words, the temperature of your leads? You need to understand why you're growing your list.

Growth for the purpose of growth is the etiology of the cancer cell. That's all it does, it grows. Cancer just grows. It grows, and grows, and grows. It gets to the point where it actually kills the host because all it does is just grow.

You don't want to grow your list that way. You don't want to grow for just the purpose of growing.

Many people believe in simply growing lists because someone said that I needed a list because the money's in the list. So some people will just grow a list by whatever means they can. They try using a safe list, or somebody's selling their unsubscribes, so they decide, I'm going to buy that.

The problem is - they're useless!

They're useless because you have to grow with a purpose. You have to grow your list with an end-purpose in mind.

Think: What am I trying to sell?

Reverse engineer it.

If I know that the end goal for me is to sell a $2000 golfing instruction package, that's my goal. That's what I want to do.

So now, let's reverse engineer that process for example.

I'm going to have to write an email sequence. It's going to probably be 30 emails long, so over time, I can get these people to know, like, and trust me.

Now, how will I get people to join that list so they can/will receive those 30 emails over time? Maybe I can give away some sort of a golfing checklist...a lead magnet. See, you reverse engineer the process. You want to grow that list with a purpose in mind.

Unfortunately, way too many people put the cart before the horse here. They do it with no regard to their lead thermostat and understanding their lead temperature. Lead temperature is what's going to dictate the way that you communicate in your emails to these people.

Understanding this is a very important part of list building that lends well to marketing to those leads afterward.

You see, the lead temperature will dictate the way you will communicate in your emails. That is the actual marketing that you're doing ahead of time. How much the lead has been marketed to before they opt-in to you, is going to determine the temperature of that lead.

Are they hot?
Are they warm?
Or are they cold?

Let's break that down even further.

A cold lead has never been marketed to. That is what marketing is - raising awareness.

A cold lead has no awareness and knows nothing about you, who you are, what you stand for, what you're talking about. They know nothing about you. Think of it like it is cold calling.

It's like going to somebody's house, knocking on the door, and saying, "Hey, how are you doing? My name is so and so. I'm stopping by if you have a few moments to let me sell you this…"

They're shocked once you knock at their door and they don't know who you are. When you confront somebody at that moment they want to know who, what, and why.

Who the hell are you?
What do you want?
Why are you here?

They're confrontational. They're cold. They haven't been pre-marketed to. They require trust-building.

Next, you have a warm lead.

What's a warm lead? He or she has already interacted with you or is aware of you and your products in some way so they need minimal prompting to take action.

If you've already assembled an audience, the process of assembling that audience in some way made them familiar either with you, with the product, with the niche, or with the thing that you're offering.

Perhaps you created a YouTube channel about gardening. You've gained subscribers who've joined your YouTube channel because they're searching for gardening videos, now they're already familiar with you and the niche. That person is warm.

When you put a lead magnet in front of them at the end of the video you're saying, "Hey, also, join my email subscriber list for more gardening tips. If you're on my list, I'll give you this free checklist and once in a while I'll update you too."

This is now assembling a lead capture method. We have a traffic source which is YouTube. We have a lead magnet that we specifically created for people that are interested in that topic, and on our autoresponder, we've got automated emails pre-programmed to go out and build our trust with them even more.

This is all done intentionally - with a purpose. We reversed engineered it with a purpose. We're not just growing like a cancer cell without a purpose, without a thing or a reason to sell. A warm lead has already interacted with you, and they're more likely to opt-in.

Last is a hot lead. They are ready to go. They're ready to buy. They know who you are. They've already been a member of your channel, your Facebook group, your Facebook page, etc.

Maybe they bought something from you in the past, or they're already on your list. They already know who you are and they're ready to get that product. They've been looking at it. They've been studying it. You've been building a relationship with them. They're somewhere in your sales funnel already.

Not all leads are created equally, so it's your job to move them from temperature to temperature. It's your job to adjust their thermostat.

You do this through marketing, through raising awareness.

If you're building a list of cold leads, you're creating a list of people that don't know you yet. Now you must use an email sequence set up to go out automatically to that list, which will have a lot more trust-building material.

You're going to need a lot more emails for just getting to know you and establishing trust because they're cold.

But now someone that's warm, you don't need as much of this nurturing, because they were already on your cold lead list. Now, they've taken some sort of action that has moved them to your warm lead list.

The marketing that you do follows through with the temperature of that particular lead list.

Now you might be wondering what you can expect.

Unfortunately, most people expect instant results. It usually doesn't happen this way.

Your list is going to grow slowly in the beginning. It may even seem like it's not growing at all, but soon it will become the most important part of your business.

Trust me, you need to spend time and effort to do this, creating your funnel, your lead magnets. You need to take specific actions at the beginning that will start to pay off over time.

As your list grows, you have to mail it daily. You have to communicate with them.

Remember this: even if you have only one subscriber on your list or a million subscribers, they don't know how many others are on the list. Don't wait to email them. That person just subscribed to your list because they wanted the free thing you offered that they saw value in enough to give their contact information. They deserve to get emailed daily, get messages, and get marketed to as well.

Don't wait.

There is a shelf life to an email address. You're going to find that email addresses die, or people move on. They change their email address or get a new one.

You have to stay in contact with your people, whether you have one or you have a million. They each deserve to hear from you.

Now, as you develop more and more lead magnets, and you get better at attracting the right targeted traffic, your list is going to grow exponentially. I mean that. I mean exponentially.

Don't freak out if it takes you a day, a week, or a month to get your first few subscribers on your list. Especially as you're learning how to create the audience for the list.

If it's growing very slow in the beginning it's because you're likely trying to build a list without an audience first. This is problematic because, unlike the Field of Dreams, just because you built it doesn't mean they're going to come.

Think about it, if you create a landing page today, you are the only one that knows that it even exists. When you create a landing page for an audience, that is going to be what starts getting people on your list. You're going to have to keep at it, keep at it, keep at it.

The better you get at attracting the right, targeted traffic, the better and faster your list is going to grow.

I also want you to keep in mind that it is not personal. You should not get emotional about it. I know I said don't look at your list as data - look at them as people - but at the same time, you should not get upset when someone unsubscribes.

If two people unsubscribe from your list today,  it's not horrible. If they click the unsubscribe button, what would you want to have them on your list for anyway?

Here's a mantra to think about when you get some unsubscribes: "Some will, some won't. So what? Next."

Some will want to get emails from you. Some won't. That's the nature of a list. Your concern should be looking for that next person.

People will unsubscribe. Don't let it bother you. Pruning is part of the process when you're managing a healthy list, so imagine it like pruning to make your list better, to make it stronger.

Instead of worrying about the unsubscribes, look at the content of your email messages, how can you get it better?

If you start getting a lot of people saying: "I don't like anything you have to say.," then there's something else to look at. Maybe there's a disconnect there. You should be keeping an eye on that while understanding that there is no way that you should alter your business, your marketing, the pace at which you're growing, and emailing your people based on one person that decides to unsubscribe.

You need to build your list and be successful whether they decide they want to be your friend or not.

Again, you should train your subscribers to fit your list. It's not the other way around.

Your subscribers are not going to train you. They're on your list. You are not on theirs.

This is an important business posture for you to adapt.

I don't mean completely ignore whether or not your processes are working and converting. You should always keep your finger on the pulse of your list and your subscribers.

If you do this properly, it's a matter of marketing to the list and the group that you already assembled, you already infiltrated, you already polled, know, and understand what they want.

Then, just rinse and repeat.

You'll start to get a feel for what works with your list, with your people, and what they respond to.

If you don't know, and you've got people on your list but they're just not responding, you will need to start looking at your stats and establish why they're not opening, why they're not clicking.

What is the problem?

Identify it, look at it. What are they doing?

Maybe you see, they are opening but they're not clicking? Okay, then your body copy needs work.

Perhaps they aren't opening but your deliverability rate is good. The autoresponder tells you that you have a good percentage of deliverability but you're not getting opens.

Guess what? Maybe your subject line isn't good. You need to learn how to create more engaging subject lines.

Again, there's a way to look into each one of these things and drill down to each one of these examples.

Ultimately, if you think that you're doing the best you can but you're still not making sales, then maybe the products that you're offering aren't as congruent as you thought they were.

Maybe then you want to email them a poll. Ask them what they want from you. Ask them what they want.

If your customers are not buying, maybe you're not sending them what they want or what they need.

All in all, you just need to keep going and growing. You should be getting excited knowing that the larger it grows, the more money you can make.

I do want you to know that this isn't the end-all-be-all lesson on email marketing and list building. There are always going to be things changing. There are always going to be a need for modalities, new tactics, things that are working. You should always continue to be a student. Be a good student of the game and be the market-er, not the market-ed. Study what the experts are doing so you become better at doing it yourself.

Now, it's time to start growing.

I'm going to end the chapter with this quote.



"The Master has failed more times than the beginner has even tried."

- Stephen McCraney.
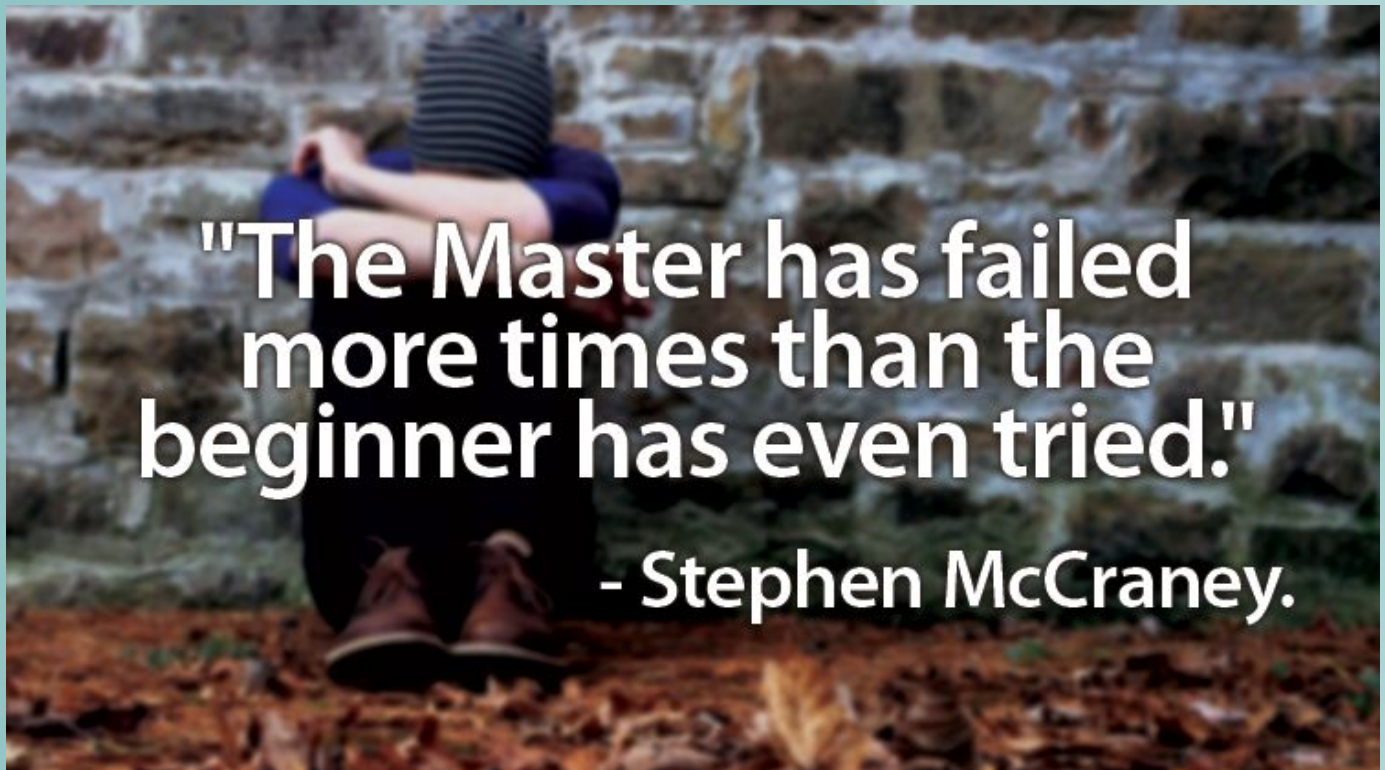
# Chapter 3

# The Green Light To Build

Now that you've made it this far, I am giving you the green light to build, to start putting this all together. Here's how you start your list construction. We've already laid down the groundwork, you now have a solid foundation, now you're going to learn the construction process. Put your helmet on because these are the steps to building a profitable list.

Let's begin by talking about magnetic marketing.

As we've learned already, every list first starts with an audience. This is the group or the congregation that you'll get to join your list when you put the ethical bribe in front of them. An ethical bribe is basically that lead magnet. That "thing" you're offering them.

How are lead magnets "sticky?"
How do people get excited about them?

This has to do with knowing your target audience. Think of it as bait, like fishing. The best way to attract fish is to know where they are and what bait they're attracted to.

The same goes for your list building. Know your niche, know your audience. You should have a profile about them. The more you know about the people that you're marketing to, the better.

Earlier, I gave an example of a door-to-door salesperson, remember? The salesperson that had more opportunity if they went to a house at two in the afternoon when they were expecting them, instead of showing up when they're not expecting you. This was all about "lead temperature," as a quick reminder.

Now, imagine you're the salesperson in that example. Now, what if you knew the exact houses to go to? What if you had a list of the exact houses that are considering buying pizza tonight? What if you knew exactly what houses they were and you were selling pizza coupons? Now, imagine you had a coupon book you're selling for $10 that gave half-off pizza. Do you think this would allow you to be more successful than if you randomly attempted to find somebody that likes pizza?

Of course, you would. The best way to attract fish is knowing where they are, what bait they like to eat - the same goes for list building.

Think about your ideal prospect?
You want to create a prospect profile.

If you've ever watched one of those FBI shows, you'll notice they create a serial killer profile, they know everything about that person. They predict outcomes based on trends, on things they know already.

For your potential customers, begin by asking yourself:

How old are they?
What do they like?
How much money do they make?
What websites do they visit?
Who is your target audience?

The more you know about them, the more likely that you're going to be able to make money with them. The more likely you're going to be able to actually target them properly and later sell them something they're interested in.

If you're simply creating your email marketing campaigns by throwing a bunch of spaghetti at the wall hoping some of it sticks, you're going to fail. You're going to get a lot of unsubscribes.

You want to know who your prospect is, and what better to know that information than to assemble that actual audience yourself?

The more you know about your target prospect, the better you'll be at crafting the perfect lead magnet and building your list.

Here is another example. Let's say you are going to use social media to build an audience to create your first list. Initially, we need to decide what exactly we are going to sell? What is that big thing that we can offer?

Perhaps you found a $2000 golfing product that you want to become an affiliate for. Okay, great. Now you know what you want to sell.

Now what you need to do is create an audience, but how do you build an audience that can somehow be interested in that? Let's maybe start a Facebook group about golfing. You can start by doing some searches on Facebook, learning about what groups already exist for golfing enthusiasts. Maybe you create a golfing group for your local area as an example.

You're essentially creating a digital stadium within a social media platform. It doesn't have to be Facebook. It can be anything. Different platforms call them different things. Facebook calls them groups or pages. YouTube calls them channels. Maybe you decide to make a channel and start posting videos and content about golfing.

People can and will join these groups because you can target them now. You can create an ad on Facebook or YouTube, and target people that have listed "golfing" as an interest of theirs. You can do this for whatever the niche or the target is, or what places they have visited, liked, or frequented. There are countless ideas that you can use for targeting when you're creating an ad.

What starts to get interesting is what happens after you start to build the digital stadium of potential leads. No matter the social media platform you decide to build this digital stadium, you're going to be revered when you speak, when you post content - when you stand on the podium of your stadium.

You're the creator of that stadium. You built that stadium and that audience with intent, with purpose, knowing that you're eventually going to promote that $2000 golfing package you found.

Your next step is to start posting content to this audience and begin to put your lead magnet in front of them. As you continue posting content there daily, you will begin seeing what their comments are, what their likes are, what their interests are, people saying there's no good place to get this or get that.

Now your job is to go find it, or you make it. You go put it in front of them.

Now you have the perfect bait and you know exactly where the fish are. You know exactly what they want to eat and you're going to go and drop it in front of them in exchange for their name and their email.

Why are you going to do this, why ask them for their email?

Because you can have automated sequences with email!

You can promote much more effectively inside of your email marketing campaigns than you could inside of your group. This is an extremely powerful way of assembling an audience that's a perfect fit.

This is going to get you very good at creating lead magnets for these audiences. As long as you understand that you should start with the audience and have an end in mind.

Get to know your prospects, infiltrate their groups, learn their problems and their needs. Find or assemble a hungry group of people and then feed them. It's that easy. It really is that easy.

It's a fact that many people struggle with traffic to their offers. Even though you can buy traffic, borrow traffic, or create it - at the end of the day - if you've assembled a group hungry leads in a digital stadium of some sort, it's very easy to get them on your list.

NOTE: If you've been having a hard time building your list, it's because you don't have an audience.  You decided to put the cart before the horse.

There are a wide variety of digital items that you can use to lure your prospect in. Now we're going to specifically talk about the bait.

Key Takeaway: A magnet is not just a magnet - there's more to it.

We have spent some time now talking about your audience, now we're going to begin talking about the bait. Let's discuss the method you're going to use to attract people to lure and actually give you their name and email. Remember, when they're on Facebook you don't see their email address. You can't send them an email just because they're part of your channel or because they're your follower on Twitter.

You now can offer them something for free and entice them to give you more personal information - their name and their email address specifically.
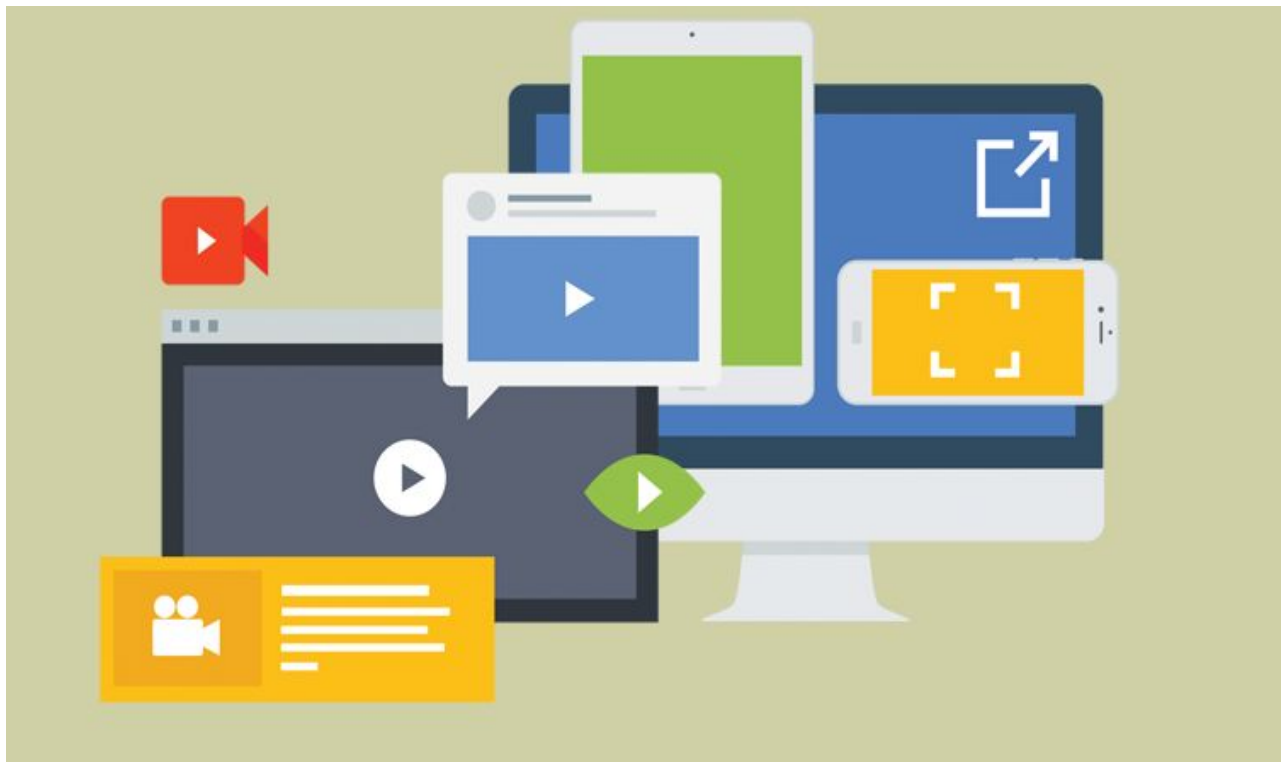
How can you do that?
Here are a few options and examples you can offer.

You can offer them a video.
You can offer them the audio.
You can offer them an ebook.
You can even offer software.

All of these have one thing in common - they are all digitally downloadable - they are very easy to deliver.

You can have this ready in advance. You can create a video or maybe you turn on your microphone, read an ebook, giving them the audio version as an example.

Offer items that are easy to produce.

A PDF. You can simply go to Google Drive, open a New Doc, type some information that can be valuable to somebody based on something you know they have an interest in.

Now, export that as a pdf. Guess what? You now have a downloadable file that you can give away for free! Now you have a lead magnet.

Remember, when you have these things, you want to tailor them to a specific type of audience. Sometimes a magnet can be as simple as a little piece of a much bigger project.

I urge you to think of it that way. Reverse engineer the entire process of that $2000 affiliate product you want them to buy.

I want you to reverse engineer what could be the lead magnet that leads them to that high ticket offer.

Could it be a book?

Perhaps you're going to write a 30-page report and give them a chapter as a freebie. Let's use the example from earlier.

You have your audience who is interested in golf. Perhaps your "digital stadium" for this audience is a Facebook group. You know that you have a $2000 golf coaching product that you're going to promote to them.

Maybe between this high ticket purchase, there's a 30-page beginner's manual.

What you can offer is a lead chapter of this 30-page manual. Perhaps you give them five pages for free as your initial lead magnet. This chapter covers a very important technique that you put right in front of the people that want it - the people you know are interested in it.

You can say: Here is the first chapter of this resource guide. This particular chapter will answer everything you need to know about the challenge you're facing when you're on the course.

Boom! Now you're giving something that they need. Once they land on your download page, you reinforce that they're getting the first chapter free, but how would you like the full book? Give them a link on this page that tells them to Click here" to get the full book.

Maybe, right there, you sell them the full version book or 30-page report. Maybe you let them download this for only a dollar.

You get a micro commitment.

You're asking them a little bit more.

They've already given you their name and email, now you use that email list to build a relationship with them over time, eventually offering your affiliate link for that $2000 coaching offer, or whatever the high ticket product may be.

You see -  you have created a campaign. This is the process that you have to grasp if you're going to be able to monetize that list and use that magnet with purpose.

I believe the wrong way to do this is to get cheap PLR that you found somewhere online. If you do it like this, you're building garbage. If you try to take the cheap and easy road, you're not doing it smartly, that's tactful.

You're not marketing! Again, you're throwing spaghetti at the wall hoping it sticks. This is why things don't work for people who try this easy way out.

Remember, you need to look at this as a business.
Look at it strategically.

Use a higher-level strategy when you are thinking about putting these magnets and offers together.

By doing this the easy way, you're not building an audience that will respond. You don't have the fish. You don't even know where the fish are. Your bait will be worthless if you just grab anything you can use as bait.

YOU must create the magnets that make the most sense with the end in mind. As well, don't be afraid to give away your best stuff.

Think about it - Hollywood movie trailers typically feature the most expensive footage from the movie. How many times have you seen a movie trailer and think, "oh my God? This is going to be amazing," because you saw the trailer.

That one minute trailer showed you a car scene that had explosions, chases, etc. That was just one split second scene that cost them $100,000+ to produce. That was the most expensive scene to make and they used it in the trailer to attract you.

I hope you understand how giving away some of your best stuff for free can attract people and get them in.

Once you've given them your best piece of content, proving to them that your content rocks, you're going to build a relationship with them.

Remember, you want to begin telling them about your vacation with the emails that you have prewritten. These people are automatically going to go into this process of getting stuff for free and continue getting a little bit more stuff for just a dollar or $10.

Then they begin getting emails from you about that thing you gave them - that thing you have in common with your audience. This eventually leads them to trust you enough to go check out that webinar that's going to offer a $2000 product.

All you're doing while the whole process is happening is just feeding that group. You're simply going to continue to post content to that audience.

You're creating a business, remember. You have work that you must do every day that involves social media and getting people in your digital stadium. Then, inside your stadium, there's your post that contains your lead magnet. That lead magnet is building your list. That list has emails going out automatically, building trust to eventually do what?

Sell a big-ticket item!

I should also mention, you're not doing this with just one funnel - you're not doing this with one campaign. You're doing this with multiple campaigns!

When you get this process down through testing and experience, by taking action and simply doing the work involved…

This is when you're making real money! Now you can fine-tune it, put your spin on it, and get good with it.

I can not stress this enough...Don't get lazy when it comes to creating your lead magnet!

Remember, if you create garbage, you're only going to attract flies. You're not building a list. When you look for the easy way out and hope that someone will sign up for a junky piece of PLR that you just slapped your name on - you're creating a job for yourself that won't pay off the way you want or hope it will.

Instead, you need to assemble an audience first, based on interest, then decide what you want to promote as your high ticket offer. You're building a business, you need to invest time and money. You have to be willing to create something awesome to get an awesome customer.

I mentioned this before - your list is never finished being built. You must always test new lead magnets, new landing pages because things get dated.

After a while, people get banner blindness, they get desensitized, they've seen it so many times, it's important for you to rinse, reuse, and repurpose - AKA. The Three Rs.

It's a great acronym to remember because now you can look at what you created and what worked. You now have a process of delivering your lead magnet or assembling your audience, a specific way that your landing page looks that worked well.

Now - Reuse that! Reuse those same concepts or that process you used for coming up with the audience, the formula that you used for structuring your lead page. Now, you repurpose it in another niche or repurpose it with a different spin on it to attract a new or different variety of a customer list.

I understand you're probably thinking: this is a lot of information to take in.

What exactly do I use?
How do I attract them?
What kind of thing do I give away?
Does the person you're trying to attract like and want to learn things?

One of the things you can give away as a lead magnet could be an expert interview?

Do an expert interview, then transcribe it.

Using our golf example from earlier - you can interview somebody who's maybe an expert golfer. Maybe somebody that is up-and-coming and can benefit from some exposure because they are doing very well and you're helping each other.

By doing an expert interview of that person, you're getting them exposure while at the same time, you're transcribing it. You're going to be giving that away to capture the leads. That's a mutually beneficial relationship there. Once you transcribe the interview, you can turn that into an ebook.

Let's use another example, say you're in the marketing niche itself and you're teaching people how to do certain types of marketing. Perhaps this is about building websites. Maybe you can create a case study of somebody's website, how they built it, and the success they've seen. Maybe a report that talks about or explains building that website as well as it's progress. Again, these are instructional types of products that you can create.

Here's another - How about curating? Find the gold that is already out there. Maybe you can find a series of blog posts or articles that you enjoy that are very informative. You can use them as a source of inspiration.

I want to address the word curate because a lot of people misunderstand the word curate. Curate is like an industry term that many people think means to steal - It doesn't.

Stealing someone else's content and plagiarizing is the worst thing you can do online for various reasons. There are technical reasons. The obvious, legal reasons. You don't want to steal somebody's content - Remember that!

Did you know that if you simply copy someone's content then post it on your site verbatim, it hurts your search engine ranking? You don't want to do that. You don't want to ever just copy someone's stuff. The legal ramifications are terrible as well - Again, you don't want to do this.

What curating is, is taking inspiration from something you've seen and maybe putting it together into one easy-to-consume document.

Maybe you can use an online medium and keep updating it. For example, create a document in a Google Doc. The cool thing about a Google Doc is you can share that Google Doc URL and then update that Google Doc in real-time.

Maybe something has changed or updated with the article, the content, the material that you're sharing and you need to update it. You simply go to that Google Doc, you update it and those people will see those changes in real-time. People that download that today will get the most current version and people that downloaded 10 days ago will also see the updated content you've updated because it's an online platform that continues updating. This is just one thing you can do.

How about being a resource rockstar? Become the provider of value by creating a list of resources that make processes easier for your potential leads.

Think about it - there's a process of things that you do every single day that many others don't know how to do yet and are trying to learn.

Sometimes something as easy as how to organize your emails, or how to organize your folders, or how to make a simple video can help out another person that is struggling. If you create a tutorial, instructions on how to do something like that, or maybe a list of resources that you commonly use could be a perfect companion piece for that person trying to learn can and will use.

Maybe you go gather and create a list of list building resources. It can be a list of 20 popular sites that can help people build their subscriber lists.

Guess what... you put this list of sites on a document with an introduction and a conclusion - now you've got yourself a checklist that can help other people, and it's a useful list of links.

Here's something that you may not have thought of - Ready?

You could use affiliate links on that document. Some of those resources that you're recommending for people, maybe they have paid versions of those resources, so why not insert your own affiliate link? If they happen to click on one of those resources, they go to that page, maybe that page offers a membership option, and they do decide to join, guess what? You're going to make money because you used an affiliate link in that free resource that you gave away, which was a side benefit of you building a list. After all, that was the actual purpose of creating that resource.

Pretty cool, right?

Here's another option. How about the summary of the product, the "CliffNotes" you could call them?

I'm sure you've seen those little CliffNote booklets? You know what - some people don't want to watch long videos, read long books or documents, etc.

So, what if you did that for them? You create your little notes or smaller, broken down into smaller pieces, version of that training.

I want to remind you again, never plagiarize or just copy and paste other people's material, however, there's no reason why you can't watch a video and summarize it, then give away your summary for free.

You can easily summarize a video, a book, or something like that. We've all had to create a book report in high school or college. Many of you may have written term papers, and in some cases, you had to write a thesis.

There's no reason why you can't create a book report and that be your lead magnet.

Something else - Checklists.

Checklists are great. People love checklists and they're so easy to make. You can simply create an outline or write a series of steps that you take in the process of doing something.  Create a checklist, and make sure that it involves a series of steps that have to do with that big-ticket offer you want to promote as your leads become more familiar with you - as their 'lead temperature' increases.

Maybe you can put together a checklist of how to write a sales letter. Maybe you're a good copywriter, or maybe you're good at writing in general and you want to give them ideas for short reports. You can create a checklist and just about anything that you do.

Even if you're not familiar with some or many of a topic, you can learn them, you can research them, just like you weren't an expert when you had to write that book report or on that term paper. You went and you researched it to be able to put that together. You're researching so that your potential leads don't have to. That's where the value comes in.

So now we need to discuss how to deploy it?

Where do you put this lead magnet, that document, that file? Whether it's an ebook, a video, a PDF, or whatever you've decided, maybe it has to be hosted somewhere so people can access it after they've opted-in to your list.

Once they receive access to your download page, your download item is not just displayed on that page for them to consume, but rather there's a link for that item you're giving them. You can use your hosting account, you could use Amazon S3 or any company that hosts files.

Your lead magnet will always be something that can be downloaded online because it will be hosted and will have its own URL. This URL is how you link your download button on this page. This is the way you deploy that product or offer, the lead magnet to your new subscriber.

Another way is to email them the link in that confirmation email first email that automatically goes out. I recommend that you do this both ways, however, in the first email that goes out to anybody that subscribes to this list, I would recommend that you put a link to the download page, not the file itself. By having it on your download, or destination page, they will continue to come back to that page.

You always want to use every opportunity that you have to communicate with people to bring them back to you, back to your page. The idea is to get them to click on something that's going to bring them back to me where I can expose them to more stuff.

You don't want to deliver your lead magnet offer as an attachment to the email. Doing it that way prevents you from marketing more information to them. This is the reason many marketers create membership sites. You put your content in protected membership sites because every time that your leads or customers want to access the content, they have to come back to the membership site.

Every single time they come back is an opportunity for you to offer you something else, or see a banner that you've added on the side that leads to another product, offers, or an affiliate product.

Think of it like a gym membership model. You pay to have access to a membership to the gym. To go inside, you have an ID card that allows you to go into the gym. Now that you're inside, you have other stuff you can sign up for. You have the juice or smoothie bar, you see other things you can buy, shirts, bottles, sweatshirts and more. They're trying to sell to their existing clients and existing customers.

Since the beginning of this book, I've told you the best type of customers you have are your warm leads, the hot leads, the ones that have already purchased from you.

Make sure you direct them to a download page, this will give you more opportunities to offer something else to them.

We should talk about the landing page itself a bit more. You need to have a picture on your landing page of the product you're offering as your lead magnet. Many people get hung up on this and it seems to create a moral or ethical issue here somehow.

You may be thinking, "but I'm sending them a digital product. How could there be possibly a picture of a digital product?"

A mind thinks in pictures - if a person can not visualize what you're promising them, it doesn't exist in their minds period. You have to allow them to picture what they're getting. If you're promising them an ebook, you're going to want to show them a picture of a book that's titled the name of that ebook or report.

Remember earlier, I talked to you about how important it is to understand the mindset of your prospect. You must understand that if they're on your landing page, you're making them a promise of what they'll be getting. If that person can't picture it and can't visualize it, then subconsciously, the product doesn't exist. By simply providing some graphical illustration of your lead magnet, the visitor subconsciously knows that it exists.

I'll also mention this again because it is very important:  Simple landing pages convert better!

If you don't understand what convert means, it means to turn someone from a visitor into a subscriber. If they're on your sales page - from a visitor into a buyer.

You want to convert people from visiting to subscribing. The way that you do that is by keeping the page as simple as possible. Complicated pages are distracting. The best, as well as the simplest thing to do, is to create a page that contains just a headline, the image of the lead magnet, and a call to action with your webform. That's it - that's all you need.

If you're giving away a checklist about golfing, here's a simple headline formula. Give them all of the good without all the bad.

For example:
Learn the Secrets to Properly Cleaning Your Golf Clubs Without Spending a Ton of Time and Money Doing It!

Next, include an image of it.

Now you have the headline, as well as the picture of what they're getting - last, add the call to action.

"Enter your name and email below and click submit, we will instantly send this to you."

That's the call to action, and then the webform with the submit button. That's it. That's all you have.

Again, if you start complicating this by adding fancy animated backgrounds with a video… it's something else they will look at rather than your call to action.

Some people say: "do I need another website for my download page?"

No! You can have one website and create your landing page on there and your download page, but it has to be two separate pages. Your leads or new subscribers don't get taken to the download page until after they're on your list.

If you give them the item to download on the same page that you're asking them to subscribe on, it defeats the purpose. If they could download it without subscribing...why would they bother to subscribe. You want to have two separate pages.

Now, let's talk more about converting. It's all about converting your visitors and subscribers. That's why we're here - it's why we're learning list building. You have to monitor whether or not your page is converting well. This is something you need to do from the beginning or you'll pay the price. You need to get into the habit of split testing. Split test by making version A of your page and version B of your page.

There are many ways you can split test. One of the best ways is to split the traffic from Page A and Page B. You want half the traffic to see page A, half the traffic to see page B.

Now you'll be able to see the metrics. You can see the statistics of how many people actually opted-in from page A and how many people opted-in from page B.

For example, if you sent 100 clicks, 50 of them went to page A and 50 of them went to page B and Page B got you 10 new subscribers, but page A only got you 1, guess what - Page B becomes your new. Now you want to create a page C to test against page B.

You always want to be in the habit of split testing, always perfecting your pages, always trying to find the best possible version of your page.

It may seem monotonous. It may seem tedious, and a lot of trouble, but you're never going to have the best version of your page if you don't try multiple versions. You're never going to perfect your conversions unless you try different things by split testing.

Make sure you read this next paragraph several times if you need to. This is critical when split testing!

When you are creating an A to B comparison for building your list and creating the best landing page - don't change too many things at the same time!

I will say that again - DO NOT CHANGE TOO MANY THINGS AT THE SAME TIME!

You want to learn what affected it one way or the other. If you make too many changes to your 2 pages, page A and Page B - how will you know what caused the conversions to increase or decrease?

You may just want to change or edit the headline on one split test. Or maybe change the image, or placement of the image. But if you changed several things, there is no way to possibly establish what caused the conversions one way or the other.

Keep it simple. Keep it simple and test.

The great thing is that this is typically provided by most of your landing page building companies. If you're using WordPress, there are many WordPress plugins out there that you can use for free.

This is something that you're going to get better at as well as invest more time and effort into as you continue growing your list…

But remember, the key to high conversions on landing pages is simplicity.
What about bullet point lists?

Bullets are okay, but many people overdo it. You want to create curiosity with the headline, but you don't want to completely satisfy that curiosity with bullets.

If you already satisfy the curiosity that you used to get them there, what would be the point for opting-in and subscribing, or going any further? You already told them what they needed to know.

You would be much better using a bullet list to create more curiosity.

For example, bullet number one could say: You're going to absolutely love this first trick because it's staring you right in the face and you didn't even know it!

You're using the bullets to create more even more suspense, creating more reasons to opt-in.

You also want to create a call to action that tells them exactly what to do! Don't assume that anybody who comes to your landing page knows what they're supposed to do next - Tell them!

Type in your best email address right now for instant access. Click the submit button, you're going to be taken to a page - tell them what's going to happen.

Many people will put a short video on the landing page, sometimes this helps with certain audiences but not everyone. It many times depends on the temperature of the lead as well as the duration of the video. If you're promising them something but you've spent 30 minutes telling them what it is - you're most likely defeating the purpose.

You need to test whether or not your audience, your niche, or the particular offer is going to work well with video.

You may be better creating a short, quick video that tells them you created a cool resources checklist, they can download right now as well as adding in the call to action for them to leave their name, email and click the button to receive access - if you've already built a relationship with them.

Again, split test and decide what's the best thing for you to do for this particular audience.

At the end of the day, it comes down to testing.

Now you understand the proven strategies used by businesses of all kinds across the globe. Doctors' offices use this technique. Online marketers use these techniques, and this is how you build and grow a responsive subscriber list.

You've also learned a lead magnet formula that gets people interested to subscribe.

We've talked about a simple headline formula. We've talked about keeping it simple.

We've talked about split testing. We've talked about different ideas for lead magnets and their deployment.

Don't forget that it's better to take action and fail. You're going to learn more from every single failure you personally experience than researching things to death.

Don't be the person that gets paralysis from analysis. Don't do that - Trust me!
You got to go and take action and learn, and from every single result that you get, whether it's a good result or a bad result, you will learn and you will get better.
I'm going to leave you with this quote:



"If social media is the cocktail party, then email marketing is the 'meet up for coffee.' The original one-to-one channel."

- Erik Harbison.

# Chapter 4

# Putting the Principles into Practice

In this final chapter, we're going to talk about taking consistent, measurable action towards building your list so you start seeing results.

The mindset you must have is to create a game plan and to take action. None of this is going to happen coincidentally or accidentally. Nobody's going to come over to your house and hand you the keys to that boat you want to buy. You have to work towards it. As I have talked about for the duration of this entire course, this book, you have to create your list, you've got to create an audience first. You must create that list from that audience, and you've got to monetize that list by marketing to it.

Now it's time to roll up your sleeves and get to work! You've learned the basics. We've covered that over the last three chapters. This chapter is going to set you off on the right track so you can get started.

Let's begin by making moves. Don't over complicate the process. Don't allow yourself to fall into paralysis by analysis by overthinking things.

The bottom line - You need to build your list! You need specific pieces to make this work, they are a lead magnet, a landing page with an opt-in form on it.
You also are going to need an audience that is interested in what you have to offer them. You will need to gather that audience somewhere to put those marketing offers in front of.
These are things that you need to start building lists - the important word there is to start.

You actually have to start doing it. Look, I've talked about how, the timing, and what to expect.

Remember there are things that you'll have to expect in the beginning. Expect that it's going to be slow at first. Leads will come in onesies and twosies at the start. You must be patient, you have to keep making moves, keep doing things because that's how you learn, the progress is going to come.

The more you do it, the better you'll get at it, and the more success you'll have.

You have to start putting together a process that you're going to follow. You're going to get results. Sometimes they will be great results, sometimes the results are not what you hope for. Either way, they are results - results that you can build upon - results that you can review and get better at.

You need to continue making lead magnets. You want to create a habit of making lead magnets and building funnels. A funnel is not a complicated thing to do. It could be made of just two pages—your landing page and your download page, then your follow-up emails. Those are all part of your funnel. The more of these you make, the more submit buttons you put out there, the more subscribe buttons - the bigger your list will grow.

The more buttons you put out there - the more clicks you're going to get. It's a pretty simple concept. The more landing pages you have out there the more people you're going to get on your list.

Trust the process you've acquired but add your own creativity, furthermore your own flair too. Remember to follow up with your subscribers. The biggest issue many people have when they're not getting results is because they don't have those pre-written emails in place first. They don't have their autoresponder sequence in place.

You should always have that email sequence, that campaign, those follow-up emails in place first before you even start to promote the lead magnet and the audience. Remember, it's up to you. The way that you move forward is completely up to you. Nobody can get you moving. You're the one that has to take action. You have to make those moves, however, don't think about it so much that you don't make any moves at all. Take small moves and keep going from there.

The first thing you should do is start working on that lead magnet. Start thinking about what you're going to create for this audience. If you don't have an audience in mind, decide what niche you want to be in so that you can start building an audience?

Next, perhaps you have to decide it's going to be through YouTube or possibly be social media?

How are you going to do it? Maybe you'll create a product, launch it, and then use that as your lead magnet.

Maybe a product launch. You're going to recruit affiliates. Again, this is another process that you can take.

I've said this multiple times throughout this entire course - this isn't the end-all-be-all for the subject of list building. Chances are there's going to be a lot of new things in the years to come that are going to affect the way that you build your list. My challenge to you is that you always keep learning. Do not stop! Even when you're earning an income and making money from your subscriber list.

It's up to you how you're going to move forward, but you want to learn while you earn. Don't ever stop learning.

Let's talk about establishing your list capital.



As you begin building your list and growing it to bigger and bigger levels, you're going to begin to understand its monetary worth. There really is not a specific formula to arrive at a list's worth, but many generally see $1 per subscriber per month. This is an average if you're marketing to a healthy list frequently.

For example, if you've built a list of 10,000 subscribers, and you're mailing them daily, you're building a relationship with them, and doing things properly you can generally make $1 per month per subscriber.

Each subscriber is not going to pay you $1, that's not how it happens. When you look back, when you average it out and you compare the income, the revenue to the subscriber count at any given time, you'll see this trend.

It typically averages about $1 per subscriber per month. That's what it can be worth to you.

Your subscribers are valuable. You can email them every single day and make sales to make profits. That is the purpose of having your list. Your list is a business asset that you can sell later or you can negotiate.

You have to decide on what you are building your list for.

Are you building it to retire or are you building it to sell?
Are you building this because you want to build up the value so three years from now you decide to sell this company to somebody for $1 million, for $3 million, or whatever?

Is your goal to simply retire off of it and create an autopilot income that you can benefit from every single month and maybe give to your children after you're long gone?

What exactly is your purpose?

If you're building your business to sell, your list has capital. It's the most important part of your business that you can negotiate over later. But remember a list is only valuable if the subscribers want to be on it. This means it's always okay for people to unsubscribe. You don't want to have a list of people that don't want to be on the list or that never asked to be on the list.

Think about it - why would you buy a list of people that don't know who you are, who never asked to be on your list, who never asked to receive anything from you? How well do you think that list is going to perform for you?

How much capital do you have? You have zero capital in that list. You want to have people on your list that want to be on your list, which means it's always going to be healthier for you to manage a list of people that actually subscribe to you, that actually wanted your product or offer.

As well, it's worth mentioning that your face doesn't have to be on it. It doesn't necessarily mean that your name even has to be on it. I wanted to mention this because you're creating a business asset out of your subscriber list. A business asset that could be worth millions of dollars later on when you decide to sell your company or when you decide to retire off of the money that you've made.

Always focus on the people that actually want to be on your list. Those are the people that give your list value, that create an asset out of your list. Don't worry about those people that unsubscribe, it's healthier for your list that they go, it's actually better. We'll talk about that a little bit later on.

You also want to make sure that you protect your domain name. You need to maintain your list's worth for it to be a valuable asset, you have to protect it.
You have to protect the domain, the IP, and the sending score.

Currently, at the time of writing this, there are companies; one is called sendscore.com, where you can check the health or check the rating of your domain name, your IP address that you're sending from. You can also do a search on google for these kinds of services in the case that sendscore.com is no longer available at the time you go through this course.

What is an IP address?

Every single server on the internet has an IP address. It stands for an internet protocol address.

An IP address is how we're able to locate files, images, videos, etc. all over the internet.

The server that your emails come from, whether it's from your autoresponder company or if you're sending emails from your own server, has an IP address that's associated with every email that you send out.

What does this mean?

If that IP address is blocked because it's malicious, suspicious, or for whatever reason, Gmail, AOL, Yahoo, or one of these big email clients believe they need to block that IP address. Guess what, every single person on your list that uses one of those email clients to receive your email are not going to get it because those clients are blocking your IP.

So How do you find out if this is happening?

You monitor your open rates, your deliverability rates, stats, etc. These things are being measured by your autoresponder each time you mail.
I understand that we're getting into some more advanced topics here but I just want to let you know that these things exist.

If you want to maintain a healthy list, a profitable list, and a list that's going to be worth something that's going to be worth capital for you later, you have to protect these things. It has to do with making sure that you follow the law, follow good protocol, making sure you don't spam people things they don't want.

Make sure that you're running a company, building a list, and managing that list in a way that people are going to be happy receiving those emails from you and not report you for spam.

You're always going to have the odd spam complaint. You're always going to have somebody that doesn't remember they subscribed. I'm speaking in general terms. You can't do anything about those few complaints. Those should be minimal.

If you're keeping track and protecting your list, you're going to be able to build a nice healthy list. It's going to be worth something in the future.

Something else you must do with your list - learn. Learn from your subscribers.

Your subscribers can and will tell you what they want, so make sure you listen and accept good as well as bad feedback. While it's good to monitor what's going on with your list, what they want to hear, and what they don't like, but don't ever let that be the deciding factor or determine the way that you market to them. Keep an eye on it, understand, look at the rates, look at who's unsubscribed, and look at how many unsubscribed.

It's wise to keep your eye on that, but don't only focus on this data because that is a bad metric for deciding what you should mail about tomorrow.

Want to know the stats to look at to know if you're doing the right thing? Look at how much money are you making. At the end of the day, if you're emailing your list and you're making money with it, you're doing the right thing. If somebody unsubscribes, even if somebody sends you an email saying they hate the emails that you send - you're deciding factor is if you're making money, you're serving the purpose of building the list.

With this being said, it doesn't mean you can't learn from your subscribers. It doesn't mean that somebody's opinion on your list can't recommend or perhaps give you an idea of what to do next. This is like polling your subscribers.
You want and need to know your numbers. When you know your numbers you can predict your income.

You need to know how many people you have on your list and your attrition rate. Are you losing more people compared to the rate you're gaining people on your list, is that always in the black or is it in the red? You want to know where you are with your list building and your lists replacement strategies.

You will need to know that you are making money, you will need to know that you are in positive cash flow.

Is this list bearing fruit or is it not working and not making me money?

I recommend you to learn the numbers. You'll be able to predict how much money you're going to make from each email because it's as simple as looking at the stats. There's no guesswork needed. Understand that list building is a science. Affiliate marketing is a science. If you have a product that you're promoting and you decide to promote that product, you can look at the stats on that product—those are public numbers.

You can view how many clicks a product has already received and how many sales it's already made. You can learn what its "EPC" is for that product on the network, the platform, or in the marketplace. The EPC is the earnings per click currently.

You can view this before you even request to promote that product and get that own special link to send out. You can see the performance of that product.

For example, if you know that this product is averaging 97 cents per click, and you know the numbers for your list, and you know how many clicks you can get for each email that you send, the math takes care of itself.

This is something that you should learn as you start doing email marketing to your list.

Let's now talk about trust, the balance of trust specifically.

A purchase decision is made on impulse, and it's later justified with logic. This is important to understand which is why I've mentioned this several times throughout this course. You need to understand people - you need to know their mindset, the state that people are in when you're marketing to them.

Understand that when somebody decides to take action on an online offer, whether it's a purchase or just subscribing to a list - usually that's not on impulse.

You got them excited. You got them to want the thing that they're getting by using clever headline techniques or using elements like countdown timers. You've might have seen one of those in an email or even on a sales page? Someone says hey, you're running out of time.

Sometimes people take action, as a matter of fact, almost always, people make the decision to buy something on the internet based on impulse, based on their willingness to buy at the moment as a result of the things you mentioned.

Another way to look at this is like this: nobody actually has a family meeting, puts it on their calendar when they're going to buy your $27 ebook, or even your $500 class. Usually, those purchases are done based on impulse.

They were doing something else, you interrupted the pattern of whatever it was they were doing.  But you put your link in front of them, they clicked it, they saw a video, they went to the page, they looked into you, they googled you, they got a coupon code, they found somebody was doing a bonus, and they bought it.

They got excited about it at that time, but now, later they're going to justify that decision with logic. It's no longer about impulse and countdown timers, now they have all the time in the world to review your product - now they're going to determine whether or not they want to keep it.

They're going to determine whether or not they stay on your list based on what they've received. They will base their decision on the value of the item, base it on trust. If they did purchase the first product or service based on impulse, every following item they buy is going to be based on trust. They got the first thing because you got them excited, but now that they're in there, they trust you. Depending on how well you are at keeping that trust is going to determine how much money you're going to make moving forward with that subscriber.

This is a very important component to continue to make money. You're not in the list-building game because you want to make money only once. You're in the list building game because you want to make money repeatedly - over and over again. You want to make as much money as you possibly can from the subscribers on your list.

Even though you can earn money from your subscribers over and over, never, ever take your subscribers for granted. Remember, they are people, not data. I've mentioned this earlier in this course. Loyal subscribers can and will make you money for years to come.

So how do you create your loyal subscribers?

It's easy - you become their friend.
You give them value. The moment someone stops seeing the value in their relationship with you - they stop being loyal. That's just the way that it is.

They're not family. Family is the only people that have to stick around even if you're not valuable to them because they're family, they're always your family. Your subscribers, don't subscribe to that mindset. You need to make sure that you are providing value to build trust and keep people on your list.

Part of keeping that trust is to always recommend good stuff. Recommend products or services you believe in. Don't just mail for the sake of making money.

This is where a lot of internet marketers begin to lose their way. They start building a list. Maybe they have a little bit of success but then it just becomes, what am I going to mail for today?

Their life as internet marketers becomes a cycle of waking up, taking a look at what the product of the day is, clicking it, becoming a member of the JV page, grabbing their link, and blasting it out to their people. They don't look at the product, they rarely even read the sales page, they don't own the product.

Do you know what ends up happening? You're eventually going to promote something that you're going to regret having promoted and you're going to lose trust with your people.

Don't just mail for the sake of making money. If you make a mistake, own up to it. The best thing that you can do to truly build a good relationship with people is to be genuine and honest. Owning up to a mistake makes you human. It helps your subscribers connect more with you as opposed to always being that perfect marketer.

Here is another great piece of advice - always write to one person. Write to one person when you are crafting your message even though there may be hundreds or thousands of people reading. They're not all together in the same room. They don't know that the others are reading, so write to one person. This is a good habit to get into when you're writing your emails. Only that person is reading their email, no matter how many subscribers you have.

Ways to avoid appearing like you are writing to a group would be to remove introductions like hey guys, hello everyone, etc. There are occasions where you might want to use that approach to have that "Jones Effect," or the greed factor, social proof, to make them feel like they are not the only ones, but generally, when you're writing to people, always write to one person.

Remember they don't know who else is on the list with them. Talk to them like you're talking to them in person. Simply - be yourself.

Reverse engineer your promises to your subscribers and make so that you fulfill them.

Look at any relationship that you have in your life that you trust. What are the characteristics of that relationship? What is the reason that you trust that person?

Think about it, they have been there for you, they fulfilled their promises, they've done things when you needed them, and they never failed you. They always come through.

They say something and then they do it.

What a better way to create trust than to reverse engineer your promise?

For example, you've got 10 things that you want to give away. You can give away these 10 things one at a time. Today you're going to send an email and say: I promise, that tomorrow you're going to get this free thing from me. Here's what you're going to learn—this, this, this, and that. Be sure to look for my email because it's going to have this and this.

Guess what, if you've prepared them ahead of time, they're ready to go. Tomorrow and the next several days' worth of emails are already pre-written with the link to that thing each separate day.

Instead of just giving them the link in the first email, use that email to build trust. Promise them and then let that promise be fulfilled with the automated email that's going to deliver on the promise tomorrow.

When you do this you automate the trust-building process. This is truly how you can begin building a solid relationship with people that can depend on you.

Another big aspect of this process is training them. Training them to do what you say, training them to wait for that next email, training them to click the links that you're giving them. You want to reverse engineer your promises to be able to automate the whole thing.

Let's now discuss rinsing and repeating. Many times, people wonder what this means - rinse and repeat.

Did that there's a word that goes before the phrase rinse and repeat? That word is lather. Take a look at the back of a shampoo bottle. The instructions are lather, rinse, and repeat. It's an old saying created by a copywriting genius. He developed a fantastic way to take the instructions of how to use the shampoo and made them easy and simple to understand.

We want them to lather up their hair, then we want them to rinse but just repeat the process.

Nowadays, rinse and repeat has become a widely popular phrase we use in our marketing lives and business lives all the time.

You see, you're never done building your subscriber list. Attrition makes this a continuous process. You need to attract them, capture them, email them, befriend them, and you want to monetize them. Then repeat the whole thing. Attract them, capture them, email them, befriend them, monetize them, and repeat.

Keep on doing it - lather, rinse, and repeat. Continue doing this process with the same list, with the same lead magnet, and with another lead magnet on a different lead page, on a different landing page, and for a different list. You want to lather, rinse, and repeat and continue to get better and better each time.

While you're in the process of doing this, learn from it. Don't just do it for the sake of doing it.

Keep an eye on your numbers.
Keep an eye on your opens and your clicks.
Test new tactics.

When you open up your autoresponder take a look at how that last email performed. Take a look at how many opens.

You'll be amazed at the stuff you learn when you look at your numbers. Keep an eye on your numbers. When something works, continue, keep doing it, expand on it, learn from it, and keep growing from it. Don't worry and dwell on the failures and things that didn't work. Learn from them and then do it better next time.

When something doesn't work don't spend days wondering why. Try to figure out what could have been, move on, and trust the process. That's the key—move on and trust the process. Tweak it, change it, move on, do it again, and repeat.

Lather, rinse, and repeat. Lather, rinse, and repeat.

Numbers are always going to change. They're always going to fluctuate. They're going to be different across different niches, across different platforms, using different servers, different devices, and different seasons.

There are so many variables, but as you continue you'll be able to look at these things as you get better and better and have more history and data to look at. Many times it is not just the niche, it can be the platform that you're using. Perhaps some platforms work better. Some autoresponders deliver better than others because of their IP history or their IP score for example.

Again, the same list won't perform the same way for everyone. It is going to be different. Your goal, over time, should always be to get more subscribers than unsubscribes daily regardless of how the numbers change or how the niches change. It doesn't matter whether you're in the golfing niche, or in basket weaving - it doesn't matter.

As long you're getting more subscribers than unsubscribes each day - that's the key.

Eventually, you'll get to that point. Initially, you might not be there, in the beginning, it's going to be a little skewed, however, you'll never know whether or not you're doing the right thing unless you're keeping an eye on the numbers. Remember that you build to mail.

I want to circle back for a moment and remind you that no matter what - you're going to get unsubscribes.

Don't ever, ever, ever let that deter you from mailing! The reason you built this email list is so that you can market to it. There is no other reason for building an email list other than sending emails to it. You want to email them. Never be afraid to email them, and don't worry about mailing them too often.

You are going to want to strike a balance. What is often for me might not be too often for your list. I don't know what that number is for you. Maybe that number for you is six, maybe that number for you is three, or maybe that number is for you is one.

The reality is that that number is going to be different, but never be afraid to email often. If I had to side between emailing seldom or emailing often and I can only pick one I would pick more often. You know why? Because the whole purpose is to email them because that's how you make money.

In closing, I urge you to review and follow the system that we've talked about here. The nuts and bolts are easy to understand - you need an audience, you need a lead magnet, you need a landing page, and you need an opt-in form.

When you put these things together you can start building your list.
Don't overcomplicate it, don't get distracted by a new shiny object. You need to be the marketer, not the marketed.

Reverse engineer what makes you click, open, read, and buy. When you find yourself inside someone's funnel and see their upsell, stop for a second and think: "how did I get here? How did they get me here?" What exactly was it about that email? Learn from the process so that you can apply those tactics that are working on you.

If you're on the subscriber list of a prevalent marketer, the best thing that you can do is learn when they mail, what they mail, how often do they mail, why did they mail this product, and then what followed up with that product the following week. Trust me, there is a purpose behind everything they are doing.

Create a swipe file for these messages, where you save those engaging emails so you can learn from your favorite marketers.

A swipe file is a folder you keep on your desktop or maybe a folder that you're filtering in your email client whether it's Gmail, Yahoo, or whatever. You can create a folder, give it a name, and then automatically set it up so that whatever emails you receive from this particular address they always go into that folder. You can create these filters on pretty much any email client.

You can also just make a folder called swipes. Every time you get an email that you are compelled to click, put it in that swipe file. When you're stuck and you don't know what to write, open up your swipe file and take a look at what's worked on you in the past. This is where you study. This is how you emulate the patterns that other marketers are doing that are working.

Remember, quality beats quantity all of the time. A list of 100 people that trust you is worth much, much more than a list of 10,000 that don't. In many respects, a small list of people that you assembled yourself overtime is going to be way more beneficial than any list of 10,000, 20,000 that you acquired by some other means. Quality beats quantity all of the time.

As well, don't fall for gimmicks that try to sell you leads. I've mentioned some things throughout the course, ultimately, a profitable lead must be captured strategically and nurtured over time with value. If that lead was truly valuable and profitable, someone wouldn't be selling it to you.

This course has given you the foundation to start building the most profitable and most valuable asset for your business - your subscriber list.
This course is, by far, not the end-all-be-all on the subject. I urge you to constantly continue learning and keep building your list.

Remember, it's never done, it's never over.

I hope you use the things that you've learned in this course as a springboard to go and learn more, to discover more advanced tactics, and to get your feet wet and start generating those leads and generating those sales.
I hope you enjoyed this course and I look forward to seeing you very soon. Take care.

Remember what Walt Disney said,



"The way to get started is to quit talking and begin doing."
- Walt Disney

# Thank You

**We Welcome Your Feedback.**

**Feel free to get in touch with us for any feedback or suggestions.**