

Discover How To Build And Grow A  
Profitable Email List

Inside

# LIST BUILDING SCHOOL



## STEP BY STEP GUIDE

'Building an email list is the most  
important asset you can build online.'

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You're obviously here because you've thought about building an email list but still have some questions and maybe even a little hesitation in doing it. So, let's start off by understanding what an email list is and why building one can change the face of your business.

# Chapter 1: Why Build An Email List





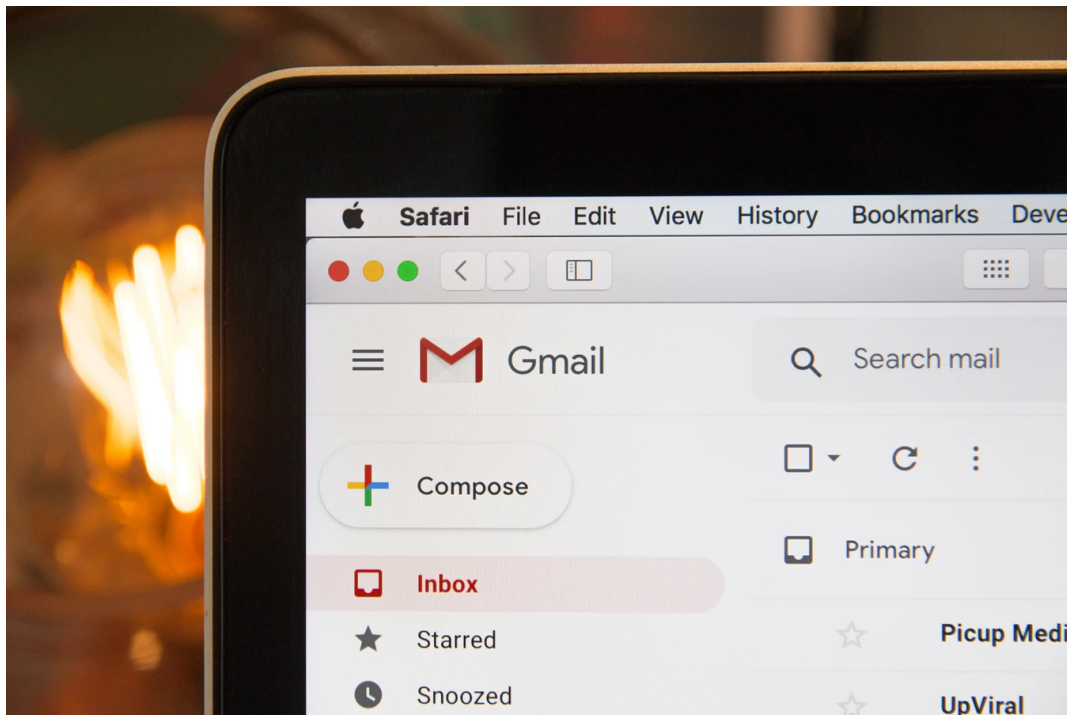
# Chapter 1: Why Build an Email List



An email list is like a handy list of subscribers. It is a list of email IDs that you have gathered from people, usually over time. These are people who have seen what you have to offer and have allowed you to send information whether in the form of updates or promotions for a service that you offer directly to their inbox. And you need not be running a business to have an email list.

For example, many bloggers maintain email lists. So, every time they post a new piece on their blog, the content of that post goes straight to the inbox of their subscribers which saves the receiver the hassle of having to check the blog for updates. It is also used by those who send out newsletters. It is basically a database of email IDs that can be tapped to send bulk updates. This is used as a strategy for

businesses to build a relationship with their customers and is a part of email marketing.



For those of you who understand numbers better, here is a figure. According to Direct Marketing Association, for businesses in the USA alone, this strategy results in [4,300 percent ROI](#) or return on investment.

Now, we live in a world of bots and paid advertising. There are many avenues out there where you can shop for email lists. There is a price for it, of course, but it results in an instant group of subscribers. This is a very attractive deal for a lot of businesses and services. But here's the catch. When you build an email list from scratch, you get a list of people who have seen what you have to offer and subscribed to it out of genuine interest.

On the other hand, when you buy a list, you are likely reaching out to individuals who have no interest whatsoever in your product or

service. That makes them more likely to redirect your email into the spam folder. So, if you want to buy a list, you may very well go ahead with it but don't be looking at that 4,300 percent return. When you get authentic subscribers in your list, your chances of turning them into paying customers is also highly likely. And isn't that the whole point?

Now, it is important for the uninitiated to know that the [benefits of an email list](#) are criminally underrated.



1. For starters, emails are a very personal means to communicate with your consumer. You get to take your product or service directly into their inbox. While there is a ranking system with a chance of priority email blocking your way, you still get to be on top of the rest of the emails. And if you build a loyal base, you might even be segregated into a folder that grabs your consumer's attention right away.

2. When you build an email list from scratch instead of buying a database, your consumer goes through a simple process of filling up a form to sign up for your emails. In this case, they are clearly interested in your product or service. That makes them more open to your communication. It means they are reading and willing to invest time in what you have to offer. That is the first step towards getting someone to put their money where their mouth is.
3. When you depend on social media giants like Google and Facebook, you need to stay on top of their strategy. In fact, you are at the mercy of their prioritizing techniques. This means every time they change their algorithms, you have to change your SEO tactics to be on top of their lists. Through email lists, you can bypass that whole thing and get your message to your consumer irrespective of a third-party's strategy. You won't be at their mercy which is a huge bonus.
4. With email lists, over time, you know your audience well. That gives you insights into what is working for your brand. Based on that information, you can make your content more specific to the consumers who are interested in your product or service. When you decide to level up and give them offers, you will know exactly what kind of discounts and coupons will appeal to them. This way, you can build on an existing relationship in the future. That is an asset in every business. This process is called segmentation.
5. Since you will not be advertising publicly and arbitrarily, what makes it to the inbox often becomes a personal message to the specific consumer. This gives you room to make interactives in

the future. And since it is not on a social media timeline or newsfeed, you get to give and receive information with some level of privacy. In a world where trust is difficult to build, you already have one thing in your favor. That allows you to build a genuine connection as a brand.

6. There are people who stay off social media but there is no internet user without an email account. So, while other businesses talk about Facebook and Twitter followers, you have a broader audience to target. The other advantage is the fact that Facebook likes and retweets don't always mean that they are going through the communicate let alone endorse your product or service. That's why we are increasingly seeing official accounts state in their bio that RTs are not endorsements. Big brands understand this better than anyone else. That is why many businesses have an email list at the heart of its outreach strategies. In fact, you might have also seen campaigns on social media that encourage you to sign up for specific brand information. So, even if many brands start talking about themselves on social media, the ultimate aim is to get into your inbox.

As a business, it is important to understand that people subscribe more easily than they unsubscribe. So as long as you are giving them valuable content in the inbox, you will stay right there where you belong.

# Chapter 2: How To Build An Email List





## *Chapter 2: How to Build an Email List*



Now let's move on to the tools you need to build an email list. The name of the game is email marketing and it's a great way to build loyal consumers, right? So, you put out an ad on a social media platform and it's getting a good level of engagement. You're happy with it. A lot of e-commerce businesses use sign-up forms that are created by experienced marketers to get them started. It usually starts either with a pop-up ad or a Facebook ad to get the consumer going.

But how do you convert that momentary interest into lasting loyalty? You get them to a place where they will get more of what they just saw. From promotional offers to showcasing products and services or telling personal stories that have them hooked to your narrative,

there are a lot of things you can do to get consumers to stay with you and in time, pay for what you're offering.

But sometimes, the steps from clicking on a pop-up to signing up for an email list can be a long one. People don't like to fill out long forms that ask too many questions. So, you need to start by making it easy for them. Let's go through the process of building an email list that's easy for you and the consumer.

The first step is to have a landing page with a unique/strong domain name. When your consumer clicks on the pop-up ad, they need to go to a place that gives them more of what they just saw. This is one of the most useful ways to build an email list. Treat this like running a website that has multiple pages.

For instance, if you have a website that offers 10 different services, you could have a different pop-up ad for each of them, right? Make sure that when your consumer clicks on an ad, they are taken to a landing page with details relevant to that ad.

Now, remember that every website has a domain name and often, it is this name that consumers remember whether they remember the specific page or not. Even if they forget where exactly they saw the product or service that they wanted to sign up for, they will try Googling your domain name and a couple of words relevant to the product or service they wanted to access. So, make sure you have a strong domain name that is easy to recollect.

Oftentimes, when people see that they have to fill out a form, they want to shut that tab and go right back to browsing the internet. To

avoid that, you may want to take advantage of the interest they have shown in the content on the pop-up ad and offer them a goodie.

Depending on the service you run, it could be a voucher, an instructional video guide or a free ebook that is exclusively for those who sign up for the email list. This is referred to as a content upgrade. It's kind of like offering candy to a kid. While that has a morbid kidnapper-y vibe to it, when it comes to attracting customers, freebies can work wonders. Those who give you their email ID get to unlock the goodies.

A lot of businesses like to put this upfront on their main page. This is usually the page that gets the most visitors because it is the front of your business. It's a great place to ask visitors to sign up. Sometimes, it also works to your advantage in a way that they get to see your services or products only if they sign up. This is an interesting way to build an audience while they are still curious about your business.



Creating a smart bar is another way of grabbing your visitors' eyeballs. A smart bar is a bar at the top of the website that doesn't go away even when the visitor scrolls down. It is kind of like priority notifications on your phone. No matter what else happens, this thing stays on top. Put it in a color that pops on the background of your landing page and announce boldly asking your visitors to "Sign Up For The Newsletter Here".

It doesn't interfere with their browsing like a pop-up ad and it never goes out of their line of sight which automatically registers in their subconscious. And literally takes [just a few minutes](#) to install.

Now, if they didn't sign up right after they got to the landing page and the smart bar failed to do what it intended to do, as a last-ditch effort, you can use an exit-intent pop-up. This is exactly what it sounds like. When you are shutting down a tab on your browser, you can edit the settings for your browser to prompt a response like "Are you sure you want to shut this tab?" Like when you're saving a Word document and it asks you, "The document has been modified. Do you want to discard changes and exit?"

This is the same thing. When the visitor is leaving your website, you can give them one last prompt to sign up for discounts, vouchers and new merchandise information. If they like what they saw, this one might just work. For [a lot of businesses](#), it actually has.



Now that you have them on your email list, the next level of engagement begins. You need to send them timely emails to make sure your customers keep coming back to you. You might think you can do it manually but if you have it all figured out (and you should) wouldn't it be nice to have it automated? In the business, those are called autoresponders.

Even if you haven't used them before for business purposes, you have certainly seen them in one form or another. Your auto-generated bank emails and out-of-office vacation responders are all a part of this facility.

Autoresponders are emails that are scheduled to be sent way ahead of time. For example, when an individual signs up for your service, you can automate a welcome email taking them through the many benefits of signing up for your service. A week later, you can give them a few vouchers or a discount code. Following that, you may prompt them towards your social media handles to multiply your

numbers there and count on them to spread the word. And for you, they save a lot of time and it's not at all complicated to set up.

You need an email marketing app like Getresponse or Mailchimp or Campaign Monitor to get started. Each of them offers a certain level of sophistication. So you must go through a good number of them to figure out what works best for your product or service.

Some of them are expensive and that's something to consider, especially if you're in the starting stages of your business. Some charge you based on the size of the email listing. So they might work well initially but you may have to switch later on (or not, depending on how things are going for you).

Either way, autoresponders will get a lot of work done while you focus on the things that only you can do for your business.



# Chapter 3: Know Your Audience



# Chapter 3: Know Your Audience



Building an email list must be treated like building an audience for your product or service. This is particularly important if what you are offering is not for everyone. For instance, a laundry service might be for everyone who owns clothes but collectible radio sets are not.

So, the first step in building an email list is to figure out your audience. Whether you get them through social media channels or billboard, banner or bus advertising (if it applies to your product or service), you need to target the ones who are actually interested in your offering. Otherwise, you might be able to attract an audience but it will not convert into anything substantial. As a result, the bounce rate of your website will be terribly high.





In the internet marketing industry, bounce rate is the term used to describe the rate at which your audience is leaving the site. Even if you are not well versed with internet jargon, it should seem quite plausible with everything on the internet. We have all clicked on links that have redirected us to websites we have had no interest in. The same is applicable to email listings too. In fact, you actually don't want people who are not interested in your product because then what you have to offer is reaching the wrong audience and is most likely being considered spam.



A bounce rate of [26 to 40 percent](#) is considered really good. The next level is average which ranges from 41 to 55 percent and anywhere from 56 to 70 percent is considered higher than average. If your bounce rate is over 70 percent that means a huge chunk of people are making it to your landing page but aren't staying on it. That means, you have channels that are bringing uninterested users to you. That's not helpful.

So, once you start building an email list, start thinking of it as building a **targeted email list**. One of the best ways of doing that is to find high rank websites and forums that are related to your niche. Consider going on forums like Reddit and Quora where you can start threads on the subject. Make sure you add your URL to your profile and to the bottom of the threads with your signature. This is going to be a daily exercise and you must do it long enough to have enough data to analyze what kind of audience it is bringing in. It is highly

## Chapter 4: Building a Targeted

# Chapter 4: Building a Targeted Email List



If we stick to the basics, there are two reasons to build an email list. Either you want to build a database of loyal customers or you already have a few because you've been in the business a while and want to add more to that list. Either way, email lists are an excellent place to start.

When you send an email blast, there are a few things you can and must do to keep your audience engaged. The first step is to personalize it. You have the ability to reach their inbox. That's a way of communicating with them personally. Your audience subscribed to it because they want updates but also exclusive content that others

don't. Value that asset. You need your own tone of voice starting with [a good subject line](#). Add a few visuals into the content because no one wants to read a chunky email filled with text.

Those are the basics. You need to get creative with the content itself.

**Behind the Scenes:** Start by telling them some exclusive behind the scenes stories. Tell them the process that makes your product or service better than the competition. Give them a scoop. People appreciate talent and hardwork like nothing else. So, give them a peek into that. These stories are capable of attracting more and more unique users over time. A sprinkling of statistics into those stories is a nice touch too.

**Tell a Story:** As mentioned before, this is personal communication. Keep it that way. Everyone is really into TV shows these days, right? Think of your email blasts as a way to do the same. Start telling them a story that promises to keep going in future emails. Give them some bread crumbs to follow for the next week. Talk to them about a project from beginning to the end. Tell them about the challenges and how you overcame them. Let them get a look at your creative solutions. Let them get involved in your story to keep them personally invested.

This needs a little bit of planning. But if you do that, you can leave them with a cliffhanger for the next week. That almost never fails to attract attention. It might even excite them enough to wait for the next email blast. But always make sure to tell them how they benefit from this. That means you have to offer something valuable to the customer for engaging with you. That could be an exclusive look into an upcoming section or service that is not open to the general public



just yet. Free eBooks and coupons are all ways to make this happen. Don't let your consumer feel like you're just telling them stories instead of offering them the product or service they signed up for.



**Get Technical:** When it is applicable, you can offer a few classes on a particular issue. For instance, if you are a photographer, you can give them a few classes on Lightroom. Make this a series to attract the attention of aspiring photographers. In the same way, if you're an interior designer, you can offer classes on the fundamentals of different styles. That not only advertises how strong your game is but also attracts eyeballs. If you're a journalist, you can try different types of storytelling and build subscribers.

This strategy works not only in terms of retaining existing customers because your tutorials are the value you provide to those engaging with you but also attracts new followers. And it can be extrapolated to any industry. Whether it is beginners in the industry or those who want to stay updated, there is a lot to teach people who are at

different phases of their career. This takes your audience base out of just customers and expands your brand in the industry too. Always remember that the final goal is to bring them back to your website, gain their trust and improve sales.

**Link Backs:** Your email blast is not just for existing consumers, right? As you make progress, new followers will be added. This is a great opportunity to plug some of your older content. This might not work for everyone but if you have timeless content that you created in the past, rehash some stories to let your newest subscribers know the work you've been putting in and for how long. Everyone likes a good origin story. Share an excerpt from one of those posts with a link back to the website. The 'Read More' button is a gift in this context. Use it to your advantage. The excerpt is also a welcome break from the text in the rest of the email. Formatting is a big part of telling a story effectively. The existing subscribers get something good in the beginning and the new ones get a look inside your beginnings. And everyone gets a coupon or voucher or a free guide to take with them even if they don't want to keep reading. This works only on two conditions. One is that you've put some work into those stories you are redirecting them to and two is if you plan out the layout of your email beforehand so that the flow isn't disturbed from week to week.



**Curate Resources:** We have talked about creating original content and giving the user exclusives benefits for subscribing to your list. Now let's talk about things that will make your life easier. After all, you are not just sitting and writing emails, you have a business to run.

One of the best ways to get maximum returns with a basic level of engagement without being lazy about it is to curate the highlights from what's happening in your industry. Talk about helpful tools, podcasts or webinars from your industry. Don't redirect the traffic back to those avenues but just summarize.

If you are sending out multiple emails in a week, maybe one day could be about what's happening in the industry. If there is a podcast that is relevant to you, summarize what it is about and how it could help your audience without redirecting the traffic. Tell them it is something to check out when they have a minute. In the future, if

you come up with a podcast or webinar of your own, you don't have to figure out where to plug it. Always remember that by offering to do the research on a given topic, you are gaining more loyal subscribers. And yes, sprinkle some of your own promotions in the mix.

If you're planning to or are already running affiliate programs, you can plug your partners. It's a win-win for you, your business partners and the audience.

**Ask for Referrals:** Another very utilitarian way of building a targeted email list is to put your existing ones to good use. Referrals are a great way of getting a new set of audience. Your current subscribers are likely to know people who have the same interests or needs, right?

For instance, it is well known that women's pants come with really small, extremely non-functional pockets. They are pretty much good for nothing. That is why women are always carrying large handbags or asking their male friends to carry their phones and other small objects. So, when someone starts selling pants that have good pockets, the word gets out. The same applies for most demographics. People who like spicy food are likely to discuss options with other spice lovers. Those who like a certain genre of books will recommend the same to their friends who have similar interests.

This is a strategy that can be applied across industries. And to get started with familiar faces is a great idea. Now, we have talked about setting up autoresponders for your emails. Make sure that one, if not most or all, of your emails asks your existing subscribers to refer a friend or two. The best way to get them to actually act on it is to

offer a benefit. A voucher or a content upgrade is a good offer. Don't make them do things for free. No one likes that. Your request could be as simple as asking your subscriber to forward the email to a couple of friends. Use services like [Share Link Generator](#) to make it easy for yourself.

You could also give them a quick pre-composed message and ask them to share it on their social media platforms. All they have to do is click on the "Share" button and click the "Publish" button. Give them the tweet or the Facebook post along with a link back to your website. This can get you more users who have the same preferences and it is easy to turn them into paying customers if you keep up your efforts with the emails.



# Chapter 5: Building a Landing Page



# Chapter 5: Building a Landing Page



Social media giants would like you to believe that they are the alpha and omega of online presence. Yes, that is a big part of your online activity. But when it comes to selling a product or service as a viable business, you want to have your own website. As we discussed before, you don't want to be at the mercy of the hundreds of algorithm changes of the likes of Facebook and Twitter.

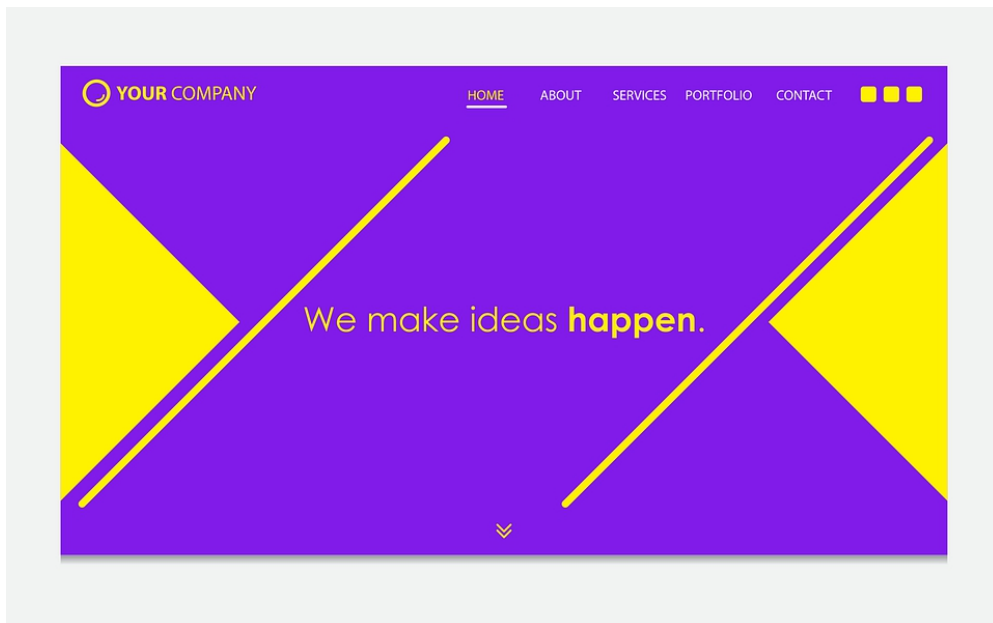
When it comes to online marketing, you can and must use email lists to drive visitors out of their inbox and into specific action. That action happens on a landing page. That page can be an online store of the product or service you are trying to sell to your customers.

And that happens when you have a clearly defined call to action or CTA.

A landing page is not the same as a full-fledged website. It is just one page with just one target—to get your visitors to buy whatever it is you are selling. They are typically used for what can be called the bottom of the funnel. The only objective is to turn your subscribers into paying customers. These pages have a good conversion rate when compared to a blogpost URL. [Research](#) shows that landing pages can convert 5-15 percent but if you optimize them, the conversion rate can go as high as 30 percent or more. But a lot of marketers don't like to use landing pages, depending on their situation. Here are a few reasons why.

1. Not every landing page has shown to have a high conversion rate. It is tough to achieve those high numbers.
2. It takes time and a lot of effort to create a good landing page.
3. Improving the look and feel of a landing page has been found to be too tough in some industries.

However, as is the case with building anything, you can turn it around if you have the right tools. Fortunately, today there are a lot of builder tools like Visual Editor and Optimize Press that can help you get there. Some of the best landing pages can be up and running pretty quickly if you use these tools. And once you have it, you can get to beta testing.



Before you check out the tools, here's another option. If you have the time and can afford one, get a developer to do it for you. If you choose to build one yourself, know that the end result partly depends on your technical prowess too. And you might actually end up spending a lot of time on it. But we can help you with that.

Unbounce is a tool that can help you create a landing page that helps you with the conversion rate and tries to reduce the bounce rate. It is a simple tool which mostly requires you to use drag and drop options. That is a boon for bloggers and other kinds of content creation beginners. Whether you want to add text boxes or images or forms, you can use the side menus to create an effective landing page.

Also, remember that a lot of people use their phones to navigate the web. So, make sure you create responsive elements that help with the conversion rate. Because if your page does not load effectively in its mobile version, you will see a lot of bounces instead of conversion.



In fact, research has shown that responsive elements on a web page can lead to a 10.9 percent in conversion rates per year.

Then you need to add in forms to your page. This helps you get the data you need from your subscribers. A lot of landing pages are meant to get user data like email IDs. If you have a cumbersome form, you will once again notice bounces instead of conversions. That happens if you ask for too many details. No one likes to sit and fill out forms. We have to take the short attention span of visitors into account.



With tools like Unbounce, you can customize the code and add elements that work for your product or service.

Let's talk about the structure of your landing page now. This isn't very complicated. You need a primary header that announces the goal of the page. A line right under it serves as an advertising tagline. You can either make it a punchline or give out actual information in a

snappy fashion. Add an image under it. And remember that this image will be the face of your page. So, pick a good one. It could also be a slideshow if you have the material for it. But sometimes one strong lead does the trick.

Then comes the first section. If you choose to split the page into two, then the left side of the page should be a paragraph with more information about your product or service. It's what the visitor has come to you for. Under that, you want to add a section which tells them the benefits of signing up for your email list. Make it good because this might just define the chances of your conversion rate.

The right side of the page will be a short form where the visitor is prompted to enter their personal details like first name, last name, email and whatever else you need from them.

The advantage with landing page builder tools is that you can customize them over time and apply the changes and test the look and feel in real time. That is one of the reasons a lot of content creators like to do this on their own. You understand the needs of your business better than anyone else. And making changes on the fly also helps keep the page dynamic. Once you have the page, you need to start thinking about driving traffic to it. That's our next move.



# Chapter 6: Driving Traffic To The Landing Page

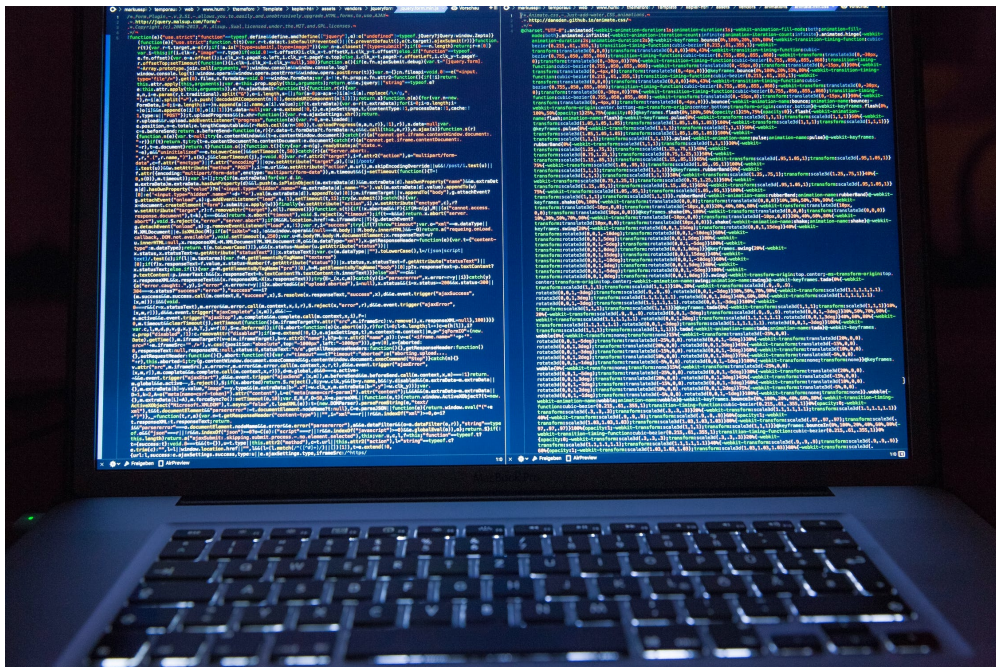
header  
image



social  
media



# Chapter 6: Driving Traffic to the Landing Page



Since the idea of a landing page is to get more leads, you need a call to action that compels your audience to visit the page you have built for them. That is called driving traffic to that page. It happens by taking action. And if you need your audience to click on a link and visit your landing page (aka take action) you need to give them a prompt. That is called a call to action or CTA. And often you need compelling CTAs which are more specific (instead of philosophical conundrums).

Now, your end goal on the landing page could be anything from subscribing to your list to getting a free trial of your service or product. All of that starts with getting your audience to visit your

landing page, right? So, how do you do that? Let's unpack that for you.

Start by giving your audience referral content. What does that mean? Write a good copy that showcases your brand and inspires the consumer of your content to know more. So, wherever you are advertising your landing page (whether on social media platforms or affiliate marketing platforms) you need to give them information and tease your product or service.

The trick is to give them just enough information that develops an appetite for more. A lot of developers make the mistake of giving too much information in the ad. There are two pitfalls to this. One, you might give away everything there is to know which means they don't feel the need to explore the link you've given. Two, you might give them chunky paragraphs of text which a lot of people are not inspired to read through. Remember that a mix of multimedia and text is the most effective way to attract attention and make your pitch while you have it. It is also important to remember that your landing page must not repeat the content of your tease but take it to the next level.





Another way to get free traffic to your landing page is by joining forces with other blogs relevant to your industry. When you are able to forge such partnerships, you build a relationship with their audience who are already likely interested in what you have to say. Some of these partnerships can also be turned into affiliates in the future. It's all about "you scratch my back and I scratch yours" for mutual gain.

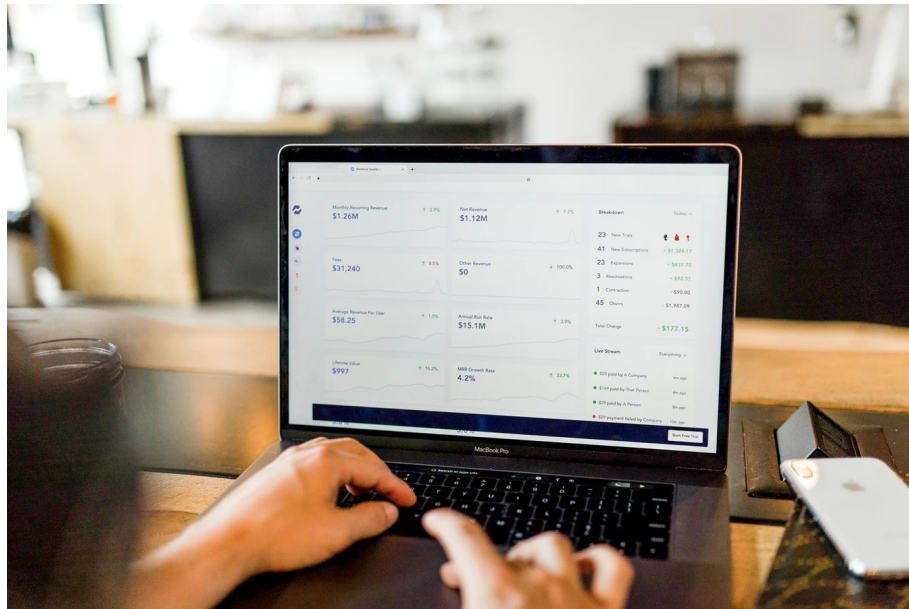
That obviously starts with finding blogs that are in your field. See how they have structured their websites and come up with ideas on how your presence will help them too. You can't expect anyone to do you favors. Offering them ideas on the element of mutual benefit is your burden, not theirs. One of the effective ways of convincing a blogger to guest host you is to let them put up an ad or a post on your site. That not only gives your page more credibility but also adds content to the space.

While you are at it, you might also want to look at their reader comments (if there are any) and pick up what is applicable to your product or service. Reader comments are a priceless asset because you get the news from the horse's mouth. And when you manage to get a guest spot, make sure your CTAs are attractive enough to get their audience directly to your landing page. Networking is one benefit but don't forget that you are there to bring traffic to your page.

Then there is the aspect of paid traffic.

If you have the budget, you can reach out to sites like Taboola which help content creators get high-quality audiences. Publishers across the globe use these services to promote products and launch sponsor ads. These services show your products or services as a recommendation on other websites and drive traffic to your landing page. You have probably seen this at the bottom of articles you have read on a particular website. You could be on the NYT page reading a news story when you see this at the bottom. And the moment you click on it, you are no longer on the NYT website. In this case, NYT is just an example.

There are [instances](#) where services like Taboola have increased traffic on other websites by 10 times which has led the business running the landing page to even launch into new markets.



When you are ready to pay a certain amount, there is more than one way to increase audience engagement and as a result, increase traffic. You can get into paid search which is an advertising strategy. This is a mechanism where ads are created to show up on search pages. Google Adwords is a good example of this. It is a pay-per-click platform where a publisher can bid on specific keywords and get a chance to be placed right on top. You have probably seen this a lot. When you search for a product or service on Google, the top results are ads and are marked as such. Brands usually bid on popular keywords relevant to their websites (or landing page) to drive traffic back to their home turf. You pay a price but the results are promising.



# Chapter 7: You've Got Them Hooked, So Reel Them In



# Chapter 7: You've Got Them Hooked, So Reel Them In



Now that you have built a landing page and got some traffic on it, you need to keep them. In fact, you need to keep adding to what you have so that you can take action towards converting them into paying customers. Baby steps. So, let's look at how to keep them engaged.

The first thing you need is their attention. Have you wondered how many people are checking their phones while bingeing on a Netflix show or a movie? That's right. We are increasingly becoming a multi-screen generation. That's because there is so much going on out there and we have only 24 hours to catch up. It is very easy for people to forget that they have products and services they need.



That is exactly why we are building an email list and gaining loyal customers. But that loyalty is not free. The first step is to keep your email reminders regular. If your audience knows that every Thursday (or any day of the week that works for you) they will get an email from you, you are headed in the right direction. This can turn into a Pavlovian response if you do your job well.

[Pavlovian conditioning](#), also called classical conditioning, is named after a physiologist Ivan Pavlov who conducted experiments to prove that a subject's instincts can be manipulated towards a specific action. You can do the same with your emails.



Once you have them subscribed, you must make sure that you offer value in your emails. We have talked about it briefly when we addressed the benefits of email lists. Your audience has subscribed to your newsletters because of the value you offer in the form of a free voucher, a free trial or an exclusive look into the upcoming upgrades. Now, if you want to condition your audience into sticking with you, that content upgrade is a must.

Now, there are many things you can insert in your emails to excite your audience. For example, if you are sending an email with a free offering, you can color code it to a specific style. So, every time they see those colors or that template, your audience knows that there is a goodie waiting for them in the newsletter.

These [goodies](#) are the beginning of the relationship you form with your audience. In fact, it is always important to remember that you must always maintain the perception (if not the reality) that you are offering them more than what you are asking them to do.

For example, there will be a stage when you want to ask your audience for referrals. But that won't happen unless they have already benefited from you. So, make sure that you offer freebies before you ask them to forward the email or share your promotions on social media. And when it goes well, you get more subscribers for your email list. That is a commitment and you need to get them to that place of trust. It is not an equal relationship and that is okay because eventually, this trust you build will convert into monetary gains.



Speaking of monetary gains, that's the next step. You already have a product or service that you plan to charge your customers for. But you need to go to it in increments. The first step in that process is to offer some services and charge them a nominal amount and monitor the reaction. This data is very useful in telling you which way to go next. You will notice initially that there is a drop in engagement because there will always be customers who can either not afford it or just don't want to pay. But if you stick to interesting offers and [valuable content](#), you might just be able to convert them. There are tons of businesses that saw a dip in the beginning till it was their time. Steve Jobs and his small company called Apple come to mind.

But this takes long-term planning. Right from the initial stages, have a step-by-step plan towards monetization. If you are a small brand that is still building its value, think of yourself as a blogger. You have been building a loyal base with the content you offer. The next step is to make money, right?



With bloggers, that first step is often offering space to advertisers. Nothing too flashy to a point that it distracts your audience. The industry did terribly in its nascent stages and that's why ad blockers are such a hit. One way to keep it clean is to make sure the advertisers are also relevant to your industry.

For example, if you're selling washing machines, ads about detergents for different types of machines are helpful. If you're selling physical copies of fiction books, stationery recommendations are helpful. If you're selling formal pants, ads about belts and shoes might be helpful.

You can promote products that don't compete with yours but instead, act as add-ons to what you have to offer. They are also less likely to annoy your audience. In fact, they might inspire more purchases. The key to targeted advertising is make some money but never compromise on the user experience on your website. No one likes irrelevant pop-up ads.

# Chapter 8: Make Some Money, Honey



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Now let's talk about the many ways in which you can make your money. The first place for many is advertising as discussed in the previous chapter. But if that's not something you want to do right away, there are many different options. You want to start by building on something called the 'Thank You' page of the opt-in.

When you offer a service or product, your subscribers have the choice of opting in or out, right? When the answer is a resounding yes, it is referred to as an opt-in. This shows that they are interested in what you have to say. Now you need to convert that into a 'yes' for your service. A 'Thank You' page typically talks about the effort you put in towards building the product or service for your loyal audience.

You can get testimonials from the top executives at your business thanking the customers for the feedback they have given and how it is a valuable contribution to your mission. This should be a part of



your email blast because your subscribers are your best shot at turning individuals into paying customers.

Now, start adding an excerpt of products for sale to your 'Thank You' page. This can be done by adding links that take your subscribers to a page where the products or services are for sale. Once you have them there, you need to sweeten the deal. One of the things you can do to inspire your customers is by collecting testimonials of customers who have already bought your product or service.

It is common knowledge that people like to read reviews before they buy a product anywhere. It instills confidence in your product or service. You and I have both done it while shopping online. It is comforting to know that others have been where you are, took the leap and benefitted from the purchase.



The next step is to look at your previous campaigns. If you have run offers in the past (for free, of course) and those seem to have

attracted traffic to your page, this time you want to offer it for a price.

Let them know cheekily that there are no free lunches (or dinners). It is time to repeat that strategy with a paywall and see what the results are like. Flash sales are a great way to test these strategies out. Don't forget to send more than one email reminding them of the time period and the benefit of shopping in that window. Give them enough time to register the time and date.

Make sure the email prompt is engaging and splashy. And send a prompt offering to add the dates to their calendar. Throw in a few discounts and promote some specialty items (or exclusive services) in there to garner interest. These are all important moves at the nascent stages. Don't do too many of these because you lose the perception battle that this is a rare and exclusive offer. A couple of times a year is considered a good benchmark.

Then there is something called a [segmented campaign](#). By the time you reach this stage, you need to have a good understanding of your audience. You need to be able to separate potential buyers from those who are just there to window shop. No shame in window shopping but it is important to know that they are not there to put their money where their mouth is just yet.

According to the data you have, make sure the prices on products are made flexible. You need to understand the socio-economic demographic details of your buyers so that you can appeal to their pockets. You need to know about their purchase history and concentrate on selling different products (or services) to those who actually invest.



If you use services like MailChimp, you might be able to boost engagement open rates and click throughs. Open rate is the term used to find out which subscribers are opening the email you sent to them and click throughs are, well, those individuals who actually click on the links and buttons to actually end up exactly where you want them.



You start this process by offering affiliate products and services but once it takes off, you can also start looking at selling your own products. In fact, even if you sell only products, you can offer services that go along with it to give your audience the nudge they need. The same strategy applies vice-versa. For example, if you are selling burgers, you can add fries to the conversation. This is what all food delivery apps do, don't they?

About affiliate marketing. A lot of companies are now offering commissions if you are willing to strike a deal and sell their products or services on your website. This generates sales for their brand and since it is a relevant addition to what you have to offer, your subscriber sees value in the sale. And, of course, you get a

commission. Affiliate marketing is one of the easiest and simplest ways of making money from an email list.

It is also important to understand that depending on where you are based, you might need to legally declare that a particular brand is an affiliate. Now, the good news is that you don't actually have to make a sales pitch to your subscribers. All you need to do is announce that you are teaming up with so-and-so and let your subscribers know where they can buy these products. You might even want to create a separate page that takes your customers to all your affiliates if you have more than one of those.

Just make sure that the brand you are teaming up with is (obviously not a competitor) in the same niche industry as you. Platforms like Amazon Associates and eBay are pretty popular when it comes to these offers. You might want to take some time and do a deep dive into it. While you work on it, don't forget to keep tracking the email metrics to make sure you are getting the desired results. This not only gives you insights into your subscribers' purchase preferences but also helps you expand your brand should you choose to do so in the future. Amazon did not become "The Everything Store" out of nowhere.

# **Chapter 9: Deep Diving into Affiliate Marketing**



# *Chapter 9: Deep Diving into Affiliate Marketing*



Speaking of affiliate marketing, this is known as a pretty easy and innovative way to make money on your website. Let's get into a little bit of theory on how it began. There are lots of ideas in there that are practically applicable to every industry.

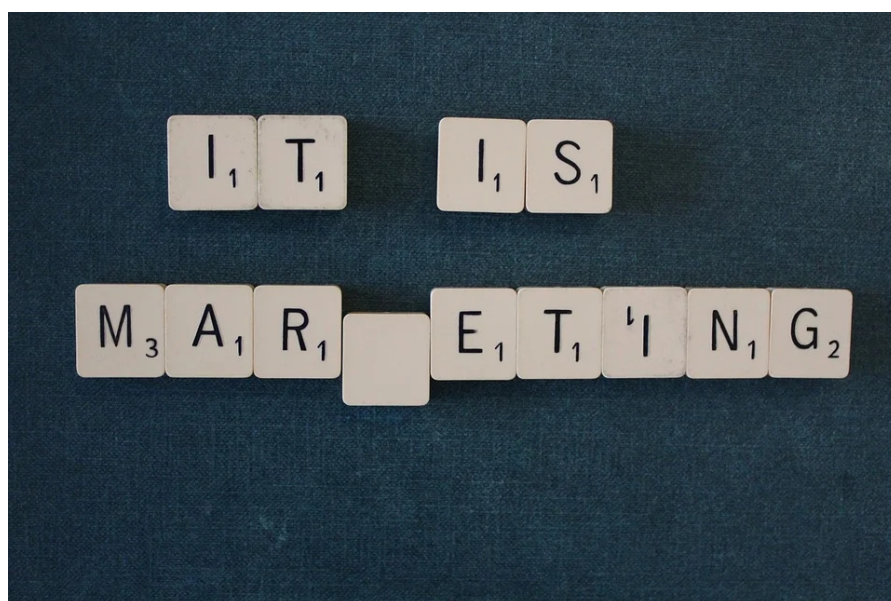
One of the ways to get into affiliate marketing is by introducing something called an affiliate program. Also known as associate programs, these are deals you can make with online merchants that pay a website commission to get them traffic or sales. There are many parameters to these deals. You can negotiate based on the number of people who are willing to send back to the original sellers or the number of buyers. Some platforms also offer commissions if you can get your subscribers to perform certain actions, including



but not limited to sharing content. It really depends on what your partner is trying to sell. It is an effective yet cheap way to get eyeballs and sell stuff. Typically, there are three parties in these programs. There's you, your partner and also the customer.

This concept became quite popular in the mid-1990s when Jeff Bezos, the founder of Amazon.com, used it as a marketing strategy. The company started by paying these affiliates a part of the profit on the sale if they posted links to Amazon books (their first ever product) or redirected traffic from the affiliate site back to their own homepage.

The affiliates were happy to get paid while Amazon did all the heavy lifting once it got the users on its website. As an affiliate, your role is limited to getting your subscribers to click on the links and land on your merchant's website. The merchant has to bear the burden of taking the order, getting the payment and shipping the product. Today, Amazon has more than 500,000 affiliates.



This is a huge success today and many other sellers have also adapted this policy. In fact, a lot of websites that don't themselves



sell a product or service function merely as affiliates and make money off it. Take a look [at the numbers](#) yourself.

1. This is an advantage to about 81 percent of brands and 84 percent of publishers that push products and services in the USA.
2. This has helped increase spending by 10.1 percent in the United States alone each year.
3. 16 percent of online orders in the States have been known to be the result of affiliate marketing.
4. In 2017, Amazon started to offer 1-10 percent revenue for creators and helped increase passive income for affiliates.

If you are interested in how it works, here is a crash course.

Once you sign up to a merchant's affiliate, you get a unique link that will track the sales (or actions you committed to). Each time a subscriber clicks on that link, a cookie is stored on the device they use. This cookie helps the merchant track the sale back to the individual. And it comes with an expiration date. Don't worry, you get paid even when your subscriber takes their own time with the purchase.

For example, if you're an affiliate for a bookseller, your subscriber clicks on the link and lands on the merchant's website. For whatever reason, they shut their device and moved on to something else (maybe because they were shopping at work and something came up). At this point, the cookie is stored on their device. They come

back to it at the end of the day after dealing with their emergencies and the rest of their day. If your subscriber was redirected to Amazon.com (because that's your merchant) the cookie is stored for 24 hours. Now, if your subscriber actually ends up buying another product while they are at it, you will be paid for both those products even if that was not what you were advertising. The idea is for you to bring the buyer to their site and you did more than that.



In these situations, it is natural to want to know how much you will get paid. Yes, that's what we are going to talk about now. Practically speaking there is no upper limit on how much money you can actually make off of affiliate marketing. That's why there are entire websites dedicated to this.

Of course, you might wonder if those who are running these websites have a day job and that's a fair question. But the real earnings depend on your industry and the niche that you have carved out for yourself. It also depends on the size of your email list and how many of your subscribers are actually paying customers, not just for you but have enough faith in you to click on your links and make a purchase elsewhere.

It is not uncommon for a successful affiliate marketer to make a big cut at the end of a month. Pat Flynn of *Smart Passive Income* is known to have earned more than \$100,000 in December 2017 just in commissions. But that sort of a thing does not happen without planning and strategy. In fact, you can see that it all comes back to literally everything we have talked about in this book.

1. You need an email list and it must be as big as it can get (yes, we're hinting at size matters).
2. You need to have a relationship with your audience which is based on the value you offer and the trust you have built.
3. You need to have data about the segmented campaigns to know what you can target to your subscribers.
4. You need to offer relevant products to your subscribers so that you can run a successful affiliate marketing campaign and make some money off it.

You might not be earning those six or seven figures right away and that is why it is important to manage expectations. If you've seen the Michael Fassbender-Kate Winslet movie *Jobs*, you should remember the scene where she tells him exactly that. Although the numbers she gives him at the end of that scene are pretty phenomenal. But

she also reminds him of having to do that for many years before they got to that point. That is exactly what you need to keep in mind.

# **Chapter 10: One Last Revision before the Final Test**





# *Chapter 10: One Last Revision before the Final Test*

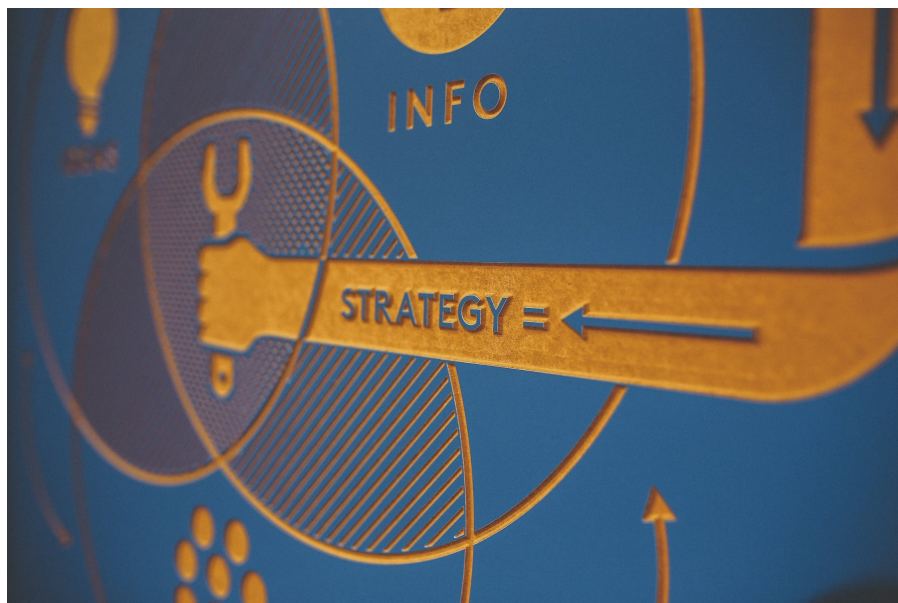


There are many different ways to build an email list. In this book, we have talked about the importance of having a list, the benefits of building one and even the ways in which you can attract people to subscribe. We have also gone over the many tools that are at your service to help you do exactly that. But like they say for relationships, the challenge is not in getting into one but sustaining what you have. That is the final chapter in this journey from the alpha to the omega of the topic. Let's go over some of the key strategies to help you hold fort.

You need to create content that keeps your audience engaged. A little mystery and a little history are at the heart of every relationship.

You need to understand how to write good copy in terms of advertising or selling what you have to offer. You can get a professional to do it. But if that's the road you are taking, make sure they understand the crux of your endeavor. Never underestimate the power of well-produced multimedia. Good pictures and great videos can do a lot more than paragraphs of extremely well-written prose.

Make sure your email list is segmented such that your audience gets exactly what they are looking for. These estimates can be made once you have a sizable subscriber base and the divisions can be made on a socio-economic basis so that you are able to offer valuable content to all of them.



A great way to start talking your product up is to create blog content. Whether you are selling a product or a service, there is only so much you can do through emails. If your audience likes what they see or read, they will want to find a place where they can learn more about you and see what you are charging for your services. This is also a great way for you to get your website a higher ranking on search

engines. That means everytime one of your potential customers looks for you on Google, they are likely to find you.

Make sure that the service or product that you are giving away (in the beginning) as a lead magnet keeps getting better with time. Better also means that you need to monitor what your competitors are doing and be able to either offer more value or cheaper prices. All your blog posts and emails must have these content upgrades. Bonus offers and information (depending on your industry) are almost always a big hit. Of course, you need to present them in a way that does not frustrate or overwhelm your subscribers.

Over time, make sure that some of the stuff you are offering is accessed only after your visitor gives you their contact information. But make sure not to put too many rows in the form because that drives a lot of people away. You can lock these features away by using tools like [OptinMonster's Content Lock](#). Make sure you advertise these features in your email blast and tempt the subscribers in. But this must be of value so that they don't feel cheated. Trust is everything.



Another great way to engage in email marketing is to offer webinars on a particular subject that is relevant to your industry or the customers. Live events are very useful in increasing your conversion rate. There are many free tools like Zoom or YouTube live that can help you spread your brand without having to invest in anything but your time and some preparation as to what you will discuss.

Keep them short and try to add multimedia into your presentations. Make sure everything is rehearsed at least once so that there are no technical glitches. You wouldn't sit through a video if it keeps buffering repeatedly, right. Your subscribers have the same kind of patience and they have no obligation to sit through.

Make sure those of your participants who have subscribed get the most out of it. Giveaways are a big part of making that happen. And if they are inspired to share the message (one that you will compose and leave them to the last two clicks), they get a bonus for each time they do it. These can be arranged with tools like [RafflePress](#).

Interactives are also a great way to engage with your audience and keep them hooked whether it is your email or the landing page. Quizzes can be extremely helpful in manoeuvring these situations. But add a clause to it. They get the results of the quiz only if they give you their email ID. Both [Qzzr](#) and [Interact](#) are excellent tools to accomplish this.

# The Finale



Every coupon you offer, every live event and every SEO gimmick you try to work on your customers has to be genuine. The world has gotten a lot smaller and too many people are smart enough to catch you when you play a trick or tell a lie. And when it comes to some of these mistakes, you cannot undo the damage.

The best way to go about building your business is to be honest with your customer and focus on their needs. Some of the best companies in the world have followed this as their guiding principle and have not only emerged as leaders in their fields but also minted money.



Whether it is an email or a product or a service, there is almost nothing that beats the charm of excellent user experience. Let that be in your mission statement. One that you will follow.