

LIST BUILDING PROFIT KIT

HOW TO BUILD A PROFITABLE
AND RESPONSIVE EMAIL LIST



CHECKLIST

- Effective list building is built on the same OLD SCHOOL RULES of Business Success
 - ✓ The rules haven't changed
 - ✓ You just have to ADAPT them to the Internet... or you will fail

- The 6 Basic Truths of Sales Will Always Apply
 - ✓ Create demand out of existing demand
 - ✓ Credibility and authority builds trust that ensure sales
 - ✓ Credibility and authority are EARNED over time
 - ✓ Your existing customer base is your cheapest source of sales
 - ✓ Building relationships based on trust generate sales over the long haul
 - ✓ Monetize based on interests

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

- Step 1: Know your market: Pick the RIGHT NICHE
 - ✓ What is a niche?
 - ✓ What is a sub-niche?

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

- Step 2: Find your market and interact with end users

- People interested in a particular problem are already congregating online
 - ✓ Find these
 - message boards / forums
 - FB groups/pages
 - LinkedIn groups
 - Youtube video comment sections
 - Quora
 - Reddit
 - etc

- Gather customer intelligence
 - ✓ Ask questions
 - ✓ Get answers
 - ✓ Find similar questions
 - ✓ Compare answers
 - ✓ Cross reference answers
 - ✓ Get feedback on current solutions
 - ✓ facilitate resources

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

□ Step 3: Adopt a list marketing plan

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

□ Advantages of email lists

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

□ How to gather customer intelligence

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

□ Plan your list

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

□ The Plan

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

□ Step 4: Build your list

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

☐ List Building Steps

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

☐ Step 5: Launch and Listen to your list

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

☐ Focus on content that works

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

☐ Pump free traffic to your squeeze page first

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

- Guest posts (SEO)
- Blogging (SEO)

✓ Share content as to pump traffic to each other

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

- After optimization: launch a paid traffic campaign
 - ✓ Social media: target interests with RETARGETING
 - ✓ PPC: search words with high intent (direct or indirect interests)
- Keys to paid traffic success
 - ✓ start with small test
 - ✓ Optimize as you go
 - ✓ Focus on intent
 - ✓ ALWAYS retarget (leads to 40% more conversion)
- Step 6: Monetize your list
 - ✓ First choice: Affiliate marketing
 - ✓ Second choice: Your own products
- How to do list sales like a pro
 - ✓ Segregate your lists
 - Info list (people who just signed up to get info or due to freebie)
 - buyers' list (people who signed up to info list but bought \$1 product)
 - Focus your monetization on Buyers' list
 - Info list should just get hit with \$1 products (reduce friction as much as possible)

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

- Step 7: Optimize your list

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

- How to evolve your materials:
 - ✓ Squeeze page:
 - Swap out covers
 - Upgrade text
 - Layout
 - Layout FONT
 - GRAPHICS
 - video
 - ✓ List Content
 - Swap out headlines
 - Swap out text body presentation (subheadings)
 - Swap out internal link call to action
 - Swap out affiliate products or payload products