

Discover How To Build And Grow A
Profitable Email List

Inside

LIST BUILDING SCHOOL



CHECKLIST

List Building School – Checklist

☐ Why Build An Email List

- ☐ An email list is like a handy list of subscribers.
- ☐ 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.
- ☐ You need not be running a business to have an email list.
- ☐ Having a list lets you build valuable relationships with your audience.
- ☐ Email marketing has one of the highest return on investments.
- ☐ Having your own list is better than a social media following, as its more personal and more direct.

☐ How To Build An Email List

- ☐ To convert people into emails on your list you need to first grab their attention online.
- ☐ You send that attention/ people/ traffic to a landing page
- ☐ On the landing page you want to offer something of value in exchange for their email address
- ☐ The less details you ask for the better your conversion rate will be
- ☐ Once they enter their email, give them the value you promised.
- ☐ Use an autoresponder to properly maintain your list and send automatic emails.

☐ Know Your Audience

- ☐ First step is to know who you want on your list
- ☐ People all interested in a particular niche topic
- ☐ You want targeted people on your list, not random people
- ☐ Focus on generating targeted traffic to a targeted landing page offering something they would be interested in
- ☐ The more targeted the audience is, the better quality list you will have.

☐ Building A Targeted Email List

- ☐ The reason to build a list is to gain loyal customers, or get more customers.
- ☐ Getting customers means making money
- ☐ Keep your audience engaged by being personal
- ☐ Tell stories, give them updates and behind the scene content in email so they keep opening your emails
- ☐ Offer value in your emails

☐ Building A Landing Page

- ☐ The goal of a landing page is to convert the visitor into an email subscriber
- ☐ There are many landing page tools which make it easy to create a high converting landing page, pick one and start getting your landing page created.
- ☐ Mobile friendly landing pages are important as more and more people visit pages via mobile

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- ☐ Your landing page should consist of a benefit driven headline, maybe a few bullets explaining what you are offering and then the form which people can enter their email address.
- ☐ The more details you ask for the lower your conversion rate will be, just ask for the email address if this works for your business.
- ☐ **Driving Traffic To Your Landing Page**
 - ☐ You need a clear call to action to get people to visit your landing page
 - ☐ Once people are there, the goal of the landing page is to convert them into a email subscriber.
 - ☐ Tease the content on your landing page, so people are intrigued to find out more.
 - ☐ Team up with relevant blogs in the industry, build relationships and network.
 - ☐ These relationships can pay off big time when they offer to drive traffic to your landing page. You will need to do something for them too to make this benefit both parties.
 - ☐ You can use paid traffic methods to drive qualified people to your landing page.
- ☐ **You've Got Them Hooked, So Reel Them In**
 - ☐ Now you have started to get traffic and have started to build a database of email addresses now you need to keep them.
 - ☐ Your goal now is to turn your list into money, by offering them something for sale and turning them into a customer.
 - ☐ Just because you have a list does not mean you have their full attention, in today's world there are just too many distractions.
 - ☐ Make sure to email them regularly, so they begin to expect your emails.
 - ☐ As long as you keep offering value, they will keep opening and reading your messages.
 - ☐ The value you offer will build the relationship with your list
 - ☐ You can even get your own list to refer other people to your landing page once you have a solid relationship with them. Your list then promotes for you.
 - ☐ Slowly introduce paid products and services to your list, make sure they are related to the niche topic. Offer affiliate products you have reviewed and will help them.
 - ☐ Having a good relationship with your list will turn into money in the bank when you offer the right products or services.
- ☐ **Make Some Money Honey**
 - ☐ There are many ways to make money from a list of targeted email subscribers.
 - ☐ Offer advertising spots in your emails. People will pay to advertise their product or service in your email.
 - ☐ Use your thank you page as prime real estate to offer a paid product or service
 - ☐ Reviews and testimonials always help sell products
 - ☐ Offer limited discounts to your list, so they feel special they have been offered a special price for a particular product/ service.
 - ☐ Start segmenting your email list into buyers and prospects for even more targeted email marketing.

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- ☐ If you have nothing to sell, find affiliate products that are valuable to your list and become an affiliate to make easy hassle free commissions.
- ☐ Monitor the response of your email opens and clicks to find out what works and what doesn't.
- ☐ **Deep Dive Into Affiliate Marketing**
 - ☐ Affiliate marketing is the easiest way to start selling quality products to your list
 - ☐ You simply find a high-quality relevant affiliate product/ service
 - ☐ You get your unique affiliate link (which tracks sales and commissions to you)
 - ☐ You send an email to your list telling them about this product/ or reviewing the product and you provide your affiliate link
 - ☐ Anyone who clicks on the link and makes a purchase, you get paid a percentage commission.
 - ☐ Easy as that, people make great money solely doing affiliate marketing to their list.
 - ☐ Once you have a solid relationship and you recommend high quality products that will help them, making sales is easy.
 - ☐ The bigger your list is, the bigger audience you have to potentially make affiliate commissions from.
- ☐ **One Last Revision Before The Final Test**
 - ☐ There are many ways to build a list, but you need to have a landing page to send people to and a autoresponder to manage your list.
 - ☐ Once you get people on your list, your job is to build the relationship with them by providing consistent value.
 - ☐ The next step is to sustain your relationship, you can do this by keep them engaged.
 - ☐ Use mystery, story telling and good copy to keep them hooked
 - ☐ Offer free training, or live webinars to really deepen the all-important relationship
 - ☐ Try different things to keep them engaged and double down on what resonates with your audience.
 - ☐ Segment your list even further to build even more targeted lists. Example separate your buyers from prospects.
 - ☐ Having a buyers list separate is the best type of list you can have as they are paying customers who are far more engaged and far more likely to purchase other products.