

# 10 LIST BUILDING TIPS

The first thing "gooroos" tell you when you go in search of a few extra dollars online, is that you must "learn how to promote other people's offers as an affiliate." That is, learn how to drive traffic to someone else's website, promoting someone else's product. That's okay, and it works, but they're NOT telling you the ONE BIG SECRET you should know (which is really no secret at all...) and that is...

**You need to build your own list.**

I know... you've heard it all before. "The list, the list, the list!" Rah, rah, rah!

Okay, so I got off track...

The idea about promoting someone else's crap is that some people who click on your ad will probably end up buying... and you get paid. But, it's going to be "hit and miss"... and you know it.

Gooroos tell you to start building a list. A list of email addresses which you can email any time you wish. They say it's like "printing money" on demand... and it is. It really is.

It just depends on how big (or how small) your list is, and how big the "price point" is of the product or service you're selling.

To give you an example, I have products and services that range from \$200 to \$25,000, but I don't market those products and services to all my lists.

What usually happens for most new marketers, is that they'll build an email list of somewhere between the 10 to 3,000 subscribers, emailing them on a 'hit and miss' frequency.

Some days you'll get the odd sale. But then you can go for weeks or month... with nothing. Zip. Nada. Zilch! (Sound familiar?)

Yes, it's frustrating. I remember being at this stage myself, back in 2010.

But, I didn't give up, and over the past 6 (going on 7) years that same email list has now grown to over 2,000,000 subscribers! (That's TWO MILLION SUBSCRIBERS!)

But don't be impressed by that. It took work, yes, but most of those subscribers are TOTALLY UNENGAGED or completely unresponsive. This is natural for all lists. As the list ages, people lose interest, change email addresses, move, die, etc... so responsiveness goes down.

Is there a way to revive old lists and "reconstitute" them? Yes, and I'll cover that some other time.

When I email my main list, I'm reaching out to about a quarter to a half million people people at a time in the 'responsive segment,' and I might get about 20,000 to 50,000 opens. I don't email them all at the same time, unless I'm just doing a general "broadcast" type email. Most of the time, I'm segmenting these people based their previous behavior.

Anyway, let's get back to that early stage of list building where you're between 10 - 3,000 subscribers...

I recently conducted a mastermind session online with some of my paid members where one of the attendees was having the same problem with his small list, and he asked:

"I've got this list of 3,500 email addresses, but I don't have any sales. What am I doing wrong?"

Here's a rough transcript of what I told him and shared with the rest of the attendees on the mastermind call:

**Point # 1.** It's not the size of your list. It's the relationship you have with your list, and the quality that will pay you over the long term. If your list is made up of 99.999% of "Lookie Lou's", tire kickers, and the "lottery ticket" minded losers who can't find two nickels to rub together from between the dusty cushions of their couch, then you're dealing with Tier 2 and 3 prospects. You're NOT going to make any real money from them.

Oh, you might make a sale here and there, but they're probably the first ones to either drop out, ask for a refund, or never do "diddly-squat" with whatever they bought from you.

Most online marketers think that just by building a list is going to get them paid, but they forget (or don't know) about the QUALITY of the list. If you don't have TIER ONE BUYERS, you're in for a rude awakening.

Sure, building a list is the first step, but that's not what really pays you.

I know people who have a list of 10,000 to 50,000 subscribers but they still can't make a dime online. I talk to them every day. They're busting their asses with banners, "solo" ads (which are garbage, by the way), or they're writing bad copy for ezine articles.

Bottom line... they're still not making any money.

**The size of a list is a factor,  
but the relationship you have  
with them, and the quality of  
your subscribers is what's  
infinitely more important.**

**THINK: QUALITY... NOT QUANTITY...** even a "tiny" list of QUALITY subscribers will make you money.

Relationship and quality are important in this equation if you ever want to make any money online. Once you build rapport ("relationship") with your prospects, the next step is to get them to respond.

You do that through telling stories. Through entertaining. Through being interesting. Through having personality in your copy. By being likeable. Etc. Read 'Influence' by Robert Cialdini or "How To Write Copy That Sells" by Ray Edwards if you want to get good at this.

**Point # 2.** Market to the right people.

I know this sounds rather obvious, but the 3,500 people you reached are the wrong 3,500 people. This is actually pretty common among online marketers. (Notice I didn't say the "might be" the wrong people? I said they ARE the wrong people.)

If you're promoting a product or solution to a problem, and that's what you're advertising, then you're landing page should reflect the same.

**Think about it for a second:** MOBE/MTTB has 271 different products, each with its own set of landing pages that fit the message of each product. Digital Altitude has 6. And each one is "geared" with the proper ad copy for each product.

A lot of people advertise many different products online, but they send these prospects to same exact landing page, instead of having separate landing pages for each product advertised.

Yes, it helps you build a big list, but many people are getting on your list through this lead capture page thinking it's about something completely different.

If the product you're offering on the landing page is totally unrelated to the ad they clicked, that means you're not being "congruent". And it will literally kill your sales.

For example, let's say you go to a lead capture page promising you that I'm going to send you information how to play a better golf game, but I send you some crap about making money online?

**THAT'S NOT WHAT YOU SIGNED UP FOR, IS IT?**

Of course it's not, because what I offered on the sales page was one thing, and what I delivered to you was something else.

Yes, that's an exaggerated example, and chances are you're not doing it to that degree, but there are tons of shiester marketers who are doing just that... and they're a "one shot" wonder, and not making much money. If they are making any money, I can certainly guarantee you that they're reputation is in the toilet with the rest of the bullshit you see on the internet.

## HERE'S ANOTHER EXAMPLE:

Let's say you're marketing to a very responsive segment of society: "Baby Boomers" and retirees. You target all the right people... boomers and retirees. You send them to a page that's set up right with the proper "ad copy" to appeal to retirees. But when you start emailing them with your autoresponder messages, it sends them a totally different set of messages because you're send them some crap about "freebie" offers.

(smh)... you see it all the time!

### **Point # 3.** Frequency of your messages.

Another reason why you're not making money from your list, is that you're NOT contacting them often enough.

You should be reaching out to your list ever day. I know a lot of people disagree with me and say that's too much, or too often, but Ben Settle is quite successful with it... and so am I. Ben sends out AT LEAST one email a day, sometimes two or three. I do the same.

Your average prospect spends less than 5 seconds a day thinking about you or your business, so it's not too much at all. They could really care less about YOU and YOUR business. They're only concerned about one person: themselves. And they're right. You need to start thinking about what is important to THEM and not yourself.

If receiving your content / stories / offers on a daily basis is too much for your subscribers, they probably are not the right prospect for you. Let them unsubscribe and go get a job at Walmart. They're just costing you money anyway.

### **Point # 4.** Consistency is key.

Here's another big tip: Consistency is just as important as frequency.

How often do you email them? Every day? Every two days? Every other day? Once a week? Once a month? (Frankly, I think you need to do it every day... it works for me.)

How often are you staying in front of your prospect? This is what consistency is all about.

For example, if you email them every day for three weeks, and then they don't hear from you for a month, guess what? Your list is already dead. It's not dying out: IT'S DEAD!

I see this with MOBE and Digital Altitude affiliates all the time, because they have their autoresponder messages set up with the standard 18-21 messages and leave it at that. Nobody ever told them that they need to treat this like a business and work it every day like a job.

Read that last sentence again...

You need to treat this like a business and WORK IT EVERY DAY like a job.

Emailing your list EVERY MORNING is the one thing you need to prioritize over everything else in your business.

I know top earners who routinely make over a million dollars in sales every month. Some of them are organized, and some of them are chaotic. But the one thing they do each day before they go to bed at night... they've all emailed their list at least once that day. Some of them even record a video, throw it up on YouTube, then email their list and send them the link to the video.

Works like a charm.

On average, the people who do this are easily making over \$10,000 per hour. (Mind you, they're only working one or two hours a day.) They are extremely disciplined at getting their emails done each day, and they do it like it was a religious passion!

**Point # 5.** Don't let your subscribers forget who you are... (especially in the first few weeks).

Many new online marketers get all excited about building their brand new list. But when they start emailing their new contacts, and they don't notice immediate results, they put everything on hold.

They don't email their list for a few weeks... or in some cases, a few months... if ever.

Then, six to twelve months later, they come back to it and they start sending emails again, but now they're not getting any response. They are not getting any opens, they're not getting any clicks, and they wonder why...

Worse yet, they're getting spam complaints (because they don't remember you... remember what I said? Don't let them forget you!) Or they just unsubscribe from your autoresponder.

It's sort of like feeding hungry children: if you don't feed them, they're either going to die of starvation, or they're going to go scrounging (and shoplifting) at the grocery store.

These people signed up on your list because they're interested in what you have to offer, so they gave you their email address, they might have even given you their name, too.

But the one thing they all have in common: they also have incredibly short-term memories.

If someone subscribes to your list and they get a few emails from you, and you don't email them for a week, they've already forgotten you. Not "probably" but most assuredly.

That's why it's your job to provide them with interesting content -- EVERY DAY -- that they will enjoy reading, and then, of course, you need to offer them products they will actually want to buy.

They will forget your name pretty quickly, so you should always be conscious of this, and keep in touch with them from the beginning.

**Point # 6.** Get “Paranoid” about the constant threat of the declining value of your list.

It's important that you keep a healthy degree of paranoia about your list, because your list is a very unique asset.

Your list is not like gold, it's not like real estate, or any other tangible asset which has a fairly stable value over time.

Your list is an organic asset: that means it's perishable. It can grow stale. People move. People die. It's a fact of life. You have to keep replenishing your list so that attrition doesn't dwindle it down to nothing.

Your list is either improving in value or it's decaying. So if you're not actively taking action to improve the quality and responsiveness of your list and improve that relationship with your list...

...it's dying... or it's already dead... you just don't know it.

And if it's been neglected for any time over a month, it's already dead. You need to start over.

Get used to the truth, Cupcake. Don't kill the messenger.

**Point # 7.** Survey your list (ie. ask them what they want from you!)

"How do I know what they want?", you ask.

The answer is very simple: ASK THEM.

The best thing you can do is to do a quick survey. You can do it by email through your autoresponder broadcast, or you can use a number of survey tools you can find on the internet. You can create a free survey of sorts using Google Docs, or you can use a service like SurveyMonkey.com.

There are tons of other sites like SurveyMonkey and Google that allow you to conduct surveys. These sites allow you to do a free survey where you can ask them a bunch of questions. You send your new survey out to your list, and ask them what kind of training or value they want. (And they WILL tell you!)

Usually only a very small percentage will answer your survey, but those are going to be your most responsive people anyway. You're not interested in the ones that don't respond... only the ones who took the time to respond.

They WILL tell you what they want. You might even just ask them, "Look, what are you interested in learning about?"

- Traffic generation?
- Improving conversions?
- Video marketing?

Things like that, and find out what they actually want.

Let me give you some advice here... Do the survey. Okay? Don't ask me why. You already know why. Just do it.

Do the survey first of all, and see what they actually want to learn. Learn what they actually want to buy. And why they felt compelled to give you their email address. You might even include a place for them to tell you their "Big Why" and why they still subscribe to your list... (just a thought).

You'll quickly discover why they originally joined your list, and then you can branch out with more questions about that topic to see what they actually want to learn.

**Point # 8.** Make offers to your list (this is the whole point in having a list! Right?)

You're here to run a profitable business, and you must never be afraid to make offers and ask for the sale! If you're afraid of making offers and asking for the sale, then get out of internet marketing, and go get a job at Walmart!

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**Be relentless in promoting your offers.**  
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You should promote an offer in EVERY email you send out. Now, this doesn't mean that you have to scream "BUY MY SHIT! BUY MY SHIT! BUY MY SHIT!" (Frank Kern actually had some balloons with that printed on them in several of his seminars.)

If you come across as too "salelsy" in your approach to every email and you never give anything in return, you'll burn out your list quickly. There's a way to come across as professional, and still make a sale, without coming across like a used car salesman with a cigarette butt hanging out of his mouth.

You still want to make your emails interesting, engaging, and informative, but you have to be making an offer in every single email you send out. Every successful marketer is always making an offer. Sometimes it's a very obvious offer, and other times it's very subtle (eg. a soft call-to-action in the PS).

For example, when you watch my videos on YouTube, the offers that I make are very subtle, but every now and then, I'll make a direct promotion or recommendation for a product or service, live workshop on Skype, or put a link below a video on YouTube, or on one of my web sites for one of my products.

So even though it might be a subtle offer, I'm always putting some kind of offer in front of my market, my list. So you want to make sure that you're doing that.

**Point # 9.** Copywriting skills: never stop improving them.

You should ALWAYS work on improving your copy writing skills: it's a very important skill to master.

It's the ultimate leverage point.

The ability to put words on a page and influence the masses to do what you want, is one of the most powerful and profitable skills you can possess.

Some people pick it up really quickly. Others can take years to get good at it. But it's something worth studying and practicing.

When you're writing an email, make sure to encourage responsiveness. Send them an occasional email where you say, "If you want to know more, get back to me."

Ask them to actually reply to your email or contact you on Facebook. Heck, even pick up the phone and call you! That way, you are actually responding to them after they raised their hand and submitted their email to you.

It might sound surprising, but responding and following up with prospects is VERY RARE in this Industry.

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**The moment that you respond to them,  
you suddenly become a real person in  
their eyes. You're no longer just an  
anonymous gooroo in their inbox with  
another 20 emails coming their way.**  
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When you respond to their questions, they see that you're actually a real person and they feel some little connection with you. They become more responsive as leads and as buyers. So keep on doing that as well.

To learn more about copywriting skills and how to follow up with, and build, your leads, check out Charlie Page's "Free Traffic Mini Course". [You can sign up by clicking here...](#)

**Point # 10.** Make offers through different marketing channels (that you introduce through your emails)

Again, your success in marketing is all about making offers.



Use different channels to mix things up. Sometimes you might do a webinar, which you invite them to from your emails. You then teach them something on a webinar, and make an offer at the end.

If you've never done a webinar before that probably sounds hard. But it's as simple as getting a webinar service (or even a Skype call) and hosting a webinar.

Another channel: bring them to a Facebook group you have, engage them there, and make an offer. Private message the ones who are interested. Put up a "live" Facebook video on your Timeline and put the link into your groups.

You should develop several main marketing channels over time, and again be relentless in your marketing and following up sequences.

It's what separates the people in this game who can extra \$2 of value out of every \$1 click they buy, from the majority who can't even get \$0.20 out of the same traffic.

It's all about PERSISTENCE in your follow up.

You always have to be putting an offer in front of your audience, or some piece of content so that you're always relevant to them, you're in their life, and when they're ready to buy, you're right there in front of them.

That's important. Because many times they're not ready to buy on the spot, but when they are ready, you want to be there.

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**So there you have it:** I hope these 10 marketing tips help you get better connected to your subscribers.

If you have list of 3,500 email addresses, or even 35 million, but you don't have any sales, now you should be able to pinpoint an area you need to work on, and you can start converting leads into customers.

By the way, if you like this kind of practical training, I've got a lot more available for you.

I have a Master Marketers Copywriting Workshop that I conduct every Saturday evening [via Skype](#), at 6:00 o'clock PM, Eastern Standard Time Zone. If you don't show up, you're "stuck out" because I do NOT record these sessions. All you need is a free Skype account to attend.

I put a lot of effort into these workshops, and for the time being, they're free for you to attend. I have a paid membership, too, but before I admit you into the paid academy, I'll have to interview you first.

Talk soon,  
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P.S. To learn more about how to boost your online income, check out Charlie Page's "Free Traffic Mini Course". [You can sign up by clicking here...](#)