# LIST BUILDING SECRETS

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# List Building Secrets

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# Chapter 1:

# What is List Building
# and Why You Need to Build a List

What is list building? Simply put, it is the process of creating a mailing list that should consist of leads and potential buyers for products.

Why is list building important? That's pretty simple too: because it gives you the most direct and flexible means of contacting your audience of any form of marketing.

If you think that sounds like a rather lofty claim, then you only need to check with any well-known blogger or affiliate marketer. Almost *all* of them will unanimously tell you that their mailing list is their single most valuable tool when it comes to making sales.

And it goes beyond digital marketing too: list building is just as important for real world businesses that use these lists for telesales, for selling advertising space, for creating new leads and more.

It stands to reason that this should be the case as well when you consider the unique benefits of a mailing list.

For starters, building a list means that you are circumventing a third party. This is very important, as when you  build 'likes' on Facebook or followers on Twitter, you are ultimately going to be reliant on Facebook and Twitter respectively when it comes to reaching your audience. It only requires those platforms to alter their policies and you can immediately lose access to the audience you've built. And if you think that sounds far-fetched or unlikely, then keep in mind that Facebook only recently did *exactly that*, meaning that a post to your Facebook page will now only reach 10% of the audience you've painstakingly built. It's also not unheard of for Facebook pages to simply *disappear* without explanation. The same risks of course exist with Twitter and Facebook and there's no guarantee that these networks will even be *around* for the long term.

E-mail on the other hand has been around since the dawn of the internet and it is showing no signs of slowing down. 91% of web users consume their e-mail at least once a day and the vast majority of us will check our e-mails *multiple* times a day. Not everyone has Facebook and not everyone has Twitter but *everyone* has e-mail and you actually *need* an e-mail address to set up any of those other accounts.

Likewise, e-mail marketing gives you direct access to your audience in a very personal setting. You are messaging them *directly* in their inbox along with messages from their

friends and their colleagues. What's more, you'll be able to reach them at any time of day and they'll receive your message on their mobile wherever they are.

There's one even bigger factor that makes e-mail marketing so powerful though: and that's the simple fact that your audience have given you express permission to contact them. By signing up to your mailing list and providing their details, they are essentially telling you to go ahead and message them with your content and this is an incredibly powerful psychological tool.

On top of all of this, e-mail marketing also requires relatively little input or expense on your part. The effort involved in building a mailing list and sending occasional e-mails is significantly less than for many other forms of marketing and this ultimately ensures a very high ROI.

But in case you're still not sold on the idea, let's express some of these ideas in the form of statistics...

E-mail marketing has a ROI of 4,300%

91% of consumers **will check their e-mail** AT LEAST once a day...

Surveyed companies rate e-mail marketing as more profitable than: PPC advertising, content marketing, affiliate marketing, display advertising, mobile ads, social media marketing or direct marketing...

66% of US consumers above the age of 15 say they have made purchases *as the direct result of an e-mail campaign...*

1/3rd of consumers say they open e-mails based on the heading alone!

It is for these reasons that the very biggest and most successful marketers on the web point to email marketing as their single biggest tool and list building as one of the most important activities in their business model.

And if you'd rather see this in the form of *qualitative* data instead of *quantitative* data, then how about some quotes taken from Bufferapp.com.

Michael Hyatt for instance said the following about his mailing list:

*I have literally built a multi-million dollar business on the strength of my email list. Ninety percent of my income comes from it. Even today, **my email list is still my number one business priority and asset**.*

Douglas Karr of Marketing Tech Blog says:

*Without a doubt, our email list is the best investment we've ever made.*

Michael Stelzner of Social Media Examiner is similarly won over by the power of email marketing:

*Email is the most important channel for you to cultivate.*

# The Challenges of List Building and Internet Marketing

There is absolutely no doubt then that list building and email marketing are highly crucial activities and potentially very profitable for your business.

However, it would be remiss to focus purely on the benefits and to ignore some of the significant challenges that *also* surround list building and email marketing.

The biggest and most obvious of these challenges is that people have become somewhat cynical toward e-mail marketing and thereby less responsive to this type of advertising. Think about your own inbox for a moment and you may well discover that it is *filled* with marketing messages and spam that you never open. You likely cringe every time you have to give your e-mail because you know it opens you up to *more* clutter in your inbox and there's a good chance you'll never have bought anything yourself through e-mail marketing.

But while that may all be true, this doesn't mean that e-mail marketing *can't* be a highly effective method for reaching a huge, targeted audience and making lots of solid conversions. The simple fact is that you need to approach the process with the right strategy and employ the right techniques and tricks to really make the process effective.

When done correctly, an email marketing campaign should provide real value to the audience such that they actually *appreciate* getting the messages in their inbox. What's more, the campaign should be so precisely targeted to the audience that every e-mail appears to have been written specifically for them.

That's where this eBook comes in. Here you'll learn what makes the difference between a good e-mail marketing campaign and an incredible one. We'll look at strategies you can use to build a mailing list that's actually on target and that is only filled with people who are interested in your niche specifically and who have expressed a willingness to pay for relevant products.

We'll see how you can use data to hone your e-mail marketing techniques, we'll learn how to make e-mail marketing work within the broader context of a content marketing campaign and we'll discover how you can use data and feedback to hone your approach to perfection.

The problem is not with e-mail marketing but rather the approach that many bloggers and businesses take to email marketing. And that's what we're setting out to fix.

By the end, you'll be left with a direct line of communication with a gigantic list of potential buyers – all of whom will trust you as an authority and thought leader in your niche and all of whom will be ready and willing to buy products that you recommend.

# E-Mail Marketing... What's It For?

If you are a digital marketer then you likely already know the benefits of a good mailing list. Likewise, if you run a business that sells products or offers services, then it's probably fairly obvious how you can use your mailing list to reach more people and convince them to become customers or clients.

However, it's also possible to create a business entirely *from* a mailing list. That is to say that you don't actually need a product or a service and you don't need to be a blogger. A mailing list can be monetized to the point where it provides a stable income while offering value all on its own.

# How to Use a Mailing List

A mailing list has value because it gives you access to an audience. This is the same reason that a television channel has value – it provides advertisers with a way to reach their market. This means that you can use a mailing list to sell a product or service and if you already *have* a product or service, then this will offer immediate and clear value.

If you don't have a product or service though, then you can profit from your list by promoting an affiliate product. We'll look at this in more detail later on, but suffice to say that you can sell products and services for commission and thereby make a profit without having to create anything yourself. Affiliate products will sometimes offer up to 75% commission, so actually this may even make more sense than investing in the creation of your own original product.

Likewise, this also means that you can help other companies to sell their products and this will make you a popular choice for sponsorship and for 'solo ads' (paid email shout-outs). If you can demonstrate that you have a large audience and good engagement with that audience, then you can potentially charge a lot of money for these kinds of promotions.

At the same time though, a mailing list is also interactive. This means that it can be used to communicate with an audience, to run surveys and to discuss a topic. You can use a

mailing list to provide additional value as a blogger and to maintain brand engagement and visibility to encourage people to visit your website. If you've monetized your website or blog with affiliate links, products, services or ads then your mailing list can be useful in that regard. This also means you can use it for conducting market research, for crowdsourcing ideas or for crowdfunding.

Better yet, these functions of a mailing list go hand-in-hand. That is to say that you can survey your audience regarding what types of products they'd be interested in buying from you and then you can sell that very same audience that *precise* product.

A mailing list also means you can communicate with specific members of your audience and this is one powerful to take potential leads and to turn them into loyal fans and even 'friends'. If you have ever read the book *1,000 True Fans* then you'll be familiar with the idea that having just a few genuinely dedicated fans can actually be enough to keep a business afloat permanently and to drastically increase your profits. With true fans you'll gain free exposure and feedback and you'll find that enthusiasm for your brand spreads.

Finally, you can also build a mailing list simply in order to sell it. Again this requires a big list that's highly targeted but if you have that, then this can be a very nice exit strategy for an online business.

There are actually many, many more potential uses for e-mail marketing and in fact this is one of the most under-utilized forms of marketing out there. By the end of this eBook you'll have no doubt as to just how useful and flexible a mailing list truly is...

So let's get started!

# Chapter 2:
# List Building Basics – From Autoresponders to Squeeze Pages

Before we get into any specifics and start looking at the advanced techniques that will set you apart from all the other email marketers out there, it first makes sense to go over the basics for those who aren't intimately familiar with the process of list building and e-mail marketing.

If you already know a fair bit about list building then a lot of this will be retreading old ground. Nevertheless, it's recommended that you read on in order to serve as a recap and also to solidify the basics. We'll be treating this as your basic 'framework' for list building and affiliate marketing and from there we'll be building on those aspects to come up with a strategy that's truly a cut above.

This will also serve as a rather handy 'how-to' and list of ingredients. We'll look at the smartest way to set up a website, the smartest way to create a squeeze page and the best way to ensure all of this is optimized for the best chance of success through Google and in general. Again, this is worth reading even if you have these components in place as you may find there are better ways you could be handling each aspect of your business model.

# Choosing Your Autoresponder

The single most critical tool for any email marketing campaign is almost certainly an autoresponder. This is a very basic service that will allow you to not only build and grow your list but also to subsequently communicate with it, manage it and generally run your business.

Essentially, an autoresponder consists of an opt-in form which you use to collect e-mails and details, and a database that will store all that information for you to later use when you send out e-mails to your audience.

# Do You Really Need an Autoresponder?

This is what you'll use then to initially collect the e-mail addresses and then subsequently send out your e-mails. At this point though, you might be wondering why you even need an autoresponder. Can't you just set up a form of your own to collect the e-mails and then send out bulk messages?

Well sure, you *could* but you'd be making life unnecessarily difficult for yourself in a number of ways.

First of all, autoresponders make it much simpler for you to create opt-in forms for your mailing lists that will really look the part and perform efficiently. The danger here is that many home-made forms will look amateurish. Worse, they might not function properly and may leave you susceptible to problems such as spam.

The other way autoresponders come in handy is in their ability to help you *send* your messages. Try and send an e-mail to a 10,000 person long list and you'll likely have to send it in multiple separate messages. You can find tools especially to do this but why not get the full package with a proper autoresponder?

Most importantly though, autoresponders let you respond automatically to people signing up and to specific messages – such as unsubscribe requests. This means that you won't be constantly managing your visitors, adding people to your list and removing

them at their request. It also means that you won't have to deal with large amounts of spam which can otherwise get through.

Simply, it becomes rather unrealistic to expect to be able to manage an entire mailing list yourself as it gets larger and at this point tools can help to make things far more manageable and will save you a lot of time.

There's more too. For instance, if you get a really good autoresponder then you will also gain access to impressive tools for assessing the data and looking at statistics such as engagement and open-rate. This way you can see how many of your e-mails are actually getting opened versus being ignored and that in turn can provide you with more information with which to identify which your most effective business strategies are.

There are many more features of autoresponders too. They let you build autoresponder sequences, they let you send e-mails at different times of day, they back up your e-mails...

As we go through this book we'll find countless instances of methods and strategies that require these basic tools so it's something that absolutely *every* list builder should have.

As for *which* Autoresponder you're going to go with, that's entirely up to you. Some of the biggest names in list building at Aweber, MailChimp, GetResponse and Volusion.

However, we don't actually recommend any of these. The problem with these platforms is that they are a little *too* big and well known which results in them being very heavily overpriced. On the other hand, the tools **ArpReach** (http://idcibc.com/go/?arpreach) offer the same features but at much lower prices.



What's more ArpReach are also specifically aimed at internet marketers, whereas some of the others are essentially CMS solutions for larger organizations. ArpReach is streamlined experiences that provide all of the features and tools that you could need for your list building activities. These make it easy to set up double opt-ins, to see data and feedback about your audience, to automatically send messages and more. Everything we discuss in this book, you can do with this.

# Creating Your Landing Page – Tools and Instructions for Faster Results

Once you have your autoresponder, you then need to start thinking about a landing page. To create a landing page, you will need to first set up a website and the easiest way to do that is by creating a WordPress site. This will then also give you the basis for creating a blog that you can use to promote your brand and to get people to engage with your content. Let's take a look then at how you go about this process.

**Note:** If you already have a website then once again, much of this might be covering old ground. However, that doesn't mean there's not still value to gained from looking this over. You might find that there are things you didn't know about setting up a website and you can use this information to improve your current system.

# Finding a Hosting Account

The first thing you'll need to do is to set-up a hosting account. A webhost basically provides you with space on which to store your files. This 'web space' is in fact not space on the web in a literal sense, but rather space on a large computer dedicated to storing websites called a 'server'. This server will be remotely located in a warehouse somewhere and it will store all the files that make up your web pages. Then, when someone looks up your website, the server – which is connected 24/7 – will deliver those files to the browser to be displayed as your website.

The good news is that hosting doesn't cost too much. Usually it won't cost you more than a couple of hundred dollars a year at the very most and you can get it for cheaper if you know where to look. Good examples of webhosts include the likes of BlueHost, GatorHost and 123Host. Whichever you choose, there are a few factors to consider:

**Storage Space:** If you have a massive website, or you're creating an interactive website like Facebook where people are going to upload files, then you're going to need a lot of storage space. However, if you're a small business or if you're just someone looking to make money directly as a digital marketer, then you won't need vast amounts of space: you just need enough to store a basic website and a landing page. Almost any hosting account should offer you at least that much.

**Downtime:** More important is to make sure you have a webhost that isn't always going down for maintenance or due to various things going wrong. Unfortunately, it's not uncommon for hosting companies to take down websites while they manage things like maintenance which can leave you with no website to serve up to your visitors. This means you lose potential leads and it can damage your reputation by making your brand

seem amateurish and/or unreliable. What's more, if your website goes down regularly then you'll find that it hurts your SEO (search engine optimization). Suffice to say, Google doesn't want to bring up websites that aren't reliable either.

You can make sure that your hosting company won't have lots of downtime by looking at reviews online and discussing in forums to see what the experience of other users has been like. At the same time, it's a good idea to look for cloud hosting if possible. This specific type of hosting means that your website won't be stored on a single server but rather on multiple servers simultaneously. Thus, when someone tries to find your website but one of the servers is down, the hosting company responds by simply loading up one of the *other* servers with a copy of your website too. Cloud hosting is also very good for providing a back-up of your files in case the worst should happen.

In general it's important to make sure that the hosting company you're using has good customer care and is easy to get hold of when things go wrong. This is effectively the best way to ensure that your site won't be down for long stretches. Take a look around the website for the different methods available for getting in touch and perhaps even try calling to see how long it takes to get through.

**Bandwidth:** This basically refers to the amount of traffic that your website will be able to cope with at any given time. If you don't have much bandwidth, then a sudden influx of visitors could bring your website crashing down thus resulting in more downtime and all the negative impacts of that that we discussed earlier.

Again though, this won't be a concern for most email marketers to begin with unless you have a huge international corporation. The great thing about hosting is that you can always upgrade at a later date to a server that will offer the requirements you need.

That said, if you do want more bandwidth then one of the best strategies is to look for something called 'dedicated hosting'. This basically means you get an entire server all to yourself, as opposed to the usual scenario in which you share a server with other users.

**Features and Options:** You can get a host (no pun intended) of additional services, features and extras with various webhosts and this may impact on your eventual choice. One of the most useful things to look for for example is 'CPanel'. CPanel is a login panel that will give you control over your server space and that also provides a number of other useful utilities – facilities for setting up e-mail for example, a file manager and crucially easy installation for WordPress.

**Note:** It is possible to find something called 'free hosting'. You don't want to use this however, as when you do, you'll have a number of serious restrictions that will prevent you from running your business effectively. For instance, a free hosting account will restrict you in terms of the domain names you can use and you'll need to affix your company name with the name of the hosting company. Another issue with free hosting is that it often means you have to display ads provided by the hosting company and that you don't get paid for. On top of all this, free hosting accounts offer the bare minimum

in terms of storage and bandwidth – not enough even for our relatively modest purposes. *Read more: http://idcibc.com/go/?webhost*

# Domain Name

Once you have your hosting account, you then need a domain name. A domain name is of course a URL or a website address – it's what people are going to type in in order to find your website and it's where your links will point when you're trying to send people to your site from external pages.

A domain name should be something simple and catchy that you can put onto a business card. At the same time though, it's good if your domain name can somewhat describe what your business/brand is about or the niche you're in. This will help you with SEO and with direct marketing and it will help people to know what to expect when they load up your site.

There are numerous sites where you can buy domain names but it shouldn't cost you more than $10-$15 a year.

With this chosen, you'll then link it to your server so that when someone types in that address, their browser will be pointed to the server space you own.

In terms of 'top level domain' (the .com or .org bit), it's a good idea to go with .com to begin with to keep things simple and again to make your site as easily memorable as possible. You might also want to buy up a few additional ones though, such as .org and .co so that you can avoid competition. *Read more: http://idcibc.com/go/?domain*

# Installing WordPress

WordPress is essentially a site builder that's going to make it incredibly easy for you to create not only your landing page but also a blog to go along with it. Not only that but it will also ensure that the end product is fit for purpose and highly effective for what you need it to do.

Technically, WordPress is what's known as a CMS or a 'Content Management System'. That means its job is to make it easy for you to add content to your website and then edit and delete pages subsequently. More than that though, it also provides the main structure and framework for your site and creates all the necessary code. Better yet, it allows you to install new features and new website designs through the 'plugins' and 'themes' that are available in the store and elsewhere online.

WordPress takes less than a minute to install and is similarly easy and intuitive to set-up. Despite this, it is no 'second best' option for people who don't know how to code.

This is a professional piece of software that is used by a vast proportion of the biggest blogs on the web. Everyone from Tim Ferriss, to the BBC, to Forbes, to Mashable, to TechCrunch to many other big names all use WordPress and have managed to be incredibly successful in doing so.

What this tells you, is that WordPress sites are capable of doing well. People who visit them are generally impressed by them, Google will readily index them and bring them up in searches and they work well on mobiles.

This is a ready-made template for your website that has been tried and tested by a huge community. There's a huge amount of support out there for WordPress too, so if you need someone to improve the look of your site, to fix something, or to add a feature – you'll be able to find someone with the necessary skills very easily.

What's more, the vast majority of tools and features we're going to be discussing throughout the rest of this book are aimed squarely at WordPress users. This is an important thing to bear in mind as it will make everything much easier in future.

There's just no reason *not* to use WordPress. While it might feel like 'cheating' it is simply the smartest move and if you try to make your website any other way then you're making your life unnecessarily difficult.

# How to Install WordPress

To install WordPress couldn't be simpler. With your hosting account, you should hopefully have CPanel. Log into here and then look for an option called 'Fantastico'. Fantastico is essentially a tool designed to install WordPress in one click, so press it and the CMS will begin installing. All you have to do is to decide which folder you want it to go into (the root directly) and what you want your own username and password to be. It's that simple, and once it's done, you'll be able to load up your website in the browser and see a very generic 'place holder' design there ready for you.

If you don't have CPanel, then WordPress is *still* incredibly easy to install. Just head over to WordPress.com and download the files in a zip folder (it's free). Now unzip the files and use FTP protocol or a file manager in order to upload them to your root directory. Point your browser at your domain and you'll be able to go through a very similar set-up process.

Once you have WordPress set up, navigate to www.yourdomain.com/wp-admin. Now enter the details you gave when you initially installed WordPress. This is the control panel where you can log in to manage the content and to the change the look and feel of your website. Everything is very self-explanatory and intuitive and you should be able to find your way around here easily enough.

# Creating a Squeeze Page

The next thing you're going to make is your landing page or squeeze page. This might be the entirety of your website, or it might be a separate page alongside the blog.

Either way, the objective of a landing page is simple: to encourage people to sign up to your blog. That is *all* that a squeeze page does and that means you aren't going to include any external links to other part of your website and you certainly won't have any adverts or anything else distracting.

If you've seen a squeeze page before, then you will likely have noticed that they tend to be very long, thin and narrow. These pages are designed to encourage you to keep scrolling down the page and you'll find that their vertical layout really encourages this. What's more, these sorts of websites will often have a red or orange color scheme. There's actually a good reason for this too and that is that we find the colors red and orange unpleasant to be around for a long time – they cause our heartrate to increase, likely due to their association with danger in the wild. Thus, if you are looking at a red website you'll be much more inclined to take action and in this case, that means clicking to sign up to your mailing list.

Alongside this narrow layout, you're also going to have lots of text that is completely designed to try and encourage leads. Everything you mention on the page is going to be talking about the kind of value that you provide through your mailing list and is going to be emphasizing why your visitors should sign up right away.

To create these landing pages, one very useful tool is OptimizePress. This is a WordPress theme that you can again install with just a single installation and that will provide you with a page layout that is optimized to work as a squeeze page or sales page. Using something like OptimizePress is a very good idea because it essentially means that you can streamline the process of designing your landing page. This has been proven to work by the community and the design is constantly being refined and tweaked. In other words, just like choosing WordPress, you are making things easier for yourself and saving unnecessary complication. And if you should find that your pages *aren't* converting, you know that it's not down to the coding at least.

This is also important because you need to consider trust and authority. When someone looks at your website and considers signing up to your mailing list, they are potentially putting a large amount of trust into your brand. People hate getting spam and junk mail and they're not going to hand over their e-mail unless they:

A) Have a very good reason
B) Think the website looks reliable and trustworthy

If you made the landing page layout yourself and it is full of low res images or glitches, then you won't tick the latter requirement. This creates a new 'barrier to sale' or 'barrier to action' and means your pages won't convert as highly as they should.

If you don't want to use OptimizePress though, then there are still other ways to do it. One of these is simply to use another theme and if you take a look in WordPress' theme store you'll find that there are tons of single page themes that are perfect for this kind of purpose.

# Creating Your Blog/Website

If you want a blog *and* a squeeze page – and you probably should – then you can set this up quite easily by installing two separate WordPress instances with two different themes. Alternatively, you can make your squeeze page a page within your larger theme – though you might want to manually remove the external navigation from this page (you could possibly do that with a plug in).

Either way, it pays to have a blog because this is what you'll use to do your content marketing, in order to demonstrate your authority and knowledge on the subjects you write about and in order to market your site. It's much easier to market yourself if you have a blog and a website and this might even be necessary depending on your business model. If your mailing list is a means to sell a product or service, then you'll likely want to promote and sell this through a website too.

Setting up the main website or blog involves the very same process as setting up a landing page and simply requires you to install a new theme. When picking this theme, it's worth looking around the web to find a paid theme rather than using one of the free ones available through WordPress itself. Not only will finding a paid theme mean your website looks more unique (and thus more professional) but it will also have more of a sheen to it that you just can't get from most free options. The website ThemeForest is a great place to find new WordPress themes and is a good place to start looking. Of course you will further customize this theme once it's installed by choosing the widgets you're going to include, by choosing the background and the colorscheme and by editing things like fonts.

Make sure that your theme is fast to load, that it has a minimalist and modern design with little touches like parallax scrolling and high definition image sliders and that it is responsive. Responsive design means that a website will work regardless of the platform it's on, so that it changes size and layout when it's being viewed on a large 21" monitor versus a small iPhone for instance. This is very important for SEO alongside other things and Google now has a 'Mobile Friendliness Test' you can use to ensure that your site meets these criteria.

# Adding Your Opt-In Form

Now you have a website with a squeeze page and you have an autoresponder, you now need to tie everything together by adding your opt-in form to those pages. An opt-in form is essentially the form that someone will fill out if they want to subscribe to your mailing list. An opt-in form is also sometimes known as a sign-up form.

Depending on which autoresponder you're going to use, the precise process of setting up the optin form will different. This is different for SendLane versus GetResponse for example.

But regardless of which tool you end up using, the *basic* process will be to login and then choose a color scheme, the text you want to show and the size of the form. You might be able to choose things like the font too and how many fields you want (do you want their name? Do you want their age?). Often you can preview your changes to see what your opt-in form will look like.

Bear in mind you can create as many of these as you like and you can also edit them at a later date. The general aim at any point though is always going to be to get your opt-in form to match the look and scheme of your website so that it blends in and looks the part. That said though, it also needs to stand-out sufficiently that people will be able to spot it quickly and won't be searching around for it!

Once you've done that, you'll be given a piece of code that you can then copy and paste. Wherever you paste this code, it will simply appear on your site. This then means that you can embed it into any page or post easily and even paste it on other people's websites if they allow HTML in their forms.

## *Placing Opt-In Forms on Squeeze Pages*

On your squeeze page, an opt-in form is what you call a 'call to action'. This means that it is the ultimate objective of your page and it is the single action that you are trying to get your visitor to take.

This means that you should include your opt-in form front and center right at the top of the page. This way, you have a chance of getting people to sign up the *moment* they visit your site. This is very important as it means you'll catch the maximum amount of people who are *already* interested in joining your mailing list. Some people might even fill it out without knowing what's going on! If you place it any further down the page then you are simply just hiding your opt-in form and really this doesn't make any sense when your entire business is geared toward getting people to see it!

At the same time, you're also likely to use long-form text in order to try and get people to sign up. This means that you're going to be filling your landing/squeeze page with prose about what you can offer them and why they should definitely get involved with your

website. The longer your text, the more opportunity you have to get them to sign up. What's more, the more they scroll, the more they are going to feel as though they are committed to your brand – as though they'd have wasted their time if they just left now!

But on the flip side, having such a long amount of text on your website means that people might get distracted and leave. As such, you should also place your opt-in form at various points throughout the text – perhaps every couple of paragraphs.

Now, as someone reads your landing page, they're going to be intermittently reminded of your landing page and there will be a much slimmer chance of them missing it at all. You may have as many as five or six instances of that opt-in form – but as this is your main objective the question here is: why *not*?

Finally and perhaps most importantly, you also need to ensure that you have your opt-in form right at the bottom of the page and ideally on the *right hand side* down the bottom. This spot on a website is what is known as the 'terminal point'. This is a crucial spot on any website that represents the last place that any visitor will look before they leave the page for good.

The reason this is so important is because it's also the point at which they are the most likely to follow through on your call to action and in this case sign up to your mailing list.

The reason for this is simple: when someone is at your terminal point, it means they have read your entire prose. They've read every single reason you have to give as to why they should subscribe. What's more, there's nothing left on the site and they're about to leave.

Most people aren't going to join a mailing list without knowing much about it. But likewise, you don't want someone who has just read your site and whose eyes have now wondered to the bottom of the page, to have to search around to find an opt-in form. You need to strike while the iron is hot and that means presenting your opt-in form right when they're about to leave and after they've heard your whole pitch.

## *Placing Opt-In Forms on Your Site or Blog*

Your squeeze page is a site that is entirely 100% dedicated to getting people to sign up to your mailing list. We'll be looking at this page a lot more in the future as it's actually very important for the overall business model.

But while this is the sole function of your squeeze page, you also have other pages that double up as squeeze pages. Your website's homepage for instance is just one example of a page that is ripe for an opt-in form. Here you can use a little bit of text to sell your business and in doing so, you'll be selling your mailing list by extension.

At the same time, when you have an opt-in form on your homepage, it gives people a way to find out more about you. If they've just found your site but don't have time to read the whole thing yet, they may then opt to sign up at this point so they can find out

more at a later date. The homepage also happens to be where many of us will navigate if we want to learn more about a business or if we're looking for additional information – this is normally where you can find links to other crucial pages on a site.

Likewise, you should also make sure that you have opt-in forms on your blog posts and other pages. Anywhere that you're sharing content and value, you should incorporate an opt-in form so that people can sign up. We'll talk more about this over the coming chapters but suffice to say that one of the main tools available to you as an email marketer is the content on your blog. Here, the aim is to impress your visitors with your knowledge, your great writing and the value that you provide through your blog. If you do this well, then hopefully they will be left wanting more and it's at that point that they'll consider signing up to your mailing list. Again, you don't want to force them to have to look around for your mailing list at this point, instead it should be right in front of them and ready for them to click right away.

And of course there's also nothing to stop you from recommending your mailing list within the body of your text. In fact, this is something that we'll be recommending a lot throughout the course of the book. If you've just written a great blog post and you think lots of people are going to sign up to it, then why not include a call to action at the end:

'For more great content just like this, why not sign up to our weekly newsletter?'

You should thus embed your opt-in forms at the bottom of these pages and you can even use plugins that will let you automatically include your form at the bottom of each and every post.

For the homepage of your website, make sure that your opt-in form is nicely front and center. Many marketers recommend making homepages double up as a squeeze page of sorts and you can even place the form right below the heading and by-line for your site if you want.

The key thing to ask yourself as you design your homepage, is: what is it you want people to do when they look at your site?

This might sound like a very simple and straightforward question, but it's something that surprisingly few people can confidently answer. The result is a website that is not optimal in performing the best functions and that means people end up looking around not sure what to do and ultimately leaving.

If your homepage is designed like a funnel to capture e-mails though, then your audience will be more engaged because there will be a clear way for them to interact with the site and you'll end up collecting *many* more email addresses for your list at the same time. When done correctly, this should mean that your whole web design effectively points to your mailing list, such that your images subtly point in the direction of your form and all the text leads to the opt-in boxes.

### *Using Widgets*

Another smart move is to use a widget. These are a simple tool to use in WordPress and they can greatly increase the number of people who find your opt-in forms and just how easy they are to discover.

When you look at most website designs, especially those built using WordPress, you will likely notice that they have a main section down the middle and then often a sidebar on one or both sides. This sidebar is now a perfect place for you to place an opt-in form as it will be present across the entire website. This is what you call a 'site wide' display.

The only risk with using widgets is that they often don't exactly jump out and grab attention, what with them being off on the side of your site. Don't make the mistake of just 'leaving it there' and hoping people are going to sign up on their own!

# Double Opt-Ins and Fields

When creating your opt-in forms you'll have some options that go beyond just the initial look of your form. For starters, you may have to choose whether you want a double opt-in or not – though some autoresponders will force you to have this in place.

What is a double opt-in? Basically it means that when someone new signs up, they will have to confirm their intention via a second e-mail, rather than being immediately added to the list.

This is actually something that you *want* to include where you have the choice. For starters, double opt-ins are your biggest defense against spam and against people who give false details. If your website is behind an opt-in wall, then people will often just enter 'Donald Duck' into the field and be done with it.

What's more, double opt-ins ensure that your new users are going to be genuinely interested in your e-mails and that they're going to engage with your messages. The point here is that if someone isn't willing to click 'okay' to confirm their subscription, then they're not particularly likely to read your subsequent messages and they're not particularly likely to buy from you. Double opt-ins filter out people who aren't really bothered about your e-mails, which saves everyone a lot of time.

Finally, this gives you some protection if you're accused of sending messages cold and against the wishes of the sender.

The next choice you'll need to make is how many fields you want to add to your opt-in forms. Here you can choose to have a name and an e-mail address, or just an e-mail. You should aim to have at least their name collected as well though, as that way you'll be able to address the recipient by name which helps you to beat spam filters *and* helps you to stand out in their inbox.

As well though, you can also choose to receive all kinds of additional information about your subscribers if you want to: such as their age, gender, location etc. The more information you collect, the more valuable your subscribers will be and the more options you'll have with regards to targeted messages. On the other hand though, people are reluctant to give out too many details and this *can* feel like an invasion of privacy. It's your decision how much you want that extra information and whether it's worth potentially losing some good subscribers for.

As a general rule, name and e-mail is normal and this is probably a good place to start. Of course you can always conduct surveys *via* your e-mails in order to get more information about your audience subsequently.

# Using Pop-Overs

At this place, nearly everything is in place in order for you to start creating content and to start marketing – the two key activities that will help you to grow your list.

But there's one more tool to consider that can be *highly* effective when it comes to building your list, and that's to use pop-overs.

Essentially, a pop-over is an opt-in form that appears in a window over the top of the page that you're reading. This is a little different from a pop-up. Whereas a pop-up opens in a separate browser window or tab, a pop-*over* instead just appears ontop of the current page you're reading. Unfortunately, this has the effect of obscuring whatever content is on that page but at the same time this certainly ensures that it gets noticed and that people won't miss it.

This is walking something of a fine balance then. On the one hand, you're making sure that your pop-over is getting seen but at the same time, you're trying not to frustrate the visitors too much by standing in the way of their getting the content they're after and leaving.

Is it a good idea to use this sort of method? While you might be inclined to think not, it's actually something that you should definitely at least consider.

Chances are, that if you have spent much time *at all* on the web, then you're familiar with pop-overs. Pretty much any website you go to on the topic of health, on the topic of making money or on a range of other subjects, will greet you with a pop-over that you'll need to close before you can proceed.

As a potential email marketer yourself, what you need to be thinking at this point is: why would everyone be doing this if it wasn't effective? Indeed, this is a *highly* effective strategy and many of the top bloggers on the web – including the likes of Tim Ferriss – say that it's the single *most* effective tool they've used to increase their subscribers. And they will tend to quote amounts of 100%, 200% and upwards for how much it increases

their subscribers by. Tim Ferriss goes as far as to say that he's *aware* of how it can frustrate visitors and that he was reluctant to do it, but that he simply could not argue with the results and it seemed foolish *not* to employ the technique in light of that.

The thing to understand, is that a pop-over *forces* your visitors to engage with a form that they might otherwise have missed and it gives you a perfect opportunity to extol the virtues of said list. You can explain what makes the list so exciting and why they should sign up and you can show off your incentives.

Pop-overs are also relatively simple to implement, giving them a very attractive ROI in terms of the work involved to set them up. You should find that there are plenty of free plugins for WordPress that let you add pop-overs to your site for free and these are very intuitive to use. Some have smart features too such as the ability to choose video footage for the background, or to include video *in* your pop-over. These can really grab attention and increase your conversions.

One popular tool you can find to add pop-overs to your website is 'SumoMe'.

# Keeping Your Pop-Overs Minimally Disruptive

All this said, you still very much need to ensure you are keeping your pop-overs are minimally invasive as possible. You really don't want to frustrate your visitors, because doing so is only going to mean they don't want to sign up and they don't want to engage with your brand in future.

To avoid pop-overs being annoying, there are some dos and don'ts you can follow, which are outlined here for you…

**Do** make sure that your pop-over is mobile friendly. This is an *incredibly* annoying mistake that a lot of bloggers and email marketers make, simply because they assume their plugin works and don't test it. Many pop-overs though look wrong on smaller displays and worse, this causes the cross to disappear off the page meaning that the visitor can't close the window. This means they're now not only frustrated but actually *unable* to get into your site in order to engage with your brand or be wowed by your knowledge and expertise. This is an entirely destructive result that will seriously harm your conversions and your reputation alike.

**Don't** use manipulative language. Again, very annoying. If you've seen a lot of pop-overs then you might have found that some of them force you to admit to stupid things in order to close them without signing up. This means they put words in your mouth and it's so transparently manipulative as to be very off putting. An example might be a weight loss eBook that has two options:

"Okay, sign me up! I can't *wait* to start losing weight…"

And

"No thanks, I'm too lazy to start a workout regime/to get the body I want…"

Don't do it, it's vulgar.

**Do** use smart metrics to prevent your pop-over from being annoying. Remember when we talked about 'terminal points' on landing pages? We discussed how the *best* time to show someone your opt-in form was just as they were about to leave the page. At this point, they've read your pitch and they're ready to take action. We also mentioned how they *didn't* want to sign up before you'd even introduced yourself.

So for that same reason, you should make sure that your opt-in form doesn't appear the moment they load your page. Why would someone give you their details when they've only just visited your site for the first time? At this point, they don't know who you are and you haven't given them any reason to trust you or to think you know your stuff. It's also highly annoying and a lot of people will just leave at this point.

*Instead,* wait until they've been on your page for a minute, or until they've scrolled down the site slightly and *then* bring your pop-up to their attention. This way, they have shown that they're interested in your content and they've engaged with what you have to say. They know a bit about you and they know the sort of thing they can expect to get from your mailing list. What's more, they feel as though they've received value from you and they're happy to respond by giving you their email as a kind of 'thank you'.

Most plugins include these kinds of options. Another great trick is to have your pop-over appear only wher the visitor goes to leave the page.

**Don't** show the pop-over multiple times. You *really* don't need to show your pop-over to someone who is already subscribed to your mailing list and you likewise shouldn't *keep* showing it to someone who has already said no. Again, you can find these settings in most good plugins.


Okay! So those are *all* the very most fundamental tools you'll need to set up your list and to start collecting e-mails. From there, it's time to start marketing, to start writing emails and to start driving traffic!

# Chapter 3:

# The Fundamental Keys
# to List Building Success

If you hope to be successful in your list building activities, then you need to go about it the right way. You now have the basic set-up for your mailing list and you should understand the process: send people to a website or a landing page, then get them to sign up.

But to *really* understand how mailing lists work, you need to understand the psychology, you need to understand the business model and the value. This is what makes the difference between spinning your wheels for years getting nowhere, or having a highly successful campaign that leads to thousands of subscribers in no time at all.

This chapter is going to lay out the secrets to doing list building *right*. This is where we go beyond the 'technical' side and start looking at the 'art' of list of building the *smart* way.

## The Importance of Value

Every single business model is based on value. At their core, any service or product is designed in order to offer value and the only way that companies earn money is by finding ways to provide additional value on top of the *monetary value* that their goods cost to produce.

This also goes for specific components of a business – such as list building. Your list building activities are essentially microcosmic small businesses and that means that you're ultimately aiming to provide value in exchange for value.

The value *you* provide in this instance is information, entertainment, discounts, great products and discussion. In exchange, you *receive* value in the form of contact details that can later be used for marketing purposes.

In order to be successful then, you need to make sure your emails are *truly* providing the end user with value. And more importantly, you need to be able to convince them before they sign up, that they will be getting good value in exchange for giving you their details.

Stop for a moment to think just what an imposition this actually is. Many of us can't be bothered to unsubscribe from mailing lists and often it's actually much more difficult than it should be. That is to say, we don't normally sign up to mailing lists unless we intend to *stay* signed up. As such, when we give someone our e-mail address, we are effectively giving them permission to contact us whenever they want... *forever*. We don't know these people and we probably already have far too many messages in our inboxes that we don't want.

So in order for us to *willingly* hand over that information, we better be pretty *darn* sure that we're getting decent value in exchange.

# Creating High Value E-Mails

How do you convince someone that your emails are high value?

Well, one of the first and most important things to do is simply to ensure that the e-mails *really are* high value. This will not only make it easier for you to promote them without lying but it will also mean you can sell the mailing list through simple descriptions and even samples and screenshots.

At the same time, you should also make sure that your emails are high value because this will prevent people from unsubscribing from your messages and it will ensure people actively read the content you send.

There's actually *zero* value to you in having a mailing list filled with people who are sick of your content and who don't read it. Good list building is *not* just a matter of numbers – it's a matter of quality. The quality of your list is going to be directly related to the quality of your emails.

To provide value through your emails then, you have numerous different options at the same time, you have a few things that you need to *avoid* doing.

The first thing to avoid, is using your mailing list simply as a place to advertise the products and promotions that you want to sell. This has absolutely no value to anyone except for you and as soon as someone gets the impression that your mailing list is just for marketing, they will unsubscribe, they will block your address or they will just ignore all future messages.

Again, think of your own e-mail inbox. How many marketing messages do you get daily? How likely on a scale of 1-10 are you to open a message with the headline:

"GREAT MONEY OFF DEALS!"

The answer is probably *-10*.

Instead then, you need to design your e-mail headings the same way you would design great content. You need to turn your e-mails into *articles* and treat them almost as products in their own right that people might actually buy. Your subscribers *are* buying these emails – they're just paying with information rather than money.

So you want to fill your emails with exclusive, unique and fantastic content that you wouldn't find anywhere else. We'll look at this in more detail in future chapters but for now, suffice to say that it needs to be stuff that people would actually read.

You can even go further by giving your subscribers additional media through your mailing list. You can turn your emails into newsletters with lots of nice fonts and images for instance or you can even make them into beautiful 'eZines' that people will be excited to read. These are nice glossy PDFs that people will be excited to hear about. Again, we'll talk about all this more in future. Go here: http://EzineWholesaler.com

# Promoting High Value E-Mails

You can give away free gold in lumps but you won't get any customers if nobody knows about you.

So in other words, no matter how amazing your emails are or how much incredible value they're offering, you won't make much money from your list unless you can convince people that they're getting value.

How do you do that? Describing your emails is one way to do that, but of course *you* would say your emails are full of value.

Much better is to use a more subtle approach and to get people to draw their own conclusions. And the way you do that is with content marketing.

This means that you're going to bring people to your website via social media and via Google and get them to read your articles. When they read your blog posts, you're then going to again deliver as much incredible value as you can. That means that you're going to make every article you write into a standout masterpiece that people are just speechless over. Likewise, your website should be designed to perfectly appeal to a very specific person – the kind of person you want to subscribe to your list.

They should in other words be so blown away by the value that you're *already* delivering, that they end up thinking that they'd like to get more value from you. They think 'if their blog content is this amazing, then the VIP email content must be even *more* incredible'.

This is an excellent approach and basically amounts to giving away a free 'taster' of your content before they sign up for more. This is the exact approach Starbucks use when they have Baristas standing outside handing out free shots of their Christmas coffees.

And what you're starting to see here is the beginnings of a 'sales funnel' and the beginnings of how this whole process works.

The general rule that you'll often hear is that it takes 'five touches' before you can convert a prospect into a buyer. That means, you need to interact with them five times before they'll be inspired enough to exchange money for what you're offering.

Of course that number is somewhat arbitrary and yet again, the quality of those touches matters much more than the fact that you're using five of them.

A better way to think of this is as being a 'foot in the door' approach. You're taking incremental steps in order to build trust and interest and to create authority. Very gradually, you're then asking the lead to invest more and more in your brand until the point where they're now paying money.

So they go from someone who has seen you on social media, to someone who is *following* you on social media, to someone who is subscribed to your mailing list, to someone who has now paid for your product. You need to *keep* providing excellent value and to keep providing *more* in order to get benefits from this.

And this doesn't have to be a subtle or gradual thing either. You can *directly* demonstrate the link between your website content and your mailing list and you can highlight that step for your audience by putting a call to action right in the body of your content. This is something that too few bloggers and other websites do, but if you have great content on your website that people are engaging with, then why *not* end that post with a request asking someone to sign up to your list?

Of course you *could* put a request asking someone to buy a product here, but there's a good chance they wouldn't want to make that step if they've only been to your website a few times. On the other hand though, if you put in a request for someone to join your mailing list, it might seem like a much more subtle step and something they're more willing to do. And from *there* now they're committed to your brand, you'll have a much better chance of getting them to buy from you.

# Aggressive Marketing

All this talk of delivering quality content might have you thinking that this is an eBook for softies. This is a softly-softly approach sure, but that doesn't mean that you can't also be aggressive in other ways. In fact, it's highly advisable that you *are* aggressive in other ways.

Marketing, whether you're talking about digital marketing or door-to-door sales, is all about promoting yourself, persuading people and not taking no for the answer. The same goes for email marketing: you need to put yourself out there in a number of ways and you need to *keep* shouting about the benefits of your mailing list.

This is where a lot of marketers go wrong and it's why not everyone has the luck they *should* have with email marketing. The mistake is simply to add an opt-in form to a website and then hope that people find it and sign up. But if you do this, then you're going to have a situation where no one is really aware of the mailing list or *why* they should sign up to it.

Even if you're promoting your website well, a lack of information about your mailing list will prevent you from being successful.

Compare this to a strategy where you're constantly telling people about your mailing list, where you're actively getting e-mails from people *in person*, where you're talking about your mailing list in videos, where you're buying new subscribers and where you're adding calls to action *into* your website content and you have an entirely different approach that will be vastly superior. *This* is the kind of approach we're looking at in this book.

Something I always say, is that if you want *any* kind of internet marketing to pay the equivalent of a 'full time wage' then you need to treat it like a full-time job. The same goes for e-mail marketing, if you want this to be profitable, you need to put the work in. You need to make your email list *sound* amazing and you need to deliver on that promise.

# Laser Focus

But despite this aggressive 'putting yourself out there', it's also important to maintain a laser focus when it comes to targeting these emails and making sure they're finding the *precise* right audience. Remember again that our aim here is not to build a *massive* audience but to have a highly targeted list of people that really want to buy from us.

That means looking at the right market. In other words, it means knowing who our target demographic is and what type of person we should be selling to. At the same time though, it means knowing *when* that person is likely to be ready to buy from us and it means having a list of people who spend money online and who aren't looking for freebies only.

It also means making sure that this targeted audience trusts you and believes in your content. This is another reason that providing value right from the first moment is so important: this is what will make them someone who actually *wants* to buy from you.

It's better to have a mailing list of 1 person who will buy anything you suggest than it is to have a mailing list of 1,000 who never open your emails or who don't like spending money on the internet.

# Chapter 4:
# Using Incentives to Generate Leads

If you want to get more people to sign up to your mailing list (and you definitely do) then one of the best things you can utilize is some form of incentive. This is one of the most popular methods available but it's actually just one – and beyond writing the best possible squeeze page there are numerous other things you can do in order to make sure you're getting as many subscribers as possible.

And one of those things is simply to offer some kind of incentive to sign up. This basically means that you're offering even more value in exchange for those e-mails, because you're giving your subscribers something away for free.

Now people have an *extra* reason to sign up to your mailing list and if they were on the fence, then this freebie will hopefully encourage them to make the good decision. At the same time, it also helps to generate good will and it gives you yet *another* opportunity to demonstrate just how capable you are of delivering valuable content and products.

In this chapter we're going to go over the main incentives that often get used for increasing subscribers. We'll see what the advantages and disadvantages of each method are and we'll look at some of the things you can do to make the method even more effective. Go to: http://GiveawayWholesaler.com

# eBooks and Reports

The single most popular incentive for encouraging people to sign up to a mailing list is to give away an eBook. This will most likely be a PDF that will come as an attachment and contain anywhere from 5-15,000 words of content along with images, nice formatting etc.

A 'report' is like an eBook but is simply much shorter – often closer to 1-4,000 words. These are easier for you to make but of course offer a little less value in exchange (though they can also seem 'less desperate' which will likely depend on the nature of your audience).

If you've been on the web long, then you may have noticed that a lot of digital marketers are selling eBooks. In fact, they're selling eBooks for a *lot* of money – often as much as $35 or even $100. This is something we're used to seeing now and it means that when of money – often as much as $35 or even $100. This is something we're used to seeing now and it means that when *you* come along and offer the eBook completely for free, that seems like *amazing* value. People love getting free things and if they think the eBook is

going to be nicely designed and something they can enjoy reading in their spare time, then they'll be much more likely to put down the money and make the purchase.

On the other hand though, eBooks cost nothing to make. With any product you need to consider a figure that is known as COGS. COGS stands for 'Cost Of Goods Sold' and this essentially tells you how much it cost a company to make each copy of the product – taking into account the price of the materials, the cost of the manufacturing process, the delivery, the storage etc.

In the case of an eBook, the COGS is zero. This means that you lose absolutely nothing by giving the product away completely for free and that's a great bonus.

In order to get your eBook to ship and thereby to encourage lots of subscriptions, you need to pick a subject with a great value proposition and then you need to really sell that value proposition as hard as you can.

A value proposition is essentially a term that describes where the 'true value' in any product lies. The saying goes that you 'don't sell hats, you sell warm heads'. Here, the true value is the warm head and that's *why* you're able to sell the hat for more than the value of the materials.

As for your eBook, your value proposition comes from whatever the aim of the book is. If your book aims to help people get amazing abs, then your value proposition is confidence, a sexy stomach and attention from the opposite sex. It's the freedom to take your top off and walk around the beach showing your washboard stomach.

If your eBook is about making money online, then your value proposition is financial freedom, money, success and a sense of pride that comes from being a self-made man or woman. It's sitting on a beach somewhere typing.

Or maybe your eBook solves a very specific problem for a very specific niche? Maybe you're targeting window cleaners and your eBook explains 50 tips to increase profits. In this case, your value proposition is much more straightforward – it is a more efficient business.

Either way, *this* is now the additional value you're offering on top of your mailing list. This is what you need to sell in your squeeze pages and calls to action. The aim is to get them to really imagine that feeling of being rich, strong or better at their job – and then to hit them with the amazing news: it's free!

# The Dangers of Giving Away eBooks

That said though, this also isn't a perfect strategy and giving away free eBooks *does* run some risks for your business. The first of these is that it threatens to look a little cheap. If you're effectively begging someone to sign up and you're willing to give that much value for free, people may jump to the conclusion that you're desperate, it's a trick, or the eBook isn't really that good. This is why offering a report can actually be a *better* move in some cases.

The other risk is more serious: this can actually be an example of bad targeting. When you give something away for free you see, you might risk attracting the kind of subscriber who loves freebies. And maybe the kind of subscriber who loves freebies *isn't* the kind of subscriber who is likely to be willing to buy products in the future. Maybe they're not a terribly useful person to have on your mailing list for that reason!

This is worth considering strongly when giving away anything with too much value and you'll need to weigh up the potential pros and cons yourself. It may not be as much of an issue depending on your business model: if your product is something people *need* for example then this could be a more moot point.

Or perhaps you're really smart and you're going to use the eBook as a Trojan horse? If you're selling an affiliate product then you can include your affiliate links within the body of the eBook and that way you might make money directly *from* the eBook rather than *from* the mailing list!

At the same time there is a flipside, which is that you might be thinking about selling products *like* eBooks. If the product you're selling is an eBook, then actually giving away a free eBook makes a *lot* of sense. Why? Because it gives you the opportunity to show just what amazing value you're capable of offering so that they'll be much more excited for your future products. Just make sure if this is your game that the eBook you give away is genuinely amazing enough that people *are* inclined to seek out more of the same and at the same time, make sure that you have a way to make the paid product look hat much more valuable and exciting. This is important not only to make it worth having but also because people will wonder why you're able to give this book away free and not the other.

## *How to Create eBooks and Reports*

If you're going to be giving away these free eBooks and reports, then of course you're going to need to create them in the first place. If you're not a born, natural writer, then this might be easier said than done, so what do you do?

One option is to outsource the process to others. If you use a website like UpWork, Elance or People Per Hour, then you can find paid writers who charge by the word. Often you'll be able to get an eBook around 5-10,000 words written for something

between $100-$500 dollars. You do get what you pay for though, so ensure that you're not cutting too many corners cost wise. Here's what I use: http://idcibc.com/go/?outsource

Another option is to buy a ready-made eBook that you can sell. To do this, you need to look for an eBook you can buy with 'PLR'. PLR stands for 'Private Label Rights' and that essentially means you can do whatever you want with the product once you've bought it. This could mean editing it too if you like. The great thing about these products is that quite often they also give you the marketing materials to go along with it – you might well get a ready-made squeeze page!

Some websites where you can get products to rebrand and giveaway:

- PLR Wholesaler – http://PLRWholesaler.com
- White Label Wholesaler – http://WhiteLabelWholesaler.com
- iBook Wholesaler – http://iBookWholesaler.com

Finally, if you have the writing prowess but just don't have the time, then bear in mind that you can actually re-use content from your website. This may mean that you take content from your site and then collate it into a book with a table of contents. Alternatively, it might mean that you write content especially for the book but then use it on your blog as well over the coming months to get more value and benefit.

This might seem like it would get you into trouble but in fact you're not doing anything wrong. The only reason you can't normally use your own content more than once on the web is that Google doesn't index it meaning it probably won't come up in searches the second time (otherwise a Google search page could be filled with lots of links to the same content!). In the case of an eBook, Google won't be able to find the content anyway because it will be a PDF that's being sent out by e-mail and that isn't being linked to.

And the people who subscribe to your e-mails to get the book shouldn't mind either. After all, it's highly unlikely anyone will have read your entire blog so there will be some unique content here for everyone. For those people who *have* read a lot of your blog, you can simply include a few exclusive chapters to ensure they're getting good value. And if they're still not happy? Well, they haven't actually paid for anything so it really shouldn't upset them all that much!

# Other Products You Can Use as Incentives

There are actually a plethora of other products you can use as incentives too. One example of this would be an app. This is something you don't see all that often but actually it makes a lot of sense.

For starters, apps are actually quite quick and easy to create and you can even use a number of online app builders to make a cross platform app from some images and

content in minutes. If you have more skills and want to create something more advanced that's even better and of course, outsourcing is still an option too.

Once again though, you'll now have a product that costs you nothing to give away but that seems to offer a lot of value. Again, most people are used to having to pay for apps! If your app looks exciting in screen shots, then you have an even more *visual* incentive and better yet, it will make you stand out seeing as it's a less common strategy.

You can then also talk about the app in your content in a way that will make it sound interesting and exciting:

"Of course subscribers will have access to the app and can do this at home for themselves…"

Other types of products you can give away for free might even include *physical* products – as long as they don't cost you too much to product. If you can bulk buy a large shipment of branded products for instance – such as logo t-shirts – you can give these away to subscribers for free and that will in turn give you the added benefit of getting free marketing every time they wear them. It's also a great way to make them feel like a part of your brand and to build good will.

Obviously the downside of giving away a physical product like this is that you now *do* have overheads. This means that you're going to have to consider it a loss-leader, with the aim being to lose a bit of money upfront in order to build a list that will be more profitable in the long run.

And to prevent this from putting you out of business, you can use the strategy somewhat more intermittently. For instance, you could have 100 t-shirts to give away to the first 100 subscribers; a great way to get some momentum when you're first launching your mailing list for the first time.

Alternatively, you could use t-shirts in a contest…

# Services, Contests, Entry Walls and Other Tricks

Contests are of course an excellent way to offer some value to your subscribers without the risk of losing thousands of dollars yourself.

Here, you simply say that people who subscribe will be entered into a draw every month to win X. If you think that people will happily pay several dollars a week to play the lottery, it stands to reason they should be happy to do something similar *for free*.

At the same time, this then gives your readers an excellent incentive to click on and open your messages – they'll need to in order to find out whether they're one of your winners!

Note that, as you might expect, the higher the value of your prize, the more effectively you'll be able to encourage more people to sign up!

There are other ways you can incentivize your mailing list without actually giving anything away too. One example of this is simply to put some of your website content behind an entry wall. Simply, you state that in order for someone to access certain articles, they first need to become a 'member' and this in turn might be enough incentive.

Likewise, you can also write one of your articles and then create a 'part two' that will be provided to your subscribers. This is a great incentive you can use *off* of a squeeze page and in your content instead. Write an amazing article that people are excited to read and really get a lot from, then say that you'll be sending 'part two' to your subscribers soon. This gives readers another indicator of the kind of value they can get by signing up thereby incentivizing the action.

Going back to the idea of 'membership', this is generally another good way to get people to sign up for a mailing list. In fact, you probably get all kinds of emails from businesses and stores that you're not really interested in, purely because you had to 'sign up' to the site in order to buy from them.

You can do the precise same thing if you are selling the product, but also if you're providing a service of any kind. And this service extends to web apps…

So if your website has a forum, if it has some kind of profile page, or if it provides a tool such as a tax calculator or a calorie counter, then that will give you a perfect opportunity to collect e-mails.

You can even do this with something much simpler, like a personality quiz. If you've ever completed a quiz in order to find out 'Which Friends Character' you are (Ross), or 'What Type of Cheese' you'd be (stilton)… then you'll know these can be fun and addictive. It's not a big push then to ask for an e-mail in exchange for the answer.

Do bear in mind though that if you go this route, then you are getting dangerously close to 'tricking' people into signing up for your list which only makes for a very low quality list in the long run and isn't really worth it.

The problem with something like this is that people will now be giving their e-mails because they feel they have to and they will thus once again have less incentive to actually read your marketing messages as a result.

Whether or not this proves to be an issue for your specific business model is *once again* dependent on how you're aiming to make your money.

# Using Incentives to Target the Right Kind of Customer and Encourage Engagement

How about we turn this idea on its head and instead of using an incentive to get people to sign up, we turn our mailing list *into* the incentive. This way, our incentive is also going to encourage precisely the *right* kind of customer – the kind of person who is actually interested to read the e-mails. They signed up because they *wanted* to read what we have to say!

Better yet, you can also use your incentives to precisely target people who are willing to spend money. Even people who are willing to spend money on the kinds of products you're going to be selling. How can this be possible? Read on and you'll see that it's surprisingly straightforward...

**News**

One way to get people to sign up and at the same time express an interest in buying your product, is to get them to sign up for news regarding an up-coming product. So if you're working on something, you just make it sound amazing and in fact like it might be ground-breaking or life changing for your potential customers. Then, all you do is tell those customers that they'll need to sign up if they want to hear more and get the opportunity to buy.

Let's say you're creating a protein supplement that can help people to build 'twice as much muscle as any other product'. That sounds exciting right? So give a little bit of the science to give people a reason to believe you and then explain how it's going to be affordable and how they can sign up to hear more.

The great thing about this strategy is that you'll find people will sign up to hear more even if they wouldn't have bought the product there and then. If you had said 'Buy Now', this would have meant spending money and so despite wanting the product, they may just have left. But if all they're doing at this point is handing over an email – that's much less of a commitment. *But* you now have limitless opportunity to convince them subsequently that your item really is worth the money you're going to be charging from it. These people have now signed up to your mailing list *in order to buy something*. This is an incredibly valuable person to have added to your list!

**Discounts**

Another way you can offer discount is by giving someone money off of an item. If you're selling something, then simply say that people can get 10% off if they sign up to your mailing list. This is a small loss leader but negligible – you'll still be profiting and in fact you might find that it increases your turnover and thereby your profit. What's more

though, you'll now have a direct line of contact with proven customers, meaning you'll be able to sell again and again.

What's more, you can also use discounts in a far more vague manner if you want to. This can simply mean saying to your audience that they can 'sign up now to get lots of great special offers and discounts'. This is a really great way for you to incentivize your list and attract people who are clearly at least *theoretically* interested in spending money.

**Making the Mailing List the Incentive**

We've already discussed this to some extent but the other method you can use is simply to make the mailing list itself into the incentive. Here, you simply make sure that your mailing list is high value (which we already discussed) and then you ensure that your audience know about that value and really want the mailing list as a result.

As mentioned, this could mean that you continue to discuss popular articles within your mailing list. Alternatively, it could mean that you describe the mailing list as being your 'VIP members club' (which makes it sound exclusive *and* which offers the promise of membership and belonging – very valuable and effective bargaining chips). You might also turn your mailing list into something more obviously exciting such as a newsletter or an ezine that looks glossy and has lots of nice images and formatting.

Either way, you can this way ensure that your subscribers are much more likely to click to open your messages. In fact, at this point they should now be *excited* to click and open your messages to the point where they look forward to getting them. And as long as you deliver on the promise, they're going to keep feeling that way.

# Bringing It All Together

Of course you don't have to choose just one of these incentives – you can actually incorporate all of them together for maximum effectiveness. That might even mean having multiple squeeze pages, or it could just mean having lots of different selling points promoted through different channels.

Perhaps your squeeze page talks about the free report or eBook. But then on top of that, you also run a competition through social media at some point, have a membership part of your website and put calls to action in your website content talking about your VIP members' club.

The more of these you combine, the more incentivized your audience will be and the more highly targeted they will be.

# Chapter 5:

# How to Write and Design Your Squeeze Page for Maximum Conversions

In chapter 3, we looked in detail at the kinds of strategies that make all the difference with e-mail marketing. We discussed how the key is to provide *value* and to give email marketing the respect it deserves as a legitimate exchange of value.

But we've also talked about the value of using landing or 'squeeze' pages and how they're a very useful and important part of your set-up.

And in many ways, the two *might* well seem to be at odds. Because all your doing with your squeeze page is convincing people how wonderful your mailing list is and that they should sign up. So what gives?

## The Role of the Squeeze Page

Well really, the key to understand here is that your 'content marketing' strategy and your 'squeeze page' strategy are two different things. While the content marketing is all about delivering value and building trust to ensure a highly targeted audience, a squeeze page provides you with a much more 'shotgun' approach to getting people to subscribe. This is casting your net large and for some business models that makes more sense.

What's more, is that a squeeze page gives you a single end point that you can send people to if you want them to subscribe. This is where you'll point your PPC and this ensures that when you're paying for visitors, you are as likely as possible to convert them into subscribers.

You may decide that a squeeze page doesn't suit your business model which is fine. For most people though, the most sensible approach is always going to be to set up *both* so that you have multiple channels driving new emails to your list. What's more, we've seen how certain incentives can actually help you to ensure that your list is *more* targeted than it otherwise might be. With the right incentive you can encourage people to sign up because they're interested in learning more about your product and that is perfect fodder for a squeeze page.

# An Introduction to Persuasive Writing

As an email marketer, you're going to be doing a lot of persuasive writing in your time and this is far from the only instance where it will be useful. Nevertheless, this is a good place to get your first introduction: building your mailing list through a squeeze page.

While you can use a smart design and a good incentive, the effectiveness of your squeeze page is ultimately going to come down to your ability to make the mailing list *sound* inviting and to make your free gifts sound good too. This is the single most important aspect when it comes to build a big, targeted list quickly. So how do you do it and what challenges will you be facing?

**The Challenges and How to Overcome Them**

In terms of challenges, the first obstacle you face as a persuasive writer is getting people to read past the first line. The unfortunate reality is that all of us are incredibly overworked and over-rushed these days and most of us have a thousand things we need to be doing. Reading about mailing lists is rarely one of them!

Making matters worse, we've all seen a million similar pitches and we're constantly being bombarded with adverts and other marketing messages. We have become cynical and tired of being marketed to and studies show that the web has literally shortened our attention spans to the point where we're unable to read long passages of text without checking Facebook.

For the internet marketer this is bad news because it all means that it's *incredibly* hard now to get someone to stop and actually read what we have to say.

So how do you overcome these problems?

## *Overcoming Distraction*

The first tip is to make sure that your writing is spaced out with a nice large font and with lots of paragraphs. Small, dense passages of text are *not* inviting and they usually get ignored. Likewise, you need to make sure that you use big, bold headings that are highly descriptive. In fact, your bold headings should be descriptive enough that they *alone* tell the entire story of your product. This is important: you want to ensure that the headings explain everything about why people should be excited for what you're selling and why it's such a good deal.

This way, you appeal to the skim readers who don't actually engage with the paragraphs – and that's important because it describes *most people*.

Similarly, you want to use short, sharp sentences. And you want to make sure that your reader keeps scrolling down the page – remember, we mentioned briefly that getting

people to scroll is a good way to make them feel as though they're engaging with the content more and becoming more committed as a result.

The next trick is to open up with a narrative structure. Like a story. This is an excellent strategy because it's entertaining and because people really enjoy stories. When we hear a story, we often find it very difficult to stop listening before we've heard how it ends, even if we're not that interested in the story itself! This is why you watch those rubbish films all night and end up going to bed at 2am.

We've been telling stories for generations and we seem to have evolved to enjoy this method of passing on information – use it to your advantage.

Also very important is to talk in a manner that sounds conversational and that flows very easily. Speak directly *to* the reader and use the word 'you' and 'I' a lot to make it seem personable. And in terms of flow, try reading it through yourself – out loud even – and see at which points in the text your attention starts to drift. These 'break points' are things you need to fix so once you've found them, you can go back and patch up those specific sections.

## *Overcoming Cynicism*

The next trick is to overcome cynicism. The unfortunate fact of the matter is that most people don't believe you, even if you're well intentioned. As mentioned, this boils down to the fact that people have seen thousands of similar landing pages and have probably signed up to useless junk mail in the past.

So you want to avoid sounding like 'just another' of these scams. Likewise, you want to make sure that your free eBook isn't just another 'set of empty promises'.

And by the way, that sentence above is a clue as to the first strategy you're going to use: which is to *acknowledge* the concerns that your readers have and tackle them head on. That is to say, that people are understandably going to be concerned for various reasons and so your best strategy is to explain why they shouldn't have these worries. By anticipating what their concerns might be, you show that you're different and hopefully you show that you understand your customer.

As above then, you do this by saying 'and this isn't just another annoying messaging list!'. Or by saying: 'I know what you're think, it's just another scam right? Wrong!'.

Another method you can use is to appeal to various outside sources. Of course you have an ulterior motive, you're trying to collect e-mails and in doing so, you're trying to make money. So of course, you're not to be trusted!

Instead then, rely on authority figures and others to encourage people to sign up. Or instead, use statistics.

When telling people about how effective your eBook on Day Trading is, quote some figures about how much people earn from trading. Likewise, put in a quote from a

doctor when talking about your fitness eBook. This sort of things lends more weight to what you're saying and while we know that this information is relatively easy to come by and even easier to manipulate, it nevertheless does generally work in building trust and belief.

Some companies will go even further and attempt to market *themselves* as an authority figure. An example of this would be 'Dr. Organic' – a company that sells health products and actually has the name 'doctor' in its title!

You can also simply build on facts in order to reinforce beliefs. Apples and red, yes? And apples taste nice, yes? This book is red, we can agree on that.... So the book must be nice!

Of course you can be a little less transparent about it than that, but this basic principle still applies and can be very effective when used correctly.

Finally, make sure to put in some 'social proof' in the form of testimonials and quotes from other people. Not only does this further back up what you're saying, but people also like hearing from others because again it gives them a chance to feel like we belong and to feel like we're doing 'the right thing'. If everyone else likes your product, it *must* be good.

If you don't have any testimonials you can use, then try asking some of your current email subscribers. If none of them respond, try making it easier for them by writing testimonials and then asking if it's okay to put their names to it.

## *AIDA*

Throughout all this, you should also be focusing on AIDA. AIDA is an acronym for 'Awareness, Interest, Desire, Action' and these are essentially the big things you need to accomplish throughout the text of your squeeze page.

That means you need to tell people what your email list and your free product are about (awareness), you need to explain what makes them different (interest), you have to make people want them (desire) and you need to encourage action (um... action).

The first steps: awareness and interest are very important when it comes to preventing people from simply leaving your page and not engaging with the content. Once again, remember that everyone is in a rush and they don't have time to read reams of information just to find out what your product is about. If you want to make your items sell, then you need to make sure people know what they are right away. The same goes for a mailing list. Interest only reinforces this.

Start with a narrative and a build-up yes, but don't be coy. Get straight to the point and at the very least make sure people know what the 'value proposition' of all this is. People will put up with a lot *after* that point, but they won't read on without knowing anything about what you're promoting for long before they get frustrated and bored.

And this value proposition is also what you'll be using for the next critical part of the process: desire. Most important of all is getting people to *want* what it is that your selling or in this case offering for free. That means you have to offer some kind of value that can theoretically make life better for the person reading and you're going to be doing this through your mailing list itself, through the product you're using as an incentive *or* through both at the same time.

And throughout the process of your message you need to get them to really picture this value and to imagine how much better their lives will be once they have signed up. You need to get them to imagine looking forward to reading the emails themselves and better yet to think about all the ways the free ebook or new product will change their lives.

That's desire and if you were selling a product you would finally encourage action by getting them to act quickly while they're on that emotional high. You might do this by introducing a little bit of anxiety – using time pressure for instance or scarcity to make them think they should act quickly.

In the case of a free email list, you don't really need to use this kind of tactic. Nevertheless, it can help to try and really encourage that action at the end of your message to get them to want to sign up there and then. Perhaps just remind them that it's free, easy and only takes one second.

Just note that as with making purchases, people tend to sign up for news based on an emotional feeling *more* than a logical reason. People don't rationally decide they want to buy products, more often they decide to do it on a whim after hearing about how exciting it is and getting themselves worked up about it. This is why you need to get them to buy quickly, rather than giving them time to go away and think about it – possibly only to then come back having decided they actually don't need it.

## *Overcoming Barriers to Sale and Risk*

If you do all the above then you'll hopefully have given people lots of good reasons to sign up. Unfortunately though, they still have some good reasons *not* to sign up. One of those was the fact that they might be cynical about whatever it is you're offering – but hopefully we already addressed that. Another is that they might perceive there to be some kind of risk. This is more of an issue again for a sales page – where the risk is that they waste their money – but it still exists on a squeeze page. This time, the risk is that the potential lead will get lots of spam or worse, that you'll give away their details to third parties or that they could *even* become the victim of identity theft.

One of the most important things for you to do then is to make sure that this risk isn't prevalent in their minds and that they feel it's not there at all. You mitigate that risk.

The thing about human beings is that they're naturally risk averse. If you tell someone that they can play a game with a 70% chance of winning $100 and a 30% chance of losing $70, they often won't play. It doesn't really make sense but we tend to try harder to hang onto what we have, rather than to risk losing something.

So make sure that you mitigate any and all risk by stating that you *guarantee* never to pass on their details and by making sure it's very easy for them to unsubscribe as soon as they want to.

Another barrier to sale is that it can sometimes be seen as a fiddle to sign up. That's something else about people: we're lazy! So if you want to get around that issue, then just make sure that you make your opt-in form as clear, simple and easy to fill out as possible.

Build trust and authority throughout the e-mail, make everything straightforward and really push the value you're offering. *That's* how you close a sale.

# An Example Squeeze Page

All that sounds great in theory but what does it actually look like in practice? It's time to stop being theoretical and to start being practical – so here's an example of what a good squeeze page might look like:

> **SIGN UP FOR THE UPGRADED BRAIN MAILNIG LIST AND LEARN HOW TO TAP INTO YOUR FULL POTENTIAL!**
>
> Hey there! Are you looking for information on how to **upgrade your brain power** and become smarter, wittier and more successful?
>
> That's exactly what we talk about here at **UPGRADED BRAIN** so why not sign up to mailing list?
>
> SIGN UP NOW!
>
> **HOW I DISCOVERED THE AMAZING POWER OF BRAIN PLASTICITY, NOOTROPICS AND CBT**
>
> My name is Jeff Kaminski. I'm a full time blogger with a doctorate in psychology and neuroscience. As you might have guessed, I'm *fascinated* with how the brain works and with unlocking its secrets to uncover its full potential.
>
> I got into psychology when I was just 18 and decided early on at highschool that it was one of my favorite subjects.
>
> But there as a problem with it as I saw it.
>
> It was hella *dull*.
>
> Anyone who has done psychology at this level will know *precisely* what I'm talking about.
>
> It's all about statistical significance, it's all about phobias, it's all about how babies learn to talk.

I mean it's certainly good work and has a lot of *value* but it's not all that exciting for most of us.

You can't *apply* it.

What **I** was always interested to learn more about was how you could take these principles and an understanding of the brain and apply it to real world situations.

You know: how you could use persuasive powers in the boardroom to get people to *eat out of your hands*.

How you can tap into your neurochemistry to increase your focus and concentration or to upgrade your memory.

How you can learn to react faster by rewiring parts of your brain.

So I did my *own* research. And I did experiments. And I read extra.

All of this is possible. I've managed to:

- Increase my IQ by 10 points
- Memorize a pack of cards in 10 minutes
- Overcome all my social anxiety
- Become *incredible* at computer games (if I say so myself!)
- Learn ambidexterity
- Finally crack complex *math*
- Teach myself 3 extra languages
- And that's just scratching the surface...

And all of this comes from the very same stuff that was so boring before: neuroplasticity, neurotransmitters, CBT... I'm just applying it in new and more exciting ways.

That's exactly what I've been writing about on my blog for years now and if you've read any of it, you'll know that I go *deep* into this stuff to hopefully deliver some **real value**.

If you want access to the truly next level information – to my most groundbreaking and cutting edge discoveries – then just sign up to the mailing list and learn more for free *right here*.

**SIGN UP TO RECEIVE YOUR FREE UPGRADED BRAIN EBOOK – PACKED WITH INCREDIBLE INFORMATION AND ACTIONABLE TIPS**

For all my **exclusive subscribers** I'll also be throwing in my completely free eBook: **Upgraded Brain**. This is a huge and beautiful tome that illustrates all my discoveries and research so far.

All that stuff I learned? It's discussed in here. Alongside way more information, some amazing facts, lots of amazing images and renderings of the brain and tons of extra resources for you to track down.

It comes in a PDF format for reading on the computer and I've also thrown in an ePub copy for those of you who like reading on your Kindles...

Oh and there's a little secret *extra* bonus in there as well that I'll be talking about later...

Along with that, I'll be giving you access to some discounts on amazing products, I'll be running competitions and there will be tons more *extra content* that won't be on the site. This is an insider's club and this is where the really exciting stuff happens first...

So don't wait any longer: SIGN UP NOW!

**WEEKLY EMAILS, NO SPAM, TONS OF GREAT CONTENT**

Don't worry, **I'm protective of my e-mail too**.

I want you to sign up because I want to be able to discuss a topic I'm truly passionate about and because I'm trying to build a community of like-minded people.

*I respect your privacy and I will <u>never</u> pass your details on to a third party*.

You can unsubscribe at any time and if you just want the free e-book then that's fine – just sign up and then remove yourself from the list once you've got it. I don't mind, I have nothing to lose!

But I hope you *won't* because this is a great opportunity to get involved in some truly exciting and novel approaches to self-development, brain training and performance enhancement.

SIGN UP TODAY!


Hopefully you can see here that we've used all of the tips that we described so far in the chapter: you can get the full story from the headlines alone, it refers to lots of sciency-sounding facts, the guy points out he's a doctor, the value proposition is in there in a strong way, it has a narrative element – it ticks all the boxes.

Your long term readers never have to read this if you don't want them to – you can simply target this precisely to people through Facebook and other means so it doesn't hurt to be a little more 'salesy'. But while it might seem a little cheap, this type of content has been proven time and again to convert and to convert *well*.

If you want, you can use this precise structure and layout for your own landing page and just replace the details and the specifics.

If you'd rather not use this method but you're not confident to create your own squeeze page from scratch, then just outsource it!

# Incorporating Video

If you want to add an additional element to your squeeze page, then something else you can do is to incorporate video. This will likely be a video right at the top of the page that will autoplay when someone lands on the page.

This can then be as simple as a video that reads out what's already in on the page – and you can record this yourself, or pay someone to do it for you on a site like Fiverr. Showing on the video can be slides containing facts and figures that illustrate your points, or it could just be the text that is being read out.

These are also very easy to make: you can actually save a slideshow that you've made in PowerPoint as an MPG these days and from there it's a simple matter to just record an audio track over the top. If you're more confident, then obviously there's an option to get in front of the camera, but if you do this then you need to ensure that you are *on brand* and that your environment is too. If you're selling a fitness mailing list and you're built like a tank, then that's ideal.

This is *strangely engaging* and it ensures that your content immediately grabs attention even for someone who is in a big rush and not inclined to sit through lots of dense writing and read it all themselves. When we hear someone talk and watch video, it's again very hard for us to pull away. That's *another* reason that you watch those trashy movies late at night. It's also why teachers would stick on a video whenever they wanted the class to quiet down!

# Split Testing

If you want to get scientific with your squeeze page, there are other methods you can use to make sure that people are signing up and the text is 'converting'.

One of this is to use a process known as 'split testing' – which is something we'll come back to later when we discuss e-mail content.

Split testing is also known as 'A/B Testing' and what it essentially means, is that you're creating two versions of the same landing page or of the same e-mail and then you're comparing them to see which one performs better. This way, you can then decide which chances you want to go with and which ones you want to ignore.

So if you're not quite sure whether your font should be *that* big, or whether you've chosen the right shade of red, you can create two slightly different versions of your squeeze page. Now, half your traffic will be sent to one and half your traffic will be sent to the other. You then see which one results in the most conversions and after a while, if one pulls ahead, you know to make that the standard across the board.

This sounds complicated but actually it's relatively easy to do with – you guessed it – a plugin. In this case our app is called 'Optimizely' and it will make it easy for you to create two slightly different versions of the same squeeze page in order to see which works best.

In theory, this is a fool-proof method for building up your mailing list and is guaranteed to work. Why? Because it means that you can reject anything that isn't effective and embrace anything that is. Thereby, your mailing list will essentially 'evolve' to become the perfectly honed tool for creating conversions. Even if it starts off not very good, it will eventually change to become a perfectly conversion machine.

# Cautions for Using Split Testing

Before you get carried away and start split testing everything, do keep in mind that there are a few limitations.

The first is that it can be very easy to draw premature conclusions from a split test. If you create two versions of your site and one performs better than the other, it *could* just be a fluke. In fact, it would be *very strange* for both versions of the page to perform exactly the same!

In order for you to be able to confidently say that your test had a result, you need to use some statistics in order to test the 'significance'. This basically says that the 'change was big enough to be indicative of a larger rule, taking into account the size of the sample' (here, the sample is your number of visitors). Of course to be able to draw such conclusions, you need a rather big sample size to begin with. That means you need to make sure you're driving a huge amount of traffic to your site – which of course is the objective anyway but it's not as simple as all that or we'd all be very rich already...

You don't have to run real statistical tests to draw conclusions of course – you can infer from the data. But before you do, make sure that you're running the test for long enough and that you're drawing enough visitors to the site in order to confidently say that it was the *change* that resulted in the difference in conversions.

Another thing to keep in mind, is that when you run a split test, it means that a portion of your visitors are going to be sent to a less efficient version of your site – especially if the change turns out to be inefficient. Running them *all* the time is pretty counterproductive then, not to mention time consuming.

# Chapter 6:
# Delivering the Goods – How to Get E-Mails Opened, Keep Your Subscribers and Get People Excited for Your Content

Right, now you've done everything in your power *possible* to get people to sign up to your mailing list. You have used incentives, persuasion techniques, pop-overs and split tests to make your whole site and squeeze page into a powerful conversion machine that captures everyone's emails.

This is a great start and once you've honed this practice, you'll be en-route to a very lucrative list.

But it's crucial that you don't drop the ball now! In order to make sure you capitalize on this excellent start, you need to be sure that you're providing excellent quality content through your mailing list and that your e-mails are actually getting opened.

It's not much use to have a massive mailing list if no one ever even opens one of your emails! Likewise, if people are unsubscribing left-right-and-center then you'll be like a leaky bucket. More importantly, making sure that your e-mails are *great* is important if you want to eventually sell to people.

So this is how you continue to deliver value and how you deliver on your lofty promises...

## Types of E-Mail Content

Later on in this book, we will examine the use of automated content, in the form of autoresponder sequences that welcome in new subscribers and get them to a point where they're be ripe to sell to.

But for the purpose of this chapter, we're going to be looking at creating e-mails that deliver great content and that you've hand written.

And a good place to start is by deciding what type of e-mail content you want to deliver. Here are some examples of what you can create...

**General Content**

You can easily create content that acts as a simple summary of new content on your site, while providing some useful content right inside the e-mail in the form of news, tips and

other information. This is a kind of hybrid between the other types of e-mail we'll be looking at: it's in some ways 'newsletter' and in some ways 'ezine'.

**Newsletter**

The purpose of a newsletter is to update your subscribers with news about your site and about your industry/niche as a whole.

This may mean that you talk about the new posts you've just added, that you discuss your plans for the site and you talk about new discoveries that you'll be discussing more in future. It's also where you can discuss upcoming products and promotions, which will lead in nicely to the selling you'll be doing later.

Normally these will be split into sections, with multiple areas dedicated to particular new news blasts.

Of course you can add full articles to your newsletters too and make them into 'features'. Really these definitions are very lose and you can mix and match as you choose.

**Courses**

You can use an autoresponder series to create an 'e-mail course' that will teach a subject in some degree of depth. This could be anything from digital marketing, to speaking German. Either way, each e-mail will consist of distinct 'lessons' that will provide bite-sized chunks of learning over a set course. This is another excellent way to make your emails into the incentives themselves – email courses are another example of something people are actually often happy to pay good money for and there's a very clear value proposition here.

**eZines**

We've discussed this before but just to go over it again, an eZine is basically a newsletter but built up to contain lots of full articles as well crisp images, great production values and more. They'll normally be included as PDF attachment, or the link to download them will be in the e-mail body. Either way, this requires a lot of work on your part to create regularly but then again it will make it much easier to get new subscribers who will actually read and enjoy the content you're sharing. See http://EzineWholesaler.com

# How to Write E-Mail Subjects So People Read Them

So now you know some of the types of e-mails you can create, the next step is knowing how to get people to open them.

Even someone who signed up to your mailing list initially interested in what you had to offer can very easily find themselves feeling indifferent towards your messages once they

start clogging up their inbox. This is something to consider and it's why it's so important to have a strong subject line that will jump out and make people want to click it.

The first thing to take into account here is the limitation of the medium. Most e-mail clients will only show 50 characters or less for the subject line. So if your subject is:

"Great news everyone, here's an exciting new type of product that will revolutionize the way you clean your home forever!"

People are *actually* only going to see:

"Great news everyone, here's an exciting new type o…"

This looks bad and it's not exactly eye grabbing…

So keep your e-mails short and punchy!

Another tip, which we've touched on briefly already, is to make sure that your messages don't sound too salesy. Again, this is very important because people's email boxes are just *full* of marketing messages and most people are frankly sick of it. Ask yourself: would *you* open an email with that title? If the answer is no, then probably you're going about it the wrong way.

Instead, focus on what we've already agreed *should* be the focus of your e-mails: value. Just as you're aiming to provide value in the content, you need to convey that value within the message.

Likewise, you can use a little bit of curiosity to get people to open the message. This is a good strategy because if someone sees something in their own inbox that they aren't familiar with, then they'll often open it anyway.

We've discussed already that you should view each e-mail as a valuable product and as an article. In that case, your subject line is your title and the same rules apply here as they do in writing blog posts. People actively seek out and read articles and blog posts, so it stands to reason that if you use the same kinds of titles, people *should* actively seek out and read your e-mails. That's the theory anyway…

So what kind of article title works well?

One place we can turn is to what's known as 'clickbait'. Clickbait is the stuff that's currently clogging up Facebook but which you can't help but click. These are the e-mails that use curiosity and vagueness to really make us want to find out more. At the same time, they will often make wild claims or try and sound controversial – both of which again make us curious and make us want to click.

You'll likely have seen this type of content before. It tends to look something like this:

"When you find out what this angry woman did on the train next, you'll be outraged!"

Or

"This one weird trick is turning men in muscle machines! But should it be banned?"

This type of content as you can maybe imagine attracts clicks like wildfire and the reason for this is simply that people want to find out what the articles are referring to because the titles are so vague. That, and when the topic sounds like it might be controversial, or when it promises amazing things, it's again very hard to look away. You'll be left always wondering: I wonder what that woman *did* do...

Another similar strategy is used in titles for 'top ten' articles. These use the usual 'Top 10 Ways to Lose Weight' structure (for example) but then make the title more interesting sounding by adding the line: 'Number 7 Completely Changed My Life!'. Again, this creates mystery and suspense surrounding what precisely number '7' might be. It's like putting a cliff hanger right inside the title of your article and that can be highly effective.

These types of click-bait headlines are in fact so potent and powerful that companies like BuzzFeed claim that they don't use *any* SEO to promote themselves. They get so many clicks simply from sharing their content to Facebook that that *alone* is enough for them to get a lot of visits and make a lot of money!

So am I recommending that you use this strategy for your subject headings? Actually, not at all. The problem with this type of heading is that people have become rather desensitized to it. We see so many of these clickbait headings that we've come to expect them and we can't click on *every* headline that sounds like it might be completely outrageous. Thus, these types of titles are gradually losing their power.

More to the point though, very often these headlines fail to deliver on their promise. That is to say that when you click the link and open the article, it actually disappoints with no content that's all that shocking. In some cases, the link leads to a page that's completely covered in ads and we end up just feeling disappointed that we were effectively *conned* into clicking it.

This then means that we lose our respect for the website, the social media marketer or whoever else it was that convinced us to click on the link. In other words – it damages the reputation of that marketer.

And of course this then means that we're *much* less likely to click on their headings in future. We think that it's probably 'just more spam'.

Knowing what you now know about effective email marketing and how important it is to build that trust and that authority, you can hopefully see how this is a bad move. One subject heading that *tricks* people into clicking on it will completely ruin the trust you've worked hard to build and lose you your audience.

So then why did we bring up the topic of clickbait at all?

Well, while we're not going to *use* clickbait for our subject headings, that doesn't mean that we can't still *learn* from it and adapt some of the successful principles.

So let's ask: why do people click on clickbait?

The answer is simple: because they are curious and because it causes some kind of emotional response.

We're *sick* of reading lists of the 'top 10 chest exercises' that simply deliver the same tired content all over again.

So instead, we need to look at articles that offer something different and interesting. That's why an article about an excited banned muscle building pill *sounds* so appealing.

What you have to do, is to find a way to come up with titles that sound just as compelling, just as life changing and just as emotionally resonant. The only difference is that you're going to actually pledge to *deliver* on that promise by making sure that the content matches up to the exciting sounding quality of the title.

So this means just making sure that your content is so unique, so useful and so interesting that it will be enough *on its own* to make people rush out to buy it. To do that, you have to get more creative about how you write your content. Make sure that you're reading on the latest news in your niche, whether that means looking at research papers or reading industry magazines. Likewise, make sure that you're thinking of news angles on old topics, things that *you* can bring to the table that no one else can and ways to appeal emotionally to your audience.

Let's say your niche is SEO. Here are some dull headings that just won't get clicked but that you see *all the time* nevertheless:

"10 Mistakes SEO Newbies Make"

"5 Things That Are Hurting Your SEO"

"SEO Tips for 2016"

"5 Tips for Better Keywords"

This is tired, it's old and it offers nothing new to your 'persona'.

So instead, try things like this:

"Getting Technical: Everything We Know About How Google's Algorithm Works"

"How to Land That One Big Guest Post That Changes Everything"

"The Psychological Toll of Being an SEO Specialist"

"How to Sell Your SEO Services in Person"

"How to Use Latent Semantic Indexing Correctly"

"Top SEO Tips for People Who Can't Write"

These titles now promise something much more interesting that the same tired content – they answer specific questions and problems and give new insight. They should appeal on a more emotional level to the kind of person who is a full-time SEO provider. What's

more, they use titles that include advanced sounding terms that people will want to learn more about.

Let's try the same thing in the fitness niche.

Here are some titles that just don't jump out and that we've all seen countless times before:

"Top 10 Pec Exercises"

"How to Get Flat Abs With Home Circuits"

"Diet Mistakes Everyone Makes at First"

Yawn!

Now here are some that sound *actually* interesting and that pique curiosity without being manipulative:

"How Cardio Acceleration Can Help You Burn 100% More Calories – With Caveats!"

"Is Rich Froning Really the 'Fittest Man Alive'?"

"How to Increase Your Strength by Training Your Nervous System"

"A Parkour-Based Workout for Cat-Like Agility"

"Why Your Mum Doesn't Approve of Your Weightlifting"

These articles again appeal on a much more emotional level, they promise to deliver results and they make us curious as to what exactly is going to be said. At the same time though, they're *real* topics that you can write some really great content around.

There's something else that you might notice about these articles too: and that's that they precisely target a very specific kind of person. In business, this is called a 'persona' – the precise person that you are speaking to when you write your articles. Having a persona in mind when you write and catering to them is always a good way to encourage people to open and share your e-mails and articles. Don't make the mistake of trying to appeal to *everyone* with your titles or they'll end up generic and not really appealing to anyone. Instead, focus on a particular kind of person and really get inside their mindset to think of what kind of thing they're interested in. Your emails should be perfectly targeted at your target demographic and the list you've built but at the same time, you also need to sometimes target a specific sub section of your broader mailing list.

**Addressing Your Readership**

Finally, don't be afraid to be a bit persona and chatty in your subject headings. Remember, these are e-mails and this is where many people will have conversations with friends and family members. Those are the emails that get opened, not the e-mails that sound like they were written by a robot. So make sure your messages are more

similar to the kind of thing that your list might get from their friends and *less* similar to the kinds of things that they might get from other marketers.

One very easy way to do this is to include the name of the reader in your subject heading. You can actually do this very easily using most Autoresponders (another reason that you should definitely sign up for one). So for instance, you would compose your message within your autoresponder to say:

"Hey [NAME], here's something fascinating!"

And it would come through as:

"Hey Jacob, here's something fascinating!"

This has a big impact because we are all psychologically wired to take notice when we see or hear our name. Psychologists call this the 'cocktail party effect'. That is to say that if you're in a room filled with a lot of back chatter, then you will automatically filter most of it out. But the minute you hear someone say your name, your ears will prick up and you'll start taking notice. This happens simply because we've spent our entire lives listening out for our names and as such are inclined to listen whenever they come up in conversation. We've been trained through decades of classical conditioning to want to hear when people are speaking to, or about us.

At the same time, we unconsciously feel that if someone is using our names, then they must know us.

There are other methods you can use in your subject headings to get people to click too that work on a similar principle. For instance, it's not uncommon to see subject headings that start with 'Re:' which thereby makes us assume that the message is a response to something *we* said. Again, this helps it to stand out in a crowded inbox. Some marketers will go as far as to say things like:

"Re: Our earlier discussion..."

Again though, this is bordering on manipulative and can frustrate your readers. Using just "Re:" on the other hand actually isn't bad in itself because it is simply short for 'regarding'. So when you say "Re: How Web Apps Can Confuse Google" you're actually just saying that *that* is what your subject matter is 'regarding'.

You also want to make sure that people don't feel the use of their name is manipulative. If they click on your message because they think it looks personal, then they might be frustrated to find more marketing talk.

How do you avoid this reaction? One important tip is to make sure that your message doesn't feel manipulative overall. Use the name of your recipient but do it in a way that doesn't look like you're pretending you know them. Likewise, don't *over* use it. The idea of the name is simply to draw attention to your subject heading so that you can impress them with the rest of the title – you're not *pretending* to be their friend.

Better yet, you can use the message itself to justify your use of their name. In other words, you should try to create a feeling as though you're building a relationship with your readers. That means that you should use a more conversational tone, that you should speak directly 'to' the reader and that you should invite them to message back or to weigh in with their opinion. These strategies will all make your mailing list feel more like you're having a conversation with them, rather than just marketing 'at' them.

Now, if they feel as though you *are* almost talking to them, then you can use this phrasing without upsetting anyone.

*Business Opportunities and Asking for Help*

If you have subscribed to many mailing lists, then you might have noticed that sometimes they use other techniques to grab attention. Commonly, these include:

- Asking for help
- Promoting business opportunities
- Flattery

Again, all these can work but only if you're careful not to frustrate the reader in the process.

Asking for help essentially means that you pretend in your subject like that you need the help of the specific reader. So for instance, you might say:

"Adam, I need your thoughts on this web design…"

This work well because it doesn't sound like marketing. People are used to being *offered* things by e-mail marketers, they're not used to being told they're needed. It's not the usual format and as such, it jumps out and grabs attention. At the same time, it seems more interactive and it seems more interesting.

It's also innately flattering – people like to be chosen, they like to be surveyed and they like to feel like they're 'playing a role'. And this can all actually feed into your overall marketing plan very well too: if you make it sound as though you need someone and then you use their advice for crowdsourcing activities, then they will feel a sense of ownership to a degree over your brand. They will feel like they're a *part* of something bigger than themselves and they'll get the sense that they contributed. This makes someone much more likely to be a fan and to vehemently promote, defend and help you with your marketing activities! It's surprising but owing to a psychological principle known as 'cognitive dissonance' we actually like people *more* as a result of helping them (the logic is that we think we *must* like them if we helped them). And the same goes for brands.

Of course to avoid this being a cheap trick, you then need to *actually* ask the reader something and survey them in some way. Likewise, you could be looking for someone to help with your website and taking job applications – either is fine. Just make sure that

your subject heading is genuinely representative of your content and you won't upset anyone.

This also brings us nicely to the next strategy: offering business opportunities. Of course people are overall self-serving and if they think that your email can help them to improve their career or to get more exposure for their *own* brand, then they'll be much more likely to open your message.

Again, this is flattering too and it also stands out from the rest of the messages in the inbox. Here are some examples:

"Re: Let's Work Together!"

"I'd Like to Help You Promote Your Website…"

"We're Hiring! Learn About Exciting Job Opportunities Inside"

"Re: Your Website Has Amazing Potential"

The thing to be cautious of here though, is that you don't want your messages to sound like you're selling a service. There's a fine line to be walked here.

And of course, you can turn the value in the e-mail *into* your business opportunity. In other words, if you say you want to help someone promote their website, you'll be making good on that promise as long as your email then includes some marketing tips etc.

# Writing Great Quality Content for Your E-Mails

The last section looked at how to write subject headings but hopefully you also learned a fair bit about how to write your content too. That's because your subject headings will only ever be as strong as your content and it's crucial that your subjects and your topics be congruent across the e-mails you send.

So in terms of topics at least, you should now know how to make your content stand out: you need to be delivering fascinating and *unique* information that people just won't find anywhere else. You need to make sure it targets a very specific member of your audience and you need to ensure that it provides some kind of real value and has an emotional hook.

And using the structures that we looked at in the first section of this chapter, you should know how to arrange this content into news headings, or just a few 'features'.

If you do all that then people will be compelled to click your subjects and they *won't* be disappointed once they have read what's inside.

But of course a good subject matter does not a good article make. Rather, you need to ensure that the subject matter is delivered in a way that's engaging, interesting and ultimately appropriate to the medium. How do you write well for e-mail?

# The Keys to Writing Great E-Mail Content

In many ways, writing great e-mails is really not much different from writing any other content. As with any other content, you need to ensure that your e-mails flow well, that they're engaging and that they're not full of typos and spelling mistakes.

But there are also some unique differences and challenges to contend with when you're writing for e-mail in particular.

For starters, you don't want your e-mail content to be overly long. Common wisdom says that the perfect length for a blog post is 1,800 words – which is long enough to really go in-depth into a subject and explore it. This is great for Google and it delivers real value for the reader who can enjoy it with a nice cup of tea.

This is *not* appropriate for e-mail though. This is *not* where you're going to be diving into the complexities of neuroscience for a long, rambling essay.

The first issue with doing this is that people don't like reading huge essays in their inboxes. E-mail just isn't made for that and it feels odd to be spending that long on Gmail or Outlook. At the same time, e-mails aren't usually as pretty as blogs and you won't have all the same branding and imagery to hold the attention and to make your readers feel like they're really able to relax.

Remember, your emails are ultimately going to be an imposition and that means you need to respect the sanctity of the inbox. Make sure you deliver value *quickly*. Your e-mails should be long enough to provide some value but not so long that they drone on – provide your value quickly and densely so that people feel they have invested their time wisely by opening them.

If your e-mail is a 'general' e-mail and you're just going to be dealing with one key tip or idea, then you should probably aim to make it 3-400 words long. The same goes for e-mails that form part of a n email course.

On the other hand, if your e-mail is a newsletter, then you can make this a little longer. This should have multiple headlines and sections and should probably be about 700-1,000 words long. This way, the actual items themselves will remain short and people can quickly dip in and out of the content they want. At the same time though, this is still long enough overall to cover all the topics you need to cover.

Of course this doesn't quite apply in the case of an eZine. An eZine should be filled with multiple magazine-quality articles and this means it will be anywhere from 10,000

words long to 50,000. There's a key difference here though, which is that the eZine won't be read in the e-mail itself and that you won't be sending them so often.

**The Right Tone for E-Mail**

Remember how we discussed that an e-mail was inherently quite personal and that this should be reflected in the subject headings? The same is actually true for your e-mail content. When you're talking to someone in their inbox, they will expect you to speak to them in a friendly tone and they don't want marketing spiel. As such then, you should use lots of 'you' and 'I' and 'we' and you should attempt to be friendly throughout as though you're speaking to someone. This also helps to improve engagement.

Make sure you get to the subject quickly too and use some of the same strategies that we discussed for your squeeze page to keep people reading: that means using narrative structure and it means designing your content so that it flows.

Of course there needs to be some flexibility here still to suit your particular niche or industry. If you sell life insurance for instance, then you might want to take a slightly more sensible tone as opposed to if you're promoting children's parties. Still though, e-mails should always be more personable than marketing talk and more than articles too.

If you're struggling to find your voice, to think of the right content, or to know what to say, then a great tip is to sign up to some successful mailing lists and to see how they're playing it. This is a great way to do some basic market research and to see how other people are phrasing their messages, the subject headings they're using etc. You can also look out for what frustrates you, for what leaves a good impression etc.

**Staying On-Message**

One way you can almost guarantee that your e-mail content is going to be successful with your audience is by making sure that it remains on-message and by ensuring that it is similar to your blog.

Remember, you're going to be at least partly using content marketing in order to make your e-mails appealing. The idea here, just to briefly recap, is to demonstrate your knowledge, expertise and authority and to give a free taster for the kind of value that your audience can expect if they sign up to your list.

So if they have signed up to your list as a result of this method, you can probably safely assume that they *like* the content on your blog. Thus, if the content in your e-mail is at all similar to the content on your blog, they should like that too. Simple, right?

This also means you need to make sure you are staying on-point with your content. By being consistent with your emails, you can ensure that your audience knows what to expect from each of your messages and that they will as such know whether they're interested in reading it or not. This also helps you to strengthen your brand and your association with the subject matter that you're tackling.

This *does* get a little more difficult though depending on what your niche/industry is. For instance, what do you do if you *are* selling life insurance? Or car insurance?

Remember we said that people don't *like* signing up for marketing messages. You have to deliver value.

How can you deliver value in such a relatively boring industry? People don't want to hear about car insurance all day inside their inbox – even if they're the biggest petrol heads!

Here, the key is to focus on the broader lifestyle and subject matter surrounding your industry and to think of your e-mail list as a product in itself. This means you need to give your mailing list its own missions statement, such that you're able to deliver consistent useful content through your e-mails.

If your industry is car insurance, then your e-mail list should be about cars, or it should be about saving money. Either of these two subjects relates enough to what you're going to be selling that it will be targeted but at the same time, it's still a broad enough topic that you'll be able to deliver some interesting content in a consistent way.

If your industry is about life insurance, then your mailing list should be about family life and it should discuss things that families can do together, ways that parents can more easily keep their kids in line etc.

This way, you have a clear USP for your mailing list and you are able to deliver clear value even though your business model might not necessarily lend itself perfectly to that kind of thing. Just keep in mind that your mailing list doesn't have to be about the exact same thing as your product or service – it just has to appeal to the same *audience* as your product or service and it needs to be innately desirable.

Of course, once again, if you're struggling with the wording, the content or any other aspect of your mailing list then you can always outsource the writing process to a freelancer and you should find this is much more effective.

# Using Freebies to Promote Your E-Mails

We've talked at length about the power of using incentives to get people to sign up to your mailing list but there's no reason why this has to be a 'one off'.

This is something that not many email marketers will exploit but there's actually no reason that you can't be more creative with your use of freebies even *once* people have already signed up.

If you're reluctant to open e-mails in your inbox usually, it's probably because you think they're just going to try and sell you something without offering any value in exchange.

Now imagine that the subject heading of the martial arts e-mail you signed up to is:

"Here's Your Free Massive eBook on 'Underground Martial Arts'"

What's more, you can *see* that there's a PDF attachment.

Now are you going to open it?

Or how about:

"Try This Free App: Only for Email Subscribers!"

Again, people are now much more likely to open the e-mail because they're getting more free value.

Of course you might still be benefiting from their using the items for free – for instance they might include affiliate links, or maybe you're getting feedback from them regarding a product you're later going to sell to a larger audience?

But otherwise, this is just another great loss leader. By giving something away free, you wake people up to your emails and you get them to engage when perhaps they won't have been reading them recently.

At the same time, this provides you with one of two additional useful things. Either this will be an example of what is known as 'over delivering'. Over delivering means that you are doing *more* than you promised and this is a fantastic way to pleasantly surprise your audience and therefore to ensure that they're going to be even *happier* with their decision to sign up. When you tell someone that they're going to get a free eBook, they then *expect* it as part of the deal and they won't be particularly pleased or surprised to receive it. But when you tell them they're getting a free eBook and they get *three*, now they're going to be impressed, surprised and happy to be engaging with your brand. This makes them much more likely to open subsequent e-mails and much more likely to buy from you the next time you recommend something.

Alternatively, you can benefit from this in the second way and that's simply to use it as another incentive. Tell your subscribers that when they sign up they'll get *regular* free eBooks, reports and apps. This is so much more value than most mailing lists deliver that you're sure to find it's very effective at getting you more subscribers.

Either way, this is a great and underused technique.

Just try sending your list a free e-book today – it will be so unexpected that it will lead to a ton of opens and responses!

# The Question of E-Mail Regularity and Timing

So now you know how to deliver real quality and value in your e-mails and how to get people to open them, you're left with one completely new question: how often do you send those e-mails?

This is no small matter: the regularity with which you send your messages can do nothing short of completely altering the effectiveness that your campaign has.

If you don't send your emails often enough for instance, then you can end up making your mailing list feel a bit 'dead', almost like a ghost town. In turn, this will result in people losing interest in your list and potentially just ignoring it entirely. They can literally end up forgetting your brand and it doesn't look very professional even if they don't.

On the other hand though, if you send your emails *too* regularly then this can end up having the precise opposite effect which may be just as destructive. If your emails come through every day, or multiple times a day, then people will begin to feel as though they're being 'pestered' and in turn this can result in them unsubscribing or marking your e-mails as spam.

So what's a good frequency?

As a general rule, the vast majority of e-mail lists will do better when you send them once a week or *perhaps* once a month. This is regular enough to feel like an ongoing update and an actual service that's worth subscribing to but it's not *so* regular as to be irritating or frustrating.

What you also need to consider here is the time that you'll be sending your emails. What's the best day to send them and what's the best time?

There are many different options here and many different points of view. Monday mornings might seem like a good choice for many for instance, seeing as this will give people something to read on the tube on the way into work and seeing as it marks the start of the week when people are still fresh.

On the other hand though, you could argue that people are likely to be anxious on a Monday morning as it's often the busiest day of the week. Friday evening is a good choice then, as might be Thursday evening when things are already beginning to slow down. Often people say that 'Thursday is the new Friday' so this could be a good choice.

An e-mail on Wednesday afternoon meanwhile could be something to read on a lunch break and it might offer an interesting break to the day. Or how about Sundays when people are going to be free and relaxed?

Partly the best choice here is going to depend on the type of niche/industry you're covering. Is your e-mail something people will read about when they're relaxed and enjoying the weekend? Is it about a subject they find interesting? Or is it something you want them to read while they're in a productive mood and working hard? Does it relate to their professional career?

One thing to definitely avoid is sending your emails at night. If your email comes through at night, then you risk a situation where your e-mail will be one of *many* that your recipient sees in the morning. This is bad news of course, as the more competition there is for your email in the inbox, the harder it will be for you to stand out. Try to avoid any time when your email is likely to stockpile and come through at the same time as lots of others.

The same can be said for sending e-mails on Monday mornings or Friday afternoons only because this is a strategy that lots of marketers use. Sending your e-mail on Sunday afternoon for example will often mean you come through when recipients have a relative dearth of content to read.

Autoresponders will also come in handy here. For starters, they let you schedule your e-mails. This means that you can decide to have your e-mail send on a Sunday, even though you wrote it on Friday. That means you won't have to work over the weekend!

What's more, you can use an autoresponder to send to different members of your list at different times. This is useful seeing as you'll be writing to people in lots of different time zones. You want to make sure that you're not coming through at 3am in some parts of the world!

## *Time Sensitive Messages*

Of course some of your messages might be 'time sensitive' for one reason or another. Perhaps you're promoting a particular live event that you're going to be streaming through Periscope, or maybe you're wishing everyone a happy Christmas. In these scenarios, you just want to send your e-mails out right away and to ensure that they go out then and there.

This is also a good idea in general and something you should look out for. By jumping on things that are happening right now, you can appeal to whatever it is that your audience is thinking about and you can make your messages stand out as interesting, relevant and seasonal.

Christmas is a great example of this, but how about Valentine's Day or maybe the release of a film that's relevant to your niche?

Later on, we'll be talking about autoresponder sequences and selling. We'll be looking at how you can build people up to get them hyped for a product launch and how you can follow up purchases and subscriptions with upsells and more.

In these cases, the usual rules of messaging once a week max go out the window. In building up to a launch it's normal for the length of time between your emails to get less and less as you build engagement to a fever pitch. We'll discuss all this further later.

# Split Testing and Data

If this all sounds like a lot of random guesswork then don't worry – AutoResponders also give you *one more* amazing tool you can use to get your e-mails opened more often. Specifically, most AutoResonders include tools for split testing just like the split testing you used on your squeeze page.

Remember what we said earlier about split testing? It means comparing the results of two or more different strategies in order to see which approach is best for your business. In this case, it could mean writing multiple different subject headings or sending your e-mails at lots of different times of day and then seeing which of your e-mails gets opened the most. This is very important as it allows you to gradually optimize your approach to the point where you'll be getting the maximum amounts of clicks.

Some AutoResponders even handle this process on an entirely automated basis for you – sending e-mails and looking at the feedback in order to gradually hone and perfect the timing and the message on your behalf.

You can look at other data too to find out more about what's working. For instance, when you come to start selling through your mailing list, you can look at how many people are clicking on the links within and thereby converting.

What's more though, is that you can quite simply just *ask* your audience what's working for them and what isn't. Ask your audience what they would like to see from your e-mails in future and ask them what their favorite messages have been so far. This is the great thing about e-mail: it's two way! Too many marketers treat e-mail marketing as something they can use to 'shout out' to audiences and don't recognize it for all its other benefits as a communication tool.

# How to Get Your E-Mails Past the Spam Filter

But all of this is moot unless you can get past the spam filter.

This is one of the biggest obstacles for e-mail marketing in recent times and leads to an awful lot of wasted time and money. If your e-mails are being automatically sent to the spam folder then there's a very real chance that your audience won't be reading them *at all* and in that case, you may as well cease all of your list building and e-mail marketing activities.

So how do spam filters work and what can you do to get around them?

**How Spam Filters Work**

Spam filters tend to work by looking for specific keywords in your message as well as looking for other warning signs that a message might be spam.

So what are these keywords?

Well, anything too much like 'marketing speak' will be problematic for starters. You should avoid these words if possible:

- Free
- Guarantee
- No obligation
- Bonus
- Download
- Store
- Shop
- Money Back
- Gambling
- Viagra
- Handbags

You also want to avoid using excess exclamation points!!!! And you want to avoid using lots of the same keyword over and over again (this doesn't benefit you anyway). Likewise, you should avoid ALL CAPS and you should avoid using flash, JavaScript, video or forms embedded in your e-mails. This is what your landing pages are for!

This *should* hopefully be sounding familiar. This is basically what we've already said with regards to writing good content – it *mustn't* sound like marketing spiel.

The thing to remember is that you're not just trying to beat the spam filter in the e-mail clients, you're also trying to beat the *human* spam filters built into all of your audience. If you can beat the latter then you can definitely beat the former!

So make sure that your content is consistently delivering value and that it *sounds* authentic. If you can do that then your audience and the spam filters will let you through.

Another thing to consider is just *asking* your audience to white list you. This is something people will happily do if they willingly signed up for your list but they may not have considered it. So just ask your audience to mark your message as legitimate before you send it out.

Getting e-mail sender accreditation from a third party ISP can also help. Make sure that you use alt tags for your images too, to help the email clients identify what they're of.

Finally, there's no harm in doing some research of your own. Try sending your e-mail message to a dummy e-mail you set up in Gmail and see if it gets past the spam filter. If not, you should try editing it to see if you can change your fortunes.

Note that you can get an overall 'sender reputation' which will get you blacklisted across the board. You can use DNSstuff.com in order to check whether or not you might be blacklisted.

**Combating Folders**

Recently, Google introduced labels like 'Social' and 'Promotional' to automatically organize the emails in our inboxes. Marketers, hang your heads! The only reason that such measures have been implemented is because of the sheer amount of low quality marketing material that is flooding so many inboxes. And while it's not quite as bad as finding yourself in the spam folder, being in the 'promotional' folder *will* leave you with far fewer opens and readers.

You can avoid finding yourself in the promotional folder using the same basic strategies that you use to avoid being caught out by the spam filter – by avoiding certain keywords and by asking to be whitelisted. In all likelihood though, bulk e-mails such as yours *will* be automatically sorted and this means you'll need to work even harder to stand out. Make sure people actively want to read your e-mails and make sure that the subjects stand out in a sea of 'promotional' messages.

# Chapter 7:

# PPC, CPA, Social Media and Content Marketing - How to Get Leads From Other People's Content and More!

Now we're getting somewhere! Now you have a website, blog and squeeze page all funneling people nicely to your mailing list and you're delivering excellent quality content that people love reading.

This kind of system can build you a massive list with time but it's missing one key ingredient before it can do that: marketing.

Now that you have everything in place, you need to start actually bringing people *to* your squeeze page and *to* your website so that you can get them to sign up. This is where your marketing comes in and this is going to be both marketing for the mailing list itself and for your brand in general.

Here we will look at some of the easiest and most effective ways for you to start driving traffic to your mailing list through digital marketing.

# PPC and CPA

One of the most straightforward ways to get people to find your opt-in forms is through advertising. This means you'll be simply paying to promote your email list and that in turn means you can't fail to connect with your audience.

Of course the downside of this strategy is that you'll be spending money and this means you'll have more overhead. That in turn means that your mailing list will need to be at least *quite* profitable so that you'll recoup the losses you put into advertising.

This is quite a tricky business model because it's very difficult to calculate the exact returns. It could be a long time before you start selling through your list and it's very hard to know what the precise conversion rate for a list is going to be. Of course this is also influenced by factors such as the quality of your e-mails and how appealing the products you sell are.

The best way to pay for advertising for a mailing list though will be through PPC advertising. PPC stands for 'Pay Per Click' and this essentially means that you only pay as the advertiser *when* someone clicks on your ad. This is good news because it means that you aren't actually going to lose money if no one clicks on the ad.

The best two platforms for PPC are Google AdWords and Facebook Ads. Both these platforms also offer you something even more valuable too: targeting. Google AdWords provides this by allowing you to advertise on SERPs. SERPs are 'Search Engine Results Pages' or in other words, the pages that get brought up in response to specific search queries (keywords or 'strings'). When you advertise through Google AdWords, you get to choose which keywords you want to advertise on and therefore, who you want to see your ads.

The beauty of this is that it means you can advertise on the phrase 'learn about hat making' in order to promote your hat making course. Likewise, you can advertise on 'get amazing abs' if you want to promote your fitness mailing list.

Either way, you are directly targeting your audience and thereby ensuring a highly targeted mailing list. People wouldn't search for that topic unless they were interested in learning more about it. You can *even* target people searching *for* email courses, newsletters and mailing lists!

Facebook Ads meanwhile let you do this slightly differently by targeting people based on their hobbies and interests as well as by their location, their gender, their marital status and even their job role! This means that you can target a very specific type of person or type of persona with your ads and once again ensure that the people you're bringing to

your list will be perfectly targeted and completely relevant for the topics you'll be discussing.

But Facebook Ads offers something even better as far as promoting a list goes: and that's the option to choose CPA. CPA is slightly different that PPC (AKA CPC). CPA is 'Cost Per Action' which means you aren't getting charged for clicks any more, you're only getting charged when someone actually goes through with a specific action. And in this case, that action is going to be *signing up to your mailing list*. This is perfect because you're no longer paying for ambiguous adverts that may or may not be successful in their goal – instead you're now paying literally for each new subscriber that you manage to get.

What's better, is that CPA and PPC let you set your own budget. This means you can effectively decide how much you're willing to pay for each of your new subscribers and that means you can assess how much they are worth to you and thereby profit.

Again though, it's very, *very* hard to put a specific value on a subscriber.

Perhaps the most common advice is that your mailing list is worth $1 per subscriber. If you read marketing forums, this is the very basic and arbitrary advice you'll receive anyway. So if you could use CPA on Facebook in order to gain new members for 30cents, then in theory you're making a kind of 70cents gain for each new subscriber. As the list is going to be highly targeted through Facebook Ads, you should be able to make this 'average' amount as any one else.

But that doesn't mean that the same is going to be true for you. Again: the value of your mailing list depends on your ability to cash in. You're only going to earn the 70cents per subscriber if you're able to successfully sell to them down the line. Even then, you won't have taken into account the amount of time and effort you'll have invested into creating your e-mails. This is time that you *could* have spent doing other things, meaning that it's more expense. Time is money remember!

You might now be wondering whether you could use CPA to build a highly targeted list and then sell that list to another marketer for a profit. This might sound great in theory but unfortunately it's a misguided approach.

The thing to keep in mind this time, is that selling a list is the single best way to devalue it almost instantly. Just as your car loses value the moment you drive it out of the garage, so too does your mailing list lose value the moment you sell it on.

To put this in perspective, it's possible to buy mailing lists on Fiverr containing over 1,000 subscribers and this will cost you... well *$5*. And Fiverr takes their commission on that, so really the owner is only getting $4. That's $1 for 250 subscribers, or .016cents per subscriber... Ouch.

But this makes sense when you think about it: mailing lists are partly so valuable because they're filled with people who chose to sign up having seen your content and knowing the kinds of things you would be writing about.

So now, when you buy a list from someone else, all you're really going to be getting is a huge number of e-mails that have never heard of you before, that never gave you permission to contact them and that are probably getting spam left right and center. They're not specifically targeted to your niche and they've shown no willingness to buy. Compared with the subscriber who joined your list because they *wanted more information* about a product you're creating, this is a much less useful person to have on your books.

**Who is PPC and CPA For?**

So does that mean you're wasting your time with PPC and CPA? Not at all. Actually, it can still be useful for a number of things and that's why a lot of people still use it.

For instance, if you *do* happen to have the money you need to invest in a good CPA and PPC campaign, then this is a great *guaranteed* way to build up a list that you can then sell to *forever* in the future. If you are very careful to filter your mailing list, to the point where only serious buyers sign up, then you can maximize your ROI from CPA. This means selling a product that people really want and pointing out to them that the main reason to sign up, is if they're interested in buying from you. This is a slightly different strategy and may involve creating a whole new squeeze page, but it will ultimately ensure that the people who sign up are valuable enough to you in order to be worth the money you're spending to acquire their details.

If you plan on selling your entire business as well, then you might find that the value of having a targeted list to go along with that can really add to the amount you eventually get for it.

You can also use PPC and CPA as a great way to start experimenting and honing your strategy. In a moment, we'll be looking at how you can use SEO to promote your site. Well actually, using AdWords is an excellent way to research the effectiveness of a certain keyword. In other words, using AdWords you can try out being at the top of the SERPs for a specific keyword for a while and if this proves effective for increasing your subscribers, then you can consider putting in the time and effort necessary to organically target that keyword. If it's not useful, then you know that you're better off looking at a different keyword.

# Social Media Marketing

We've talked already about content marketing and about the importance of filling your website with really great content that will showcase the kind of content you're offering in your e-mails.

And one of the best ways to make sure people find that content, is by sharing it to social media. This means building up a large following on Facebook, Twitter, Instagram etc. and then posting your content to those pages.

At the same time, it means giving your visitors the tools to share your content as well. *And* it means working to convert your existing page likes and followers into subscribers for your mailing list.

So how do you go about doing all those things? Here are some pointers and tips that will help.

**Be Everywhere and Synergize!**

The first thing to do is to ensure that you're on every social network out there. At the very least, this should include:

- Facebook
- Twitter
- Instagram
- Pinterest
- Google+
- LinkedIN

If you're on all of these channels at once, then you'll create the maximum number of in-roads giving people opportunities to discover your brand. At the same time, if you have a strong logo and color scheme and you're on all these different channels, then your business will look more professional as a result and people will be impressed by how pervasive you are.

Along with this, you also need to incorporate that same branding in your website and you need to make sure that you have clear links to your social media pages on your website.

It can take a few interactions with your content before people feel comfortable to subscribe to your mailing list, but they will often be much quicker to 'like' your Facebook page or to follow you on Twitter which doesn't require them to part with any of their personal contact details.

Now, people who discover your website and like what they see can choose to follow you on social media. At the same time, people who see their friends liking you on social media can now choose to bookmark your page or subscribe. It's a self-perpetuating process and it means that you can end up getting exponential increases to your fan-base and your following as each channel supports and promotes the other.

**Post Content**

At the same time, you should post the content you are creating to social media thereby providing value through your social media channels. You want to give people a reason to

keep visiting your Facebook page and getting updates about the excellent content you're creating is as good a reason as any.

What's more, this is what will give them the opportunity to see how good your content is and to decide that maybe they should subscribe.

Your content will then also have the opportunity to spread through social media. When you post something to your Facebook page for instance, all the people who liked your page will have the chance to see it (it will be organically promoted to only 10% of them however). This then gives them the opportunity to *like* that content and if they do, it will be seen by *their* friends. Likewise, their friends will see if they comment on your content or share it.

This then means more people can find it and you can grow your reach, potentially bringing more people to your site and getting more people to sign up. If you took heed of previous chapters then you should have calls to action *right inside* some of your content!

Likewise (no pun intended) you can also place sharing buttons right on your content itself. You can do this with another plugin called 'Shareaholic'. This will add 'like' and '+1' buttons to your content so that your visitors can easily share your posts to their friends even if they didn't come across you on social media. This is yet another example of why it's so important to be writing really great content! It's called 'link bait'.

**Sharing to Groups**

If you rely on people sharing and liking your content though, you could find that you are slow to build up momentum.

Instead, you need to put yourself out there and actively discover new people who might enjoy your content – and therefore your mailing list.

The best way to do this is to write content specifically for specific groups and then to take that content to them. For example, if you have a website on martial arts, then you can write an article on parkour (free running) and share it with a free running community on Google+, on Reddit or even on a forum. Reddit is a 'social bookmarking site' with subcommunities where people share news and discussions around certain topics. This way, you can get your content seen on the homefeeds of thousands of people who are very interested in that topic and you don't need to already be their friends. If they think your content is great, then they may subscribe.

Remember, to work well this content needs to be very unique and engaging while at the same time targeting a very specific type of person that you will be able to find through that very specific online community!

Don't overdo this trick or you can get yourself banned. Used correctly though, it can bring in a few hundred new subscribers each time!

**Other Ways to Provide Value**

Just like every other leg of your business, your social media accounts need to be providing value to the end user and your content is a good way to do that. If all you're doing is posting promotional messages, then you'll find no one follows or likes you. Again the trick is to ask yourself: would *you* follow this kind of content?

Instead then, you need to once again be offering high quality value to your audience and that doesn't *just* mean that you're going to be posting articles that you've written.

What else can you do?

One option is to share articles that other people have written. This won't necessarily help you to build new subscribers, but it can help you to build more likes and follows which *in turn* can be used to build more subscribers (it's getting long winded, I know!).

The great thing about sharing other people's content though is that a) you can choose content that you know is performing well and that has already gotten lots of likes and shares and b) it doesn't take you any time at all! A nice easy way to accomplish this is through 'BuzzSumo' – which is a tool that lets you easily find content that is performing well, see how many 'likes', '+1s' and 'shares' it has and then share it to any of your pages.

There are *even* tools out there that let you use smart redirects and iFrames in order to display *your* pop-over on top of other people's content. This is a little bit underhanded and it might result in poor targeting, but it's certainly an interesting strategy that some people may want to consider.

Finally, make sure you update your accounts with images, with tips and with advice. This should all be 'on topic' and should all be interesting, inspiring, entertaining or amusing.

Only *very* rarely should you make a directly promotional post or you'll just get lots of people unliking you and unfollowing you!

**Engage and Discuss**

Don't forget that your social media accounts are primarily communication tools. Just like your email list, this is a two way street and it works much better when you use it that way. Not only is there value to be gained from using social media to survey your fans, but it can also be very useful as a way to gain more interest around your account, to demonstrate your value and to get more followers and fans.

For instance, if you notice a discussion going on in a Google+ community, then join in! This is a perfect opportunity for you to demonstrate your expertise and knowledge and for you to show people that you're a nice guy/gal. When you do this, people will quite instantly add you to their circles. The same is true of any other social network.

The same also goes for just responding to other people's comments. This makes you look like a genuine human being rather than a robot and it makes them interested to hear

more from you. If you share or retweet someone's comment, they'll feel indebted to you and will be more likely to do the same back and to follow you.

Even just *following* people is a great way to get them to follow you back!

And likewise, communicating with your audience and asking what they think, or for feedback, is a great way to get them to engage more with your brand and by doing that, you'll be making them much more likely to read what you have to say in future and to potentially subscribe to your mailing list/buy from you.

So act like a human being and interact with your audience to get much better benefits from your social media that will result in a much bigger mailing list!

# How to Convert Likes and Follows Into Email Subscribers

People are understandably very protective over their email addresses which makes this one of the harder pieces of information to acquire from a potential lead. It's also a lot more *valuable* to you than most other means of communication though.

As such, a good strategy is to build a following on social media and then to try and convert your likes and your followers into e-mail subscribers.

So how do you do this? There are a number of strategies, so let's take a look at a few of them.

**Add a Call to Action to Your Social Media**

If you head to your Facebook page now, you might notice that there's the option to 'add a call to action' right beneath the name. This is inviting you to add an opt-in form of some kind right on your Facebook page which of course is an excellent way to get people who visit your page here to sign up.

While not every social media platform has this option, you can almost always add your email address to these pages and if you place it somewhere prominent it will always capture a few emails.

**Ask…**

Ask and ye shall receive…

That has got to be one of the most misleading statements in the history of the world…

But nevertheless, there is definitely some truth in it *sometimes* and a much better saying in this case is: 'you don't know if you don't ask'. In other words, don't expect your readers to read your mind- sometimes it doesn't hurt to just remind people that you have a mailing list and to invite them to sign up!

Of course you can incentivize this in various ways just as you would on your squeeze page. Tell people about the free e-book you're giving away *or* point out the fascinating things you've been discussing and *will* be discussing in your mailing list.

You can also just mention your mailing list more casually from time to time. This can feel a little less abrasive for your audience and as a result it may be even more persuasive. Instead of practically begging people to sign up, instead just try saying things like 'as members of the mailing list will know...' or 'as we discussed in the most recent email'.

**Blog Posts and Calls to Action**

The main method you should use though is the one we've discussed at several points already: share amazing quality content that is indicative of the type and quality of content in the e-mails and then make sure that it includes a call to action at the end that encourages people to sign up.  See http://BlogWholesaler.com

# SEO

One of the most common methods for any blogger or internet marketer to promote their website is through SEO. SEO is 'Search Engine Optimization' and this basically means that you're trying to promote your website by getting it to the top of Google for various search terms and keywords. If you have a mailing list about hats, then you might try and get your squeeze page or blog to show up in Google when people search for things like 'stylish hats' or 'how to wear hats'.

Doing this isn't straightforward and it involves a fair amount of guess work but if you can get it right it can be incredibly profitable. These days *most* people will go to Google first whenever they're looking for any kind of information or product. If you want to learn about X, you normally do a search for that term. Likewise if you want to buy a product, you will often similarly just search for that product or where to buy that product in Google.

So how do you go about getting to the top of Google for your chosen phrase?

Here are the steps you need to take.

**Content**

Once again, one of the most important factors for SEO is content. We've already seen how content marketing builds trust and how it can be used with a social media marketing campaign; arguably it's even *more* critical for SEO.

That's because content is what Google looks for when you perform a search. *Most* of the time people search on Google because they want information and the most common way that a website delivers information is via blog posts and articles.

Thus, when someone performs a search, Google looks through its index of content that has been read by its programs (called 'spiders') and it tries to identify which websites have the most relevant content on them. It does this partly by just looking for examples of that keyword *in* the text and by looking for related terms in the text.

The more content you have on your site, the more often Google will decide your website is a good match for the search that someone has typed in. This means you should be trying to add *as much content* as you possibly can, just to increase the odds of your website being discovered when people search for specific things.

*Quality vs Keywords*

What's also important though is that you make sure that Google thinks your content is relevant for the popular searches. This is where the use of 'keywords' comes in. We briefly touched on keywords earlier when we were talking about Google AdWords but just to recap, these are search terms that you want people to use to find your content. And specifically, these are search terms that are going to be things people search for a lot.

To make sure that you tell Google *which* search terms are relevant to your content, you're then going to try and include those terms within the content you're creating.

But be careful: if you go too far with this and 'stuff' the keywords awkwardly into your content, then it will look like you're trying to manipulate Google's search rankings and as a result, you will face being penalized.

This was a big problem in the early days of SEO and internet marketing. When Google first rose to prominence it was possible to 'trick' it by using the same terms over and over again. This led to websites filled with content like this:

> *Welcome to the best website for* **buy hats online***! Here you can* **buy hats online** *in all shapes and sizes. There's nowhere better to* **buy hats online***.*

This helped websites to get to the top of Google but it was very unpleasant for the reader.

Now, Google actually punishes sites that do this and as such you need to be careful to maintain a keyword 'density' of about 1-2%. At the same time, you need to make sure you are using lots of related terms to your keywords and writing 'around the subject'. So using synonyms and different versions of your keyword and making sure that it's pleasant for the reader while showing Google that you're on-top. This is called 'Latent Semantic Indexing'.

Remember: Google's main 'mission' is to help people find quality content. If people find great quality content when they search through Google, it will mean that they leave having had a good experience with the search engine.

If you focus on making sure your website delivers that great content then, your site's goals will be aligned with Google's. As a result, you will find you get to the top of Google

much more quickly. Try and *trick* Google and you'll be penalized when Google gets smarter.

Quality and quantity will win the day, along with just a little keyword research.

For some added tips, try using your keywords in the headings and the opening and closing paragraphs – this is where Google looks for the most 'important' phrases. Likewise, include the keywords occasionally in your code. They should be in your meta tags, in your page Titles and in your alt-tags.

**Link Building**

As well as developing great content, another important activity for SEO is to build links. This means that you're going to be trying to land links pointing at your site on other websites. This creates more inroads to your content, meaning that visitors to those sites might find your page (and it will look as though those sites are recommending you).

What's more though, this also creates more inroads for Google. Google's 'robots' which we discussed earlier, navigate the web by 'crawling' and following links. If there are no links to your content, Google won't know how to find it!

Furthermore, Google views links from authority sites and from relevant sites as being 'testimonials' of a sort. The logic is that if Forbes has linked to your site, you must have a pretty good website and must be providing some kind of value. Likewise, if you have 1,000 links across all manner of smaller blogs, they must see *something* in you.

Thus, your aim is to get your links onto lots of sites and to aim for quality as well as quantity. Likewise, keep your links as relevant as possible.

Again though, you also have to make sure that you aren't seen to be trying to game the system. If you suddenly have a million links pointing to your site from low quality blogs, Google will guess that you posted them there yourself. Likewise, if you only have links on the very top blogs, even this can look a little suspicious. Using the same anchor text all the time is suspicious and so is linking only to sites that link to you. And if you're caught *paying* for links, then your site can be completely de-indexed!

So this means you need to try and create your 'links profile' in such a way that it seems natural and organic. That means you should go after some of the top blogs if possible but likewise don't be shy to have the occasional link on a random little forum. Use your keywords in your links but *also* use terms like 'click here'.

The majority of your efforts though should be focused on landing those top blogs. It's no exaggeration to say that a single link on one of the top bloggers can potentially completely change your fortunes. If you land a link on one of the top blogs in your niche, then this will act as a testimonial from that blogger as well as giving you lots of link juice from Google. Together, this can help you to rise to the very top of Google while bringing you hundreds of thousands of direct visitors. *This* is a very good place to focus your efforts then.

How do you land those massive links though? One method is with 'guest posting'. Guest posting means that you're offering to write blog posts for websites and blogs for free. They get free content out of this deal which means they're able to offer more value to their visitors. It's not *really* free though, because of course you're going to be asking for a link on their website in exchange. This way everyone wins and you also get to show an example of your quality content right on that website.

The hardest part is contacting those big bloggers. One way to get around this is to target blogs that aren't the top of the web yet but that are just above you in terms of influence. This way, you'll be able to work with people who aren't inundated with thousands of messages and who will thus be more likely to actually *read* your message. Each time you land a guest post like this though, you'll gain a bit more exposure and traction and you'll be able to aim a little higher next time – climbing your way right to the top!

The other strategy you'll use for getting these guest posts is influencer marketing. We're getting to that in just a moment…

Meanwhile, build links on social media, on Reddit, by submitting to directories (occasionally) and by linking your Google+ account to your website.

**Optimization**

Finally, it's important that you optimize your website to provide various other metrics and useful tools to help Google index your site. Making sure your web page loads quickly for instance will help you to get more love from Google, as will ensuring you are mobile responsive in terms of your design.

You should also include a site map which helps Google to find its way around your site and there are various other tweaks and changes you can make too. There's a *lot* more information on how to handle SEO thoroughly on the web but if you're unsure then you might want to consider outsourcing the process to an SEO specialist or an agency. Again, you can find plenty of capable people on UpWork, Elance and other similar sites. Or use what I use: http://idcibc.com/go/?outsource

# Influencer Marketing

Influencer marketing is something you can use alongside these other methods as a 'growth hack' to help you get further, faster.

Basically, influencer marketing means that you're going to approach people who have already built a massive audience and established a lot of trust. If you're completely new to the scene, then getting someone massive to Tweet about your blog is an excellent way to get a ton of new subscribers.

Guest blogging is actually an example of influencer marketing. Likewise, you can also use guest blogging as a way to build your e-mail list directly. Instead of using guest blogging as a way to improve your SEO, land your guest posts and then ask if you can include your opt-in form right within that blog. If you can demonstrate to the fans of that blog what amazing, relevant content you're capable of delivering this can land you a ton of e-mails.

The difficulty is in getting to work with these influencers, so how do you go about it? There are a few strategies you can use...

**LinkedIn**

This is where LinkedIn comes into its own as a tool for marketers. The whole idea of LinkedIn is to let professionals and businesses network and this gives you great opportunities to meet influencers.

LinkedIn's real strength here comes from its 'degrees of separation' system. That is to say that if you have a friend, who works with someone, who knows Tony Robbins, then you'll be able to see that connection and a) arrange an introduction or b) send a message straight to Tony via InMail. If you make a habit of adding lots of people to LinkedIn, then you'll be amazed at who you have the ability to contact. As an added benefit, you'll also find that the users of LinkedIn who are the biggest influencers actually have a label denoting that fact and making it easy for you to see who you should contact.

If you want to get more people to connect to you on LinkedIn, then it's very much worth considering using the excellent 'Rapportive' plugin for Gmail. This plugin essentially allows you to see the LinkedIn account of anyone who messages you via e-mail and that in turn means you can quickly add them to your network and thereby benefit from all of their connections as well. Of course this also has a number of other considerable benefits for email marketing in general – for instance it allows you to turn your list into connections on LinkedIn as well!

**Networking in Person**

If you message someone that you're linked with on LinkedIn and ask to work with them though, there's a very good choice that they will simply ignore your message. After all, just because you're connected on LinkedIn, or you have a mutual connection on LinkedIn, that of course doesn't mean you really know each other in any real sense. They might be connection technically but not in reality.

In other words, in order to make that initial impression, you really need to have a genuine interaction with them first. If you do message them out of the blue, then this means that you should avoid asking for something right away. If you message and ask if you can get a guest post on their blog, then they won't know you and they'll be frustrated that you contacted them to ask for help without so much as an introduction. On the other hand, if you message and compliment them on their work, or perhaps just ask for

some advice, then the next time you message they'll be far more likely to respond thinking that you're not just someone who's interested in getting something from them.

And better than this by far is to meet that person in real life, at which point you'll have the opportunity to make a real impression and to form a real relationship. In person you can do a much more convincing job of introducing yourself and putting your personality across and this will make them far more likely to consider working with you in future.

One great way to meet potential influencers that you can work with is to go to networking events. Here, you'll be able to mingle with other internet marketers and other people who are working in the industry. As such, you'll be considerably more likely to find someone who you can partner up with and if you have an *actual* conversation with them in person, then they'll be much more likely to remember you.

This is also why the much better way to make use of your connections on LinkedIn is to ask your mutual acquaintance if you can have an introduction.

**Hiring Your Influencers**

As you're hopefully starting to notice then, the real main challenge of working with any influencer is just getting them to notice you in the first place and convincing them to open that initial e-mail from you. If they've never heard from you before and if they get inundated with thousands of e-mails every day (which they likely do), then it's going to be very difficult to stand out and to give a compelling reason why they should entertain you.

It's just getting past that *initial* barrier that is often the key to success. So how do you do this?

One answer is to try hiring them! Most influencers will have some kind of service or product that they sell and this is likely how they'll make their money. What you can do then, is to simply hire their services for money and in exchange they'll *have* to contact you, or allow you to contact them, in order to deliver the value.

Again, don't make it transparent that this was the only reason you hired them. Use their services and form a relationship as you do – and once that's over they'll be much more responsive to your subsequent correspondence.

**Be Genuinely Useful**

Another important strategy to consider is just making sure that you are offering some kind of *genuinely* useful partnership for them. If you're contacting them and asking to write a guest post in exchange for a link, then you're of course standing to benefit from this far more than they are. Instead then, why not think of ways that you can *actually* benefit eachother such that they'll be gaining something worthwhile from the interaction too.

For example, perhaps you have the ability to create Android apps? If so, you could offer to build them an app in exchange for a link back to your site. Maybe you could offer

them an infographic instead of an article? These are harder to come by and can be very useful for attracting links. Or how about offering to make them a questionnaire? Or to tidy up their logo free of charge? Think about what your unique skills are and then think about how you're going to offer something interesting and different that will make you stand out.

**Social Media Tools**

There also exist a wide range of different social media tools you can use in order to reach and work with influencers.

Looking at your Twitter analytics for instance, you should be able to right away see which of your followers are the most engaged with your content, as well as which of them are the most influential in terms of the size of their audience. Often, you'll find that you have followers or connections already who are very influential *and* who are interacting a lot with your posts by commenting on them, sharing them, liking them *etc.* This is the perfect scenario because it means you have someone who is already a fan *and* an influencer.

We've already seen how you can get people to share and comment and interact by being a bit more communicative yourself. If you engage in discussions, invite comments, retweet, share and friend, then people will do the same in kind if only because of the lure of reciprocity. Now all you're going to do is focus some of those efforts onto people who you have identified as influencers that are engaged with your content. If you have a follower who always favorites your posts and who has thousands of followers, then you can simply retweet a few of their comments and engage them in active discussion and you'll likely get a retweet back.

**Video**

We haven't talked much about video marketing but it *should* play a role in your marketing efforts if you have the time and resources to make some good videos. YouTube gives you access to a huge audience of subscribers and lets your content get discovered through what is actually the second largest search engine in the world.

Video is also very useful for influencer marketing and if you follow many YouTube channels then you'll probably have seen people working before on here before. All they do is promote eachothers' channels in their videos (like an adswap which we'll see below) and this of course benefits *both* of them assuming they're at a similar level.

**Sponsorship**

Of course another much simpler option is simply to *pay* your influencers to give you a shout out. This is something you'll commonly see on YouTube. Send some money your influencer's way and get them to extol the virtues of your blog and your mailing list. If they have a big viewer base of people who trust their content, then this can be a good way to spend your money and it won't get you penalized like buying links does.

# Chapter 8:

# More Strategies and Tricks That Will Get You Leads – Knowing Which Ones to Use

The last chapter looked in depth at the most popular forms of marketing that you can use to promote your blog and brand. By doing this, you can send more people to your site where they'll hopefully engage with your content and be impressed by your wide range of knowledge, your witty writing style and the overall value that you are offering completely for free. If all goes well, they'll also be inspired by this to want to subscribe to your mailing list such that they can get *more* of this value and so that they'll be in constant contact with you and able to get updates about your products and services.

But this is a rather long-winded way to earn cash. Essentially, to earn money, you are using social media and SEO to promote a blog. The blog is then promoting a mailing list. The mailing list is then promoting a product.

It may be long-winded but of course it's also rather the *point*. By using this method you get the multiple 'touches' that we have already seen to be so important. This way you can build up a connection with your audience and get them to trust and enjoy your blog and to the point where they're willing to spend money on products that you recommend.

That said though, you may also find that you want to skip this lengthy process in some cases in order to go straight to the bit where you build more viewers. As it happens, there are numerous ways to directly promote your mailing list itself and to grow your number of subscribers immediately. Here are some of the most effective tools for doing that…

## Ad Swaps

An ad swap is essentially a form of influencer marketing very similar to the way that we've seen YouTubers will sometimes promote each other's' channels. Quite simply, all you're going to do is to find another big mailing list and you're going to offer to promote them in exchange for them promoting you, and you do this *through* your existing mailing list.

So simply, you will send out a message to everyone on your list telling them about another great list that has similar content and tons of great offers and in exchange they do the same for you.

This is actually an incredibly valuable tool for numerous reasons. Of course this gives you an immediate boost in numbers if the process is successful and people sign up to your emails, but better than that even is the fact that the new subscribers will be *highly* targeted.

Ad Swaps result in very targeted subscribers partly because you're going to choose a mailing list that is very similar to your own. At the same time though, ad swaps also get you the emails of people who are already reading a mailing list and engaging with it. Think about it: for these new subscribers to have found you, they will have to have read the e-mail with your ad in it and engaged with it enough to think it's worth joining your mailing list too. These are exactly the kinds of subscribers you *want* on your list and they're exactly the kind who are likely to buy products from you.

The other great thing about ad swaps is that they're free and you're again just exchanging value for value with a partner. The hardest part of all this is finding the e-mail marketers that are willing to work with you and have the big enough audience, but this is where the influencer marketing techniques we discussed above come in.

# Solo Ads

Solo ads are a similar strategy to the above, except now you're just paying. When you pay for a solo ad, you'll be paying someone to send a message to their email list telling them about how good your mailing list is and why they should join.

The amount you'll pay for a solo ad will of course vary depending on the nature of the mailing list you're targeting (its size and prominence) as well as the type of message you want to send.

In theory, a solo ad can be a very lucrative and profitable choice because once again you'll only get new subscribers who have demonstrated a willingness to open e-mails and engage with them. At the same time though, they can also be a big waste of money because there's no guarantee that even one person is going to take the advice in your broadcast and sign up to your message.

So how do you make sure that your solo ad is money well spent rather than a disappointing waste?

The obvious tip is to make sure you are targeting the right type of mailing list. Make sure you do your research and ask to hear how the marketer built that list in the first place, how the members were targeted, how big it is and what kinds of e-mails they've been sending historically.

Better yet, look for a list that you can join and then experience being on the receiving end of the messages for a while. If you can do this, then you'll be able to see just how much value the list is or isn't providing and as a result you'll be able to decide for

yourself whether the audience is likely to be highly engaged, or whether they're likely to be fed up of hearing from this person.

You can also discuss your terms with the owner of the list if you're savvy. For instance, if they have an autoresponder (which they definitely should), then you should be able to see whether or not the people on their list actually opened your message. This means that in theory you could set up some kind of PPC system whereby you only pay when someone actually opens the e-mail.

Do your research and just be very wary of using solo ads from marketers that you know nothing about. *Read more: http://SoloAdsWholesaler.com*

# Buying Lists – And How to Value a List

Of course one way to very *quickly* get a whole lot of new subscribers is just to buy new ones or to buy an entire list. This way you can potentially get a list of several hundred thousand people who ticked that they were 'happy for their details to be passed on'.

In theory, this means that you can skip *all* of the list building advice that we've shared so far. In practice though, it's really not quite that easy.

If you think back to when we briefly discussed the value of mailing lists, you may recall that we saw that mailing lists would *instantly* lose their value as soon as they were sold. As soon as you buy a mailing list off of someone, it becomes much less valuable and you become much less able to profit from it.

Why? Because now you're messaging people who haven't engaged with your brand before, who don't know who you are and who have no reason to trust you.

Meanwhile, they haven't given you permission to contact them – and in all likelihood they might have been unaware that they had ticked the box.

What's worse is that you can't guarantee the quality of the list at all until you've already spent your money. You have no way to know for sure that the seller didn't just scrape these e-mail addresses from the web and thus they might have completely no relevance to your niche or industry.

So should you avoid buying lists altogether? For the most part the answer is probably, unfortunately, yes. But that said there are ways that buying subscribers *can* be a good move – it's just a case of doing your research and being choosey once again.

So make sure to choose a mailing list that is as close to your niche or industry as possible. All previous e-mails sent to this list *should* have been on the same topic as the e-mails you're going to send. Find out as well how these e-mails were collected and what permissions they gave the seller.

You also want to look for a mailing list that contains as much extra data as possible. In other words, if you can find a mailing list that includes names, ages and other information like this then it will be much more valuable. Not only will this allow you to see *precisely* the demographic that you're going to be reaching but it will also let you send e-mails to specific members of your list and to organize your list by age, gender, hobbies etc. This makes your list *considerably* more valuable as well when you come to sell it – for precisely the same reasons.

As before, if you can try signing up to the mailing list yourself and experiencing what it's like on the receiving end, then this is also a good idea.

But finally and most importantly, is that you should *always* make certain that you can see the metrics and the data regarding the performance of the e-mails. Specifically, you need to be able to see how many of the e-mails get opened on average and how engaged the audience is. Nothing else *really* matters as long as you can see that people are opening and reading the e-mails.

How much should you be paying? As mentioned, you can get a mailing list of 10,000 from Fiverr for $5. That doesn't mean you'd want to touch those mailing lists with a barge pole though. As with most things, you will get what you pay for!

# Using Existing Contacts and Social Media

Here's another little trick you can use that you might not have considered: using your *current* contacts.

Even if you haven't started doing any e-mail marketing yet, then you will already have a list of sorts: your list of contacts. That means your mother dearest, your friends, your colleagues, people you used to go to school with, people that you met at house parties at college… you get the idea.

And all these contacts are potentially just as useful as the contacts that you can work to build. Sure, they're not highly targeted but some of them probably fit your demographic just nicely. What's more, some of the people on your contacts list are very likely to have similar interests as you and work in a similar field. Chances are that this is the *same* topic you will have chosen for your internet marketing and your mailing list.

On top of all that, it's also worth remembering that everyone on your list of contacts also has their *own* list of contacts. And if they're your friends, then they likely won't mind *messaging* at least some of the people on that list.

So the point is: you can e-mail your current contacts and ask if they would mind being added to your mailing list. And from there, you can then ask if they would very much mind forwarding that same message to *their* contacts and asking *them* to do the same. Depending on how well connected you are, this can potentially lead to a big influx of e-

mails to start you off. Just make sure that you do explain what the mailing list will be about so that they're still going to be targeted.

A lot of people make the mistake of hiding their businesses from their friends and family – often because they're somewhat embarrassed by them. This is a big mistake though: your friends and family are very often the ones *most likely* to be willing to pay for your services!

# Asking for Referrals and Using Viral E-Mails

Using that e-mail network you can get more subscribers in other ways too. One of these methods is just to ask all the subscribers on your list to message their contacts and invite them to join. If they can tell their friends, relatives and colleagues how much value they're getting from your list then in theory this can result in a big and sudden influx of new subscribers.

Another method is to create e-mail content that people will want to forward on. This means that it needs to be really great quality and it needs to have a very clear 'persona' that it's targeting. If you write an e-mail in depth on a subject that appeals to one type of person, then it will get shared with that type of person.

Of course the other type of e-mail that will often go viral is the humorous e-mail. Depending on the type of mailing list that you have, this is a perfectly legitimate strategy to use. Make sure this e-mail has a broad appeal, is genuinely funny and is the kind of thing that you could expect to find its way in your inbox.

At the same time as doing all this, just make sure that you have a strong call to action at the bottom inviting new readers to subscribe for 'more content like this'. At the same time, you can also invite your current readers to forward the message around. They might not think to share the message otherwise, so there's really no harm in just giving them a slight nudge in the right direction.

If you think this all sounds a little far-fetched and unlikely to lead to your ultimate success, then a fantastic example to turn to is Brain Pickings. Brain Pickings is a blog that discusses all kinds of topics from psychology, to literature, to politics, to philosophy. The website generally goes into great depth on these subjects, pulling in quotes and paragraphs from other sites, as well as looking at the original source. It's a fantastic example of 'curated content' but it also adds a lot of its own discussion and reflection.

This site is massive today and is one of the true success stories on the web. But it actually started life as a round robin. The owner, Mario Popova, simply began the experiment as a series of e-mails she sent to her friends and some colleagues at work. She sent the e-mails weekly just to discuss whatever was on her mind but she was so

good at it, that they began telling their friends and the email list spread by word of mouth. Eventually, people began to cry out for more and she set up a blog and a real mailing list. Today she is no doubt very wealthy.

This is an excellent example of how a good mailing list can spread by word of mouth and organically. At the same time, it shows once again how building a *high quality* set of emails is really what's important.

# Leads from the Real World

If you use the tip from earlier about plundering your existing list of contacts, then most likely this means you're going to be taking emails from your real-world relationships and interactions. This is a great way to message people with whom you already have formed some trust and authority hopefully and thus they will be more receptive to your messages.

But if you don't *have* a massive list of contacts who would be suitable for your mailing list, then there's nothing to stop you just adding them. In other words, when you meet someone in person at a networking event or even just at a dinner party, tell them about your mailing list and ask if you can add them. If you have a highstreet store then even better: this is the perfect opportunity to ask if you can add customers to your list and these people will be highly targeted because they have bought from you before!

This is what I was talking about in chapter three as one of the ingredients to success with your mailing list: being forthright and open and really pushing your mailing list. This is what it means to be marketer: you can't just mention your mailing list and hope people will join and you certainly can't just leave an opt-in form quietly. You should be shouting it from the rooftops and trying to turn every interaction into a possible lead.

Of course if your friends say know then you do want to back down quietly – otherwise this is a fast way to end up friendless…

# Chapter 9:

# Profiting From Your List – How to Create Hypnotic Emails That Sell

Now you've done all that work to build an incredibly targeted list and you've managed to build their trust and engage your audience by delivering amazing quality through your messages time after time. Congratulations, you're well on your way to list-building mastery!

But there's one more important consideration: and that's how you're going to actually sell to your audience and get them to buy from you! This is the tricky bit and it's where a lot of people can unfortunately end up going wrong. Read on and we'll look at how you can message your list in order to generate some big sales.

## How to Write Sales E-Mails

Essentially, what you're going to be doing is writing sales e-mails that will work just like sales pages. And for the uninitiated, a sales page is essentially just like a squeeze page except that you'll be selling a product rather than trying to get people to sign up to your mailing list.

You won't have quite the same formatting options here, this being an e-mail, but you will be able to use the same strategy in terms of your text. This means that you'll use a narrative structure to grab attention, you'll highlight your value proposition and you'll appeal to facts and authorities.

At the same time, you now also can use strategies such as scarcity and time pressure. Remember: people buy products based on their emotions, not logic, and so you want them to buy quickly while you have them interested. Telling your audience that you only have a small number of items left, introducing a limited-time special offer or otherwise making it sound like you don't have long can do all those things.

You'll end with your call to action which will be a link to your sales page, your checkout or perhaps an affiliate product within the body of the text.

This is the e-mail you're going to send to close the deal and to make conversions but this isn't actually the first time you should mention your product.

# Building Buzz and Anticipation

The great thing about e-mail is that it gives you complete control over your communications with your audience and it lets you see exactly who is engaging and how much by. This means you now have a two way system that allows you to get feedback from your messages and to see what's working and what isn't. Moreover, this now means that you can build someone up to the idea of your product, you can get them excited for it and you can generate awareness and buzz – all *before* you eventually sell the product and begin applying the time pressure.

If you go in cold with your sales e-mail as soon as someone signs up, then you may find that you get a positive response. At the same time though, you'll also risk just putting them off. They just signed up and already you're trying to sell them things they don't want! What's more, they've never heard of the product, they're not interested in it yet and the whole thing will just come off as annoying.

On the other hand though, if you build anticipation and excitement for your product, you can make it seem highly inviting and get them to really want whatever it is that you're going to sell. At the very least, you can make sure that they know what the product is and that they won't just be perplexed when you start trying to sell it.

Another consideration here is the length of your e-mails. Remember that e-mails tend to be a lot shorter than blog posts and certainly than sales pages. This means that you likely wouldn't be able to create your full pitch in a single e-mail even if you wanted to – most people wouldn't read it or the message would be filtered by the spam filter.

Instead then, a simple way to look at this is as though you're breaking up your usual sales page into multiple shorter messages. And as you do so, you'll also be continuing to focus on delivering value and making sure that your audience is actually getting something in return for having signed up. This will help to further encourage good will and it will make them much more receptive when you try to sell to them.

You can even use the same 'AIDA' approach here.

Send a few e-mails to provide value, build trust and get people interested in opening more of your correspondence. Then, at the end of one of your messages, tell them about an exciting upcoming product you can't wait to share with them all. That's 'Awareness' done.

In the next message, provide some value but then tell them about your product is and what it does. Get them interested to learn more and keep some mystery surrounding the details – that's Interest. Then, get them to really *want* it in the next e-mail but point out that they'll have to wait and that there will only be a few 'slots' available. This is the desire part and if you've done it well, your audience will feel almost as though they can't *wait* for your next e-mail. The space that drags on between the desire and action emails should work to gradually build up and increase their anticipation and desire so that

they're like a coiled spring ready for that final push. People want what they can't have and at this point, you can really work that to your advantage.

And the final push is the 'Action' e-mail. Tell your audience where they can get your product and forward them straight on to either your landing page or your checkout. Tell them to act *fast* or they'll risk missing out.

Note that when you build up to your sale with this kind of sequence, it's okay to drop the 'once a week' rule. Gradually increase the regularity with which you send your messages and you'll thereby be able to gradually increase excitement for the products.

# Second Chances and 'Upselling'

You've put a lot of time pressure on your list and you've created scarcity to get them to act fast and to feel as though they're getting something that's rare and exclusive.

But at the same time, when you send that action e-mail, some people won't get it in time and some people will miss out. This is why having a follow up e-mail with a 'last chance' message where you create a 'few more slots' can be a great strategy. People who missed out on the initial rush will hopefully feel a sense of relief that they're able to get the product still and this means that you'll be able to avoid losing customers who were busy that day.

Another similar strategy to consider is 'upselling'. Once someone has committed to buying your product, they have marked themselves out as a *very* good lead. As long as your product is genuinely good, then you should find this is a particularly receptive individual who you can sell to more in the future. You want to mark them out but better yet, why not make the most of this relationship right now?

One way to do this is with 'upselling' – this is an e-mail that you send to follow up with the buyer immediately after they've made their purchase or just before they click 'buy'. Now you invite them to increase the value of their order – just slightly – in order to get extra features, expedited shipping or some other additional bonus on top of the main product. Because they're *already* spending money at this point, it's much easier to tempt them into slightly increasing their purchase. This is also known as the 'value add'.

# Sales Funnels

A sales funnel is basically very similar to the sequence we've discussed except that you're going to be continually adding more and more value on top of your messages so that people will grow to trust your brand more and more and so that you can get them to *engage* with you more and more. The objective is that your sales funnel will allow you to

interact with your audience multiple times to the point where eventually they'll be much happier to become a paying customer.

Your sales funnel is going to be made partly through your e-mails but it will also often incorporate the act of signing up and possible some kind of free online video course or seminar.

The idea is that each time the user goes a little further down the funnel, they become increasingly likely to want to buy from you.

So you start off with your blog which they might find via Google or Facebook. This is your first touch. If that goes well, they'll hopefully become a subscriber and you'll message them with a free e-book and some quality e-mails. This is your second touch.

Now you begin warming them up for your products as your third touch and perhaps invite them to perform a free seminar. At this point they have watched a whole video perhaps 20 minutes long and this shows big engagement with your brand. They'll be quite committed to your cause now and considerably more likely to be willing to buy a product.

Your fourth touch might be to sell them your small eBook for $35. This isn't going to break the bank but it gets them used to the idea of spending money with you and it again demonstrates the kind of value you're able to deliver.

As such, when you eventually offer your $500 product, your 'big ticket item' they will be much more likely to buy. This is the power of your sales funnel.

And the best bit about all this? It can be completely automated...

# How to Write Great Autoresponder Sequences

One of the excellent features of autoresponders is that they allow you to send e-mails automatically. You'll already have your 'welcome message' that will be sent out automatically when people subscribe and most likely you'll have some kind of 'double opt-in'. You'll also have a sequence set up for when someone unsubscribes.

But you can go way beyond this too and actually you can deliver your entire sales funnel automatically to new visitors if you want to – such that they receive messages from you to gradually warm them up to a sale and then eventually make a purchase all while you sleep.

So your autoresponder sequence should basically involve the same sales sequence or sales funnel that we've described above but it will act out automatically when someone

signs up to your mailing list. E-mail courses can also work well when sent out automatically by your autoresponder.

Note as well that autoresponders often have additional extra features to allow you to determine how and when your e-mails get sent. For instance, you can set up your autoresponder to send your sales funnel only as your recipients start engaging more with your e-mails and actually opening them. This way, your mailing list is able to respond to what's happening with your list and to alter the number of messages being sent on the fly as a result. In turn, this can make the autoresponder sequence much more effective.

# Chapter 10:

# More Ways to Profit From Your List and More Things to Do With It

That's how you use your e-mail list to sell a product and the very same principles will apply if you have a service. But if you're only thinking of a mailing list as a bunch of people you can sell to, then you're unfortunately being very short sighted. There's *much* more you can do with your list and a lot of these alternative options can help you to earn even more money.

Here are some examples...

## Sell Affiliate Products

If you don't have a product to sell, then selling affiliate products is a great way to make money too. We've discussed this already but to recap, this just means you're selling a product for commission and if you found that product on JVZoo, on ClickBank or on Commission Junction then you might make as much as 60% or even 75% on those sales.

The great thing about this is that it takes you no time to create a product and you can choose something that is already selling successfully. You don't even need to make a checkout or a sales page of your own.

And thus, one of the very best ways to make affiliate sales through your mailing list is just to include the affiliate link casually in your text. Just place it in the body of one of your standard articles that delivers value and a proportion of your audience may click it.

The great thing about this is that it's much less invasive for your audience meaning they won't feel quite so frustrated with being sold to.

# Crowdsourcing and Surveying

Remember: e-mail is a two way street. If you have a mailing list then you can easily use this to speak with your audience and that means you can find out more about what they'd like to buy in future, about how you could improve your website or about where they shop. All this provides feedback you can use to improve your business.

You can also use surveys in order to build a better database of information without asking them to fill in the details up-front. People can choose to answer their age, their gender, their income etc. if they're willing and then you can use this subsequently in order to sell them more targeted products.

# Advertising

Of course, if you have a massive mailing list then you have a huge audience and this makes you a very interesting prospect for advertisers who are looking to reach a similarly huge audience. This means you can get paid to advertise or promote other products and there are all kinds of different forms this can take.

For instance, you can now charge people for solo ads yourself. This way, you can get paid by product creators and other marketers in order to talk about their products and services – or even their mailing lists! You can also get paid to send out surveys on behalf of other companies.

Now *you're* the influencer and that's worth a lot of money!

Just be careful not to run too many promotions. If you keep promoting other products then you can eventually frustrate your audience and find them unwilling to buy from you in future or to listen to your messages at all. Make sure that you leave some space between any kind of marketing message and always look into the quality of the products yourself to make sure that the things you're promoting are actually *good*. This is important for your brand reputation.

# Selling

As we briefly mentioned earlier, you can also build your mailing list with the eventual intention of selling it. And we also saw that as a very general rule, mailing lists are worth

about $1 per subscriber, meaning that you could get potentially $10,000 for a list of 10,000 members – pretty good!

But we also saw that very often mailing lists don't go for this amount of money at all. To make sure you get lots of money for your list, you should consider selling your whole business (the website, the product etc.). Otherwise, make sure that you have lots of data to support the quality of your list (you can get this from your autoresponder) and make sure that you have as much information about each of your subscribers as possible.

# Chapter 11:

# Your Complete List Building Strategy Summarized

And with that, you know pretty much everything there is to know about building a list and profiting from it. At this point you know the technical process of setting up your mailing list with an opt-in form, squeeze page and autoresponder. At the same time, you know how to make sure your list is highly targeted to your niche or industry and you know how to use advertising and other strategies to grow your list faster. Finally, you know how to deliver great quality content and you know how to make sure that people want to buy from you.

Now you can begin to create your own list and you should find it's relatively simple to start growing exponentially.

And for your convenience, we'll go over all the steps involved one last time:

**Setting Up**

To set up, you need a website and blog with a squeeze page and autoresponder. The autoresponders we recommended were SendLane and ArpReach which you can use to create opt-in forms and to collect and manage all your e-mails. You should set these up with a two step opt-in and then place them on your website, your squeeze page and anywhere else you can.

The website you'll create by finding a hosting package and installing WordPress. You'll also need a good URL that's catchy, memorable and descriptive.

Your squeeze page is a page that is completely dedicated to getting people to sign up to your mailing list. This is going to use a lot of persuasive writing to convince people to sign up and will have opt-in forms laden throughout. You can make this very easily by

using Optimize Press, which is a theme for WordPress and can be installed in just one click.

## Adding Content

The main bulk of your marketing strategy is going to involve adding lots of content to your website. Each time you update your blog with a new post, you'll be able to share that to social media and you'll have more chance of being discovered on Google.

The *true* value of your content though, is to show people that you're able to provide great value through your writing in terms of information, entertainment and advice. The idea is that this will help you to build authority and trust and eventually they'll want to hear more from you – thus they'll sign up to your e-mails.

You can also place calls to action right inside the body of your blog posts to get people to sign-up.

## Marketing

Your marketing is now going to bring people to your squeeze page and blog. This will consist of social media marketing, SEO and other techniques like video marketing and influencer marketing. Using all these strategies, you're going to get more and more people to visit your site and that means more and more of them will convert to subscribers for your list.

You can also use PPC in order to build your audience but you need to weigh up whether or not it's really worth spending money to build that list. If you decide to go this route, use Facebook CPA which will only charge you for each new subscriber you gain.

## Providing Value

Now you have begun building your list, it's time to start impressing them with great value. Treat your e-mails like excellent quality articles with engaging titles and try to make sure people look forward to receiving them. Message about once a week, keep the messages relatively short and avoid marketing speak at all costs – this will help you to avoid the spam filter apart from anything else.

## Selling

Finally, you can use your mailing list to start selling. To do this, you need to use similar persuasive language to a landing page and the same 'AIDA' structure. The difference is that it will be stretched out over multiple e-mails or across a 'sales funnel'. This will help to build anticipation, buzz and desire for your product before you eventually close the sale.


This might sound a lot to take on board but the best way to learn is to get started. It's not as hard as it sounds once you have your plan in motion, so set up that autoresponder and get to work! Once you begin to build momentum, you'll find you have access to a

highly committed audience that hangs on your every word. The value of this cannot be overstated, so put in the time and you will reap the rewards.

# Resources & Links

Download Ian del Carmen's bestselling book "Rags to Dot Com Riches" for FREE – http://RagsToDotComRiches.com

Learn Internet Marketing at The Internet Business Academy – http://TheInternetBusinessAcademy.com

Domain names – http://idcibc.com/go/?domain

Web hosting - http://idcibc.com/go/?webhost

Website creation - http://idcibc.com/go/?outsource

Website traffic - http://idcibc.com/go/?traffic

Autoresponder - http://idcibc.com/go/?arpreach