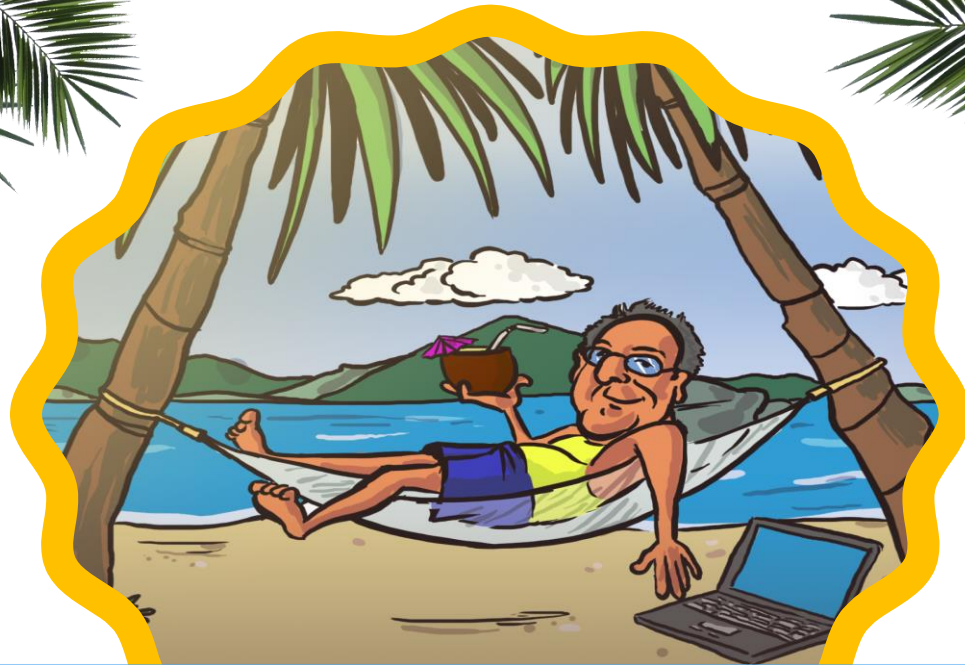# Capture

Your Wealth

Presents...

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MODULE 6

LIST BUILDING

Regardless of what you do in your online business, you'll need a list of customers. Then you need to know what to do to grow that list.

Let's get to work!

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WHAT IS "LIST BUILDING"

- List building is at the core of any type of marketing. It's the process of growing a database of like-minded people within a niche. They are also referred to as "subscribers, prospects, clients and fans".

- Often people say that the money is "in the list". In reality, the money comes as a result of what you do "for" your list and how often you communicate to your list.
  - Ultimately, it's much harder to find a new customer than to effectively market to an existing customer or contact.

- The end goal is to persuade perspective prospects to give you their email address. This is usually done via the value you offer someone. This could be with your posts if you have a blog or a free offer on a sales page.
  - "Ethical Bribe"
    - Free PDF Report
    - Free Video Training
    - Free Webinar
    - Free Audio Recording

- Once successful, your ongoing communications with your customers will improve your relationships.
  - Leading to confidence in your brand. Which will ultimately lead to sales.

WHY LIST BUILD?

- List building gives you a vehicle for generating consistent, ongoing income.

- The value in your list is what you do for your list.
    - Providing value by promoting quality, related offers.
    - Providing good value in free training or webinars.

- There are many reasons why your customers value their e-mail address.
    - **Email is Personal** – Email allows you to land into your customer's inbox. Most customers are very guarded with their email addresses. Their email is an extension of themselves.

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WHY LIST BUILD?

- There are many reasons why your customers value their e-mail address.
  - **Email is Purposeful** – A potential customer wants to get answers to their pain point. For someone to do the work to join your list obviously means that they are interested to hear from you. They will be much more receptive and responsive to your message.
  - **Email is Targeted** – Since you now know what they like, you can deliver highly relevant content and offers to them to build value and profits. They are much more likely to click, buy, and spread the word around for your products and services.
  - **Email is One-on-One** – People read email in the privacy of their inbox. The message is not on a public wall or social forum. Email allows you to build a one on one relationship with your customer. Gradually they develop trust in your brand and proudly spread the word around.

WHY LIST BUILD?

- Now that we understand why a customer feels that their email is valuable to them, here is why it needs to be valuable to you:

- When you have a email list, you have TOTAL control of what you do with your list.
  - No one can take your list away from you.
  - You can contact your list whenever it works best for your list.
  - You can also contact your list whenever.
  - Quick cash flow.
  - You can promote whatever you feel ads value to your list.
  - You can schedule your emails in advance to go out at any time.
  - You can automate your entire sales process; lead generation, marketing, sales and follow up.
  - It is more profitable than sending traffic direct to a sales page.
  - You now own a tangible asset that will grow in value over time.
  - You will be able to participate in joint ventures when you have a list. This, in turn,
  will help you grow your list and income even quicker.

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WHAT IS NEEDED TO BUILD A LIST?

- Building a mailing list in the correct manner is a process. Following the process correctly from the very beginning will help you avoid potential problems and inconveniences further down the line.

- It's also extremely important that you start your list building process using the right tools and resources. Using the right tools makes the whole list building process relatively simple.

- Using the right tools does not mean spending a lot of money. Many programs and apps are free. Knowing what to use saves you from having to redo work.

- Saving time and maximizing profits is what passive profit building is all about.

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WHAT IS NEEDED TO BUILD A LIST?

- **Step 1 – Commit to your niche**
  - If you are ready to build a list then you need to be at a point of "no turning back" with your niche.
- **Step 2 – You need a domain and hosting**
  - In order to build a list, potential customers need a place to go. So you'll need a domain name and you'll need hosting.
  - There are "free" ways to get each but, for the professionalism that having your own name and hosting brings, this isn't an area to save a few dollars.
  - Your best source for the lowest prices on domain names is www.domcomp.com
  - Your best resources for website hosting would be
    - www.hostgator.com
    - www.bluehost.com
    - www.godaddy.com

WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**
  - Along the lines of Step 2, once a customer finds your domain name on the internet, they need to see something.
    - What they need to see comes in 3 essential formats – a blog / a squeeze page / a sales page
  - Blog
    - Creating a blog can be a great option for those who have more time and enjoy being creative
    - This technique can take time before you really start seeing a decent size list. Don't be discouraged when this method doesn't show immediate returns.
    - The positive aspect of this though is that your list via blogging tends to be a very loyal group. They enjoy what you have to say, your style and are more open to listening to your offers.

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WHAT IS NEEDED TO BUILD A LIST?

- Step 3 – Develop a simple website

  Blog
  1. Choose your blogging platform
     - While there are dozens of blogging platforms to choose from, you essentially want to choose only one; Wordpress. It's by far the dominant platform
  2. Choose your hosting
     - You want to be "self-hosted" with your blog. That means instead of running a blog which you don't own, you buy your own hosting.
  3. Start your blog on your own domain
     - Along with owning your own hosting, you'll also need to own your own domain name (the name you want to call your blog). You can get both at companies like:
       - www.hostgator.com
       - www.bluehost.com

WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Blog

4. **Install Wordpress**
    - Most, if not all hosting companies, will have a "one-click" WordPress install solution on their admin panel. That button will automatically install WordPress on your blog.
        - Fantastico
        - QuickInstall
    - Log into your blog on the web in order to write your posts and other administrative features.
    - You go to www.yourdomainname.com/wp-admin

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WHAT IS NEEDED TO BUILD A LIST?

- Step 3 – Develop a simple website

Blog

5. Design your Blog

   - You can customize your blog by using themes. Themes are quick and easy ways to add functionality and style to your blog. Many themes are free directly from Wordpress and are a great starting point.

   - Once you decide you want a certain look and feel, there are paid themes which offer just about anything you want in terms of functionality. Check out themes by:

     - www.woothemes.com

     - www.themeforest.net

     - Google Search: "free premium Wordpress themes"

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WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Squeeze Page
- A squeeze page is a landing page designed specifically to capture email addresses from potential subscribers/customers. The goal of a squeeze page is to convince a visitor into providing the most sought-after pieces of data for you: the email address.
- A squeeze page should act as an ultimatum of sorts for visitors – either take your "ethical bribe" or leave, the page. Your copy should be kept to a minimum on a squeeze page. Too much copy can distract from your convincing "offer".
  - Two options: Join the list or leave the page.
- While you can offer many different types of content on your squeeze page, some will prove more valuable than others. Prime types of squeeze page content offers include:
  - Email Course
  - E-Book
  - White Paper Collection
  - Templates / Design Aids
  - Video Training
  - Audio Recordings

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WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Squeeze Page
- Traffic generation (all roads lead to your squeeze page).
- There are a few different methods to building a squeeze page
    1. **DIY**: Build a squeeze page manually, as you would any other landing page.
    2. **Squeeze Page Generator**: There are several tools on the market that assist in generating   squeeze pages.
        - LeadPages
        - GetResponse
        - Aweber
        - MobiRise – Free Mobile Friendly Landing Page Designer
    3. **Wordpress Squeeze Page Plug-ins**: There a few different Wordpress plug-ins that provide landing page or squeeze page templates for Wordpress users.
        - WP Lead Plus Free Squeeze Page Creator
        - WordPress Landing Pages
   - MiniMax – Page Layout Builder

AUTORESPONDER PLATFORMS

- What is an Autoresponder
  - An autoresponder is an Email Marketing feature that gives you the opportunity to engage with people on your list and start building a relationship with them.
    - It allows you to target new additions to specific contact lists and send them a sequence of pre-planned emails.
    - Sends emails without having to be at the computer.
  - Autoresponder Automated Emails Allow You To:
    - Introduce new contacts to your organization.
    - Address your new contacts' frequently asked questions.
    - Remind contacts of your new relationship.
    - Create several unique series of Automated emails for lists in your account.
    - Establish and build trust by sharing valuable and useful information.
   - Gather feedback from new contacts' with a survey.

Autoresponder Services

- **AWeber**
  - Aweber is the industry standard email marketing provider. Used by tens of thousands of professional sites, they make it really easy to setup and manage an email list.
  - There's more than 700 visually appealing templates that cover a wide range of marketing applications.
  - Autoresponder functionality which allows you to send automated e-newsletters at pre-defined intervals to subscribers after they sign up.
  - Toll free technical support (which is important because you'll certainly use it)
  - 30-day free trial and then pricing starting at $19/mo

AWEBER

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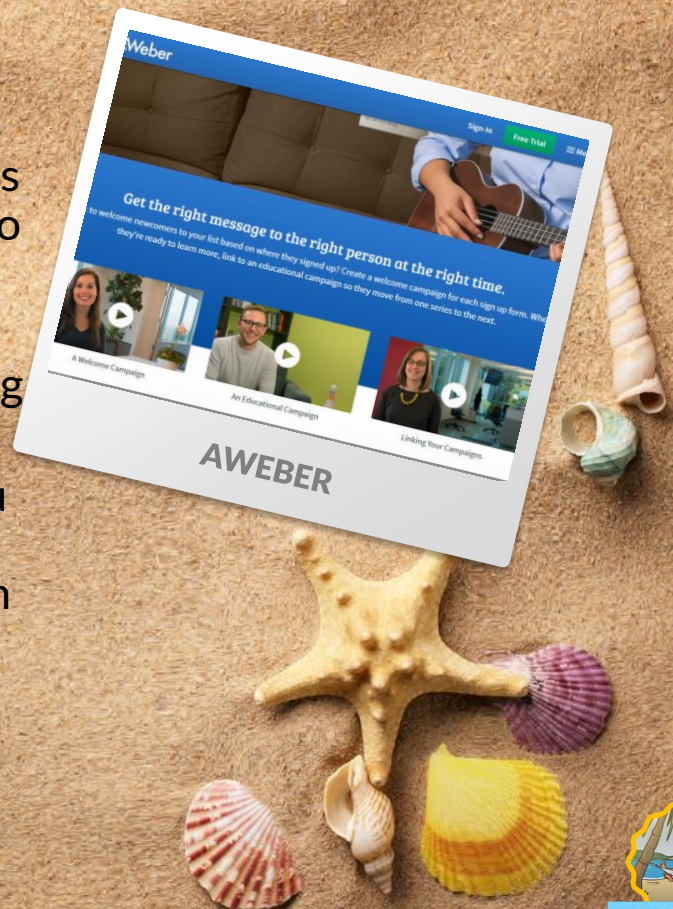
Autoresponder Services

- **GetResponse**
  - GetResponce is the most cost-effective solution if you have list with 500 to 1,000 subscribers. Free for 30 days then prices starting at $14/mo.

  - They allow up to 5 different versions of emails in order to do split testing.
  - By purchasing a their Pro plan or higher you can run webinars directly from within your Getresponse account.

  - They offer "Send time optimization". Automatically sending your email at the time at which it's most likely to be opened.

    - Getresponse looks at your subscriber list and their email-checking habits and makes this call on your behalf.

    - If you can live with using this big-brother sort of technology, you can expect a 23% median improvement in open rates and a 20% median improvement in click-through rates.

GETRESPONSE

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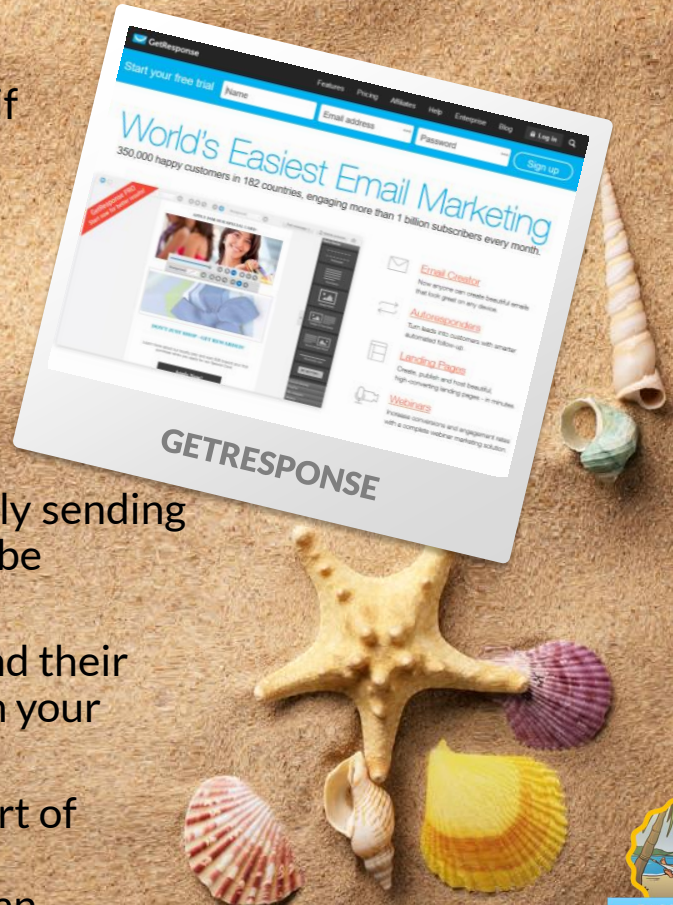
Autoresponder Services

- **Constant Contact**
  - Constant Contact provides a variety of templates you can customize. You can also start with a blank template.
  - Provides all the necessities for creating comprehensive reports on email campaigns, including the number of bounces, complaints, opt-outs, click-throughs and forwards.
  - The addition of a social-share toolbar and individual social media buttons for Facebook, Twitter and LinkedIn should increase traffic to your site.
  - The service is relatively easy to use, and it lets you create and monitor effective email campaigns.
  - Free to try for 60 days / Prices starting at $20mo

CONSTANT CONTACT

PASSIVE PROFIT STREAMS

AUTOPILOT FOLLOW UP

- The Basics of your follow up email sequence
  - There are a million ways to approach how you follow up with your new customer (or existing customers). But essentially, you will generally have the following buckets to fill.
    1. <u>What is your goal?</u>
       - What do you need your autoresponder to do for you? Will you promote products, educate customers, seeking feedback etc.
    2. <u>Figure out how long your sequence will be and it's cadence.</u>
       - Will your series of emails last for 30 days, spaced out every 2-3 days. Think of who your audience is to determine the right fit.
    3. <u>Choose your content.</u>
       - This part should not be hard since you're confident in your niche and understand what your customer wants. Will it be tips not found in your blog? Interesting evergreen articles pertaining to your niche?
       - High value product recommendations you can send to them.

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AUTOPILOT FOLLOW UP

- The Basics of your follow up email sequence
    4. <u>Put it all together.</u>
        - Create enticing Subject lines which peak your audience's interest (you're competing in a sea of emails).
        - Add value too. Find ways to offer a free download, special report or other perk. Give them a reason to want to stay on your list.
    5. <u>Get them to take massive action.</u>
        - If you're selling something, make sure to tell them "check it out" or, "buy it" etc. If you want feedback, make sure they know to take your survey. At the end of the day, don't be shy about stating what you want your customers to do.
    6. <u>Test, Track, Tweak, Repeat.</u>
        - You'll want to know your open rates, click rates, unsubscribe rates, earnings per click, etc.
        - Ensure that you attach a tracking code to every email you send out. This is how you'll get the statistics on how everything did.
            » Aweber and Getresponse offer email tracking for you.

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TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

"APPLIED" **KNOWLEDGE IS POWER !**

1. Create your free offer or "ethical bribe".

2. Build your squeeze page.

3. Drive traffic to your squeeze page.

4. Start emailing your list on a consistent basis so they don't forget you.

5. Start your first autoresponder series of emails.

- Product recommendations
- Free training.
- Free messages.
- Free webinars