

ZERO TO HERO

LIST-BUILDING



HOW TO BUILD A PROFITABLE E-MAIL LIST FROM SCRATCH, EVEN IF YOU HAVE NO EXPERIENCE

You Should Be Building Your List

“The money is in the list.”

No doubt you have heard some one say this. And they say it for good reason. When you have your own mailing list, you have control over your own pool of subscribers and buyers. You choose when/what/how/if/why to e-mail them.

When you have a mailing list, you are able to not only make good money from it, but it also provides you with a way to connect directly with your audience.

Plus, you can actually build a mailing list without even having your own website. Now, I would recommend that you do have one, but the point is that you can get started with building a mailing list with just the bare minimum.

Another advantage to building a mailing list is that you can do it with very little investment. In theory, you need nothing more than a mailing service (people call this an “autoresponder”, although this is, in fact a misnomer, as an autoresponder is simply a type of function that a mailing service provides).

There are many different mailing services out there and a variety of options that you can go for. Until you get more experienced and know more about what you are looking for, I would recommend sticking with either Aweber or GetResponse.

Many of the other, cheaper or even free, autoresponder services are not friendly towards affiliate marketing and/or make money online in general. In fact, some outright forbid such activity on their service, so if you do decide to go for a service apart from Aweber or GetResponse, I recommend that you check their terms of service thoroughly and, if you are in any doubt, contact their customer support and ask questions.

But, as a minimum, you need to have a mailing service of some kind. As I said, I do recommend that you have your own website, including your own domain name. Having a TLD name (e.g. yourname@yoursite.com) will increase your deliverability rate. Just using a free e-mail address as the sender's address will drastically increase the chances that your e-mails will be marked as spam and land in the junk folder. Plus, it gives a very amateurish impression.

For what it costs to get a domain name and a basic hosting package, you should really make that investment in your business, along with a subscription to a mailing service, right off the bat.

The only other cost could depend on how, exactly, you decide to build your list. There are paid methods, as well as free methods, although "free" methods aren't truly free ad they involve an investment of time rather than one of money.

Probably the most widely used paid method of building a list is through what are called solo ads.

Solo ads are a type of paid mailing that you buy from someone with an established list. What this means is, you approach the person and ask them to send out a mailing to their list on your behalf. You supply the link to your capture page, as well as the copy for the e-mail. Some solo ad vendors will want to use their own copy, but I recommend that you use your own.

You can find solo ad vendors in a number of places. The Warrior Forum has a classified ads section where solo ad services are advertised, there are Facebook groups dedicated to them and there are various marketplaces, such as Udimi and Clickonomy. These marketplaces allow you to check out and buy from a large variety of sellers.

Some points to bear in mind when buying solo ads:

- Check out a vendor's reviews. A lot of people will focus on CTR (click-through rate) but, at the end of the day, it's sales that you're wanting. How many sales a person gets from a solo ad mailing can be indicative of the quality of a person's list. You will sometimes see people selling solo ads to a buyers list, but these will usually be more expensive.
- Start small and test. Don't be tempted to spend a lot of money right from the off. I recommend buying 200 clicks to get a good idea of how well an ad performs, but certainly no fewer than 100 clicks.

- If you get good results from your first mailing, you can buy from the same vendor again but this time buy more clicks. If you continue to get good results from that vendor then you can contact them and tell them that you would like to buy from them regularly, say, monthly and ask them if they can offer you a deal.

Bear in mind, though, that just because you have got good results from a solo ad vendor at first, it doesn't mean that this will always be the case. So make sure to monitor and keep on top of things.

At the end of the day, always do your due diligence and never spend money on solo ads that you can't afford to lose.

When all is said and done, solo ads do work and can be a good way to build your list quickly. The disadvantage is that you are pitching to cold traffic, so they don't have any relationship with you yet. Once they have signed up then you can (and should) warm them up and build that relationship with them, but you might find that you have simply acquired a lot of 'tyre kickers' on your list. Of course, you can those from anywhere at any time, but it's more likely to happen via solo ads, unless you manage to find yourself an exceptionally good vendor with a really good quality list.

If the idea of solo ads doesn't appeal to you, which it might well not if you're just getting started and your funds are limited, then you are going to want to look at ways to build your list that might be slower and

require a bit more work, but the quality of the leads will be better.

Don't Blindly Take Action

When you're first getting started online you will hear many people telling you things like "take massive action" and they are right to do so.

The thing is, when building your list you can end up wasting a lot of time and money by simply taking action and not taking enough time to plan things properly.

When you're just getting started there are few things that you need to be clear on:

Firstly, who are you targeting? You need to be sure who your target market is. So, it should go without saying that you need to be clear on what niche you're entering before you do anything else.

The next thing to do is research. Find out what people are needing and what people are buying. What problems are they trying to solve?

You can find this out from checking out places such as the Warrior Forum and see what people are asking. You can easily sort the threads into order of views and replies, so this will give you a very good idea of what people's needs are.

The Warrior Special Offer section of the forum will give you an idea as to what people are buying. You

can also check out the marketplaces, such as JVZoo and WarriorPlus to see what people are buying.

All of this is valuable research that will give you an insight into people's wants, needs and what is popular.

Once you have an idea of this, the next question to answer is this:

"Am I able to meet this particular need myself?"

In other words, do you already have your own product that meets that need and, if not, do you possess the necessary skills and/or experience to create a one?

If you do, then great. What I would recommend now is, if you don't already have one, you want to create what is known as a 'lead magnet' or 'ethical bribe'. Some people call this a 'tripwire' but I don't like that term. After all, do you really want to 'trip' someone onto your list? I know it's just semantics, but I believe that it's important for you to have the right attitude towards your leads right from the start. You want to attract them and do so ethically.

So, what your lead magnet should be is a free gift that contains plenty of value. It can be almost anything - a PDF, video, free membership, MP3 - but it should be congruous. It has to relate to the product that you want to sell.

If you don't have your own product or lead magnet and can't yet create these, then you can go down the affiliate marketing route.

In this case you would need to sign up to a platform that contains products that you can sell as an affiliate, such as Clickbank, JVZoo or WarriorPlus.

You might need to obtain approval to promote a particular product as an affiliate, especially on JVZoo and WarriorPLus, but if you are interested in doing so, the best way is to always be honest with the vendor.

Explain that you are just starting out and outline the ways in which you intend to promote their product. Just be honest and up-front. You are bound to get rejected by some vendors, but don't give up. Keep going until you find a good product from a good vendor.

Once you have found your product, you would then still want a lead magnet. There might be occasions when a vendor supplies one as part of their affiliate tools, but it's not usually the case.

So, the best thing would be to find something of value that's relevant and naturally leads into the product you want to sell.

You can see if you can find a good, free product that comes with giveaway rights or you could try to obtain some good quality PLR (Private Label Rights) content that you can rework and make your own.

Once you have these things in place, the next step would be

to create your autoresponder sequence in your mailing software. You would need to create a series of value-driven e-mails that are congruous with the front-end lead magnet and the product that you are trying to sell. You would also need to set up a form which you would then integrate with your lead capture page (also known as a “squeeze page”).

If you have a blog then you could have a form in the sidebar which would then get people directly onto your list and into your autoresponder sequence.

Otherwise, you need to create your lead capture page. This doesn't need to be anything complex, just some well-written, to-the-point copy that accurately reflects what they are going to get when they opt in.

Once the person opts in then they should either be taken to a page that contains their free gift, or you should send them a direct link to their gift in their welcome e-mail. Either way, it's a good idea to e-mail the link in their welcome e-mail regardless.

Breaking it Down

Bottom line - you should be building your list as soon as possible. What you do with your list is really a whole subject on its own. Suffice it to say, you should follow up with plenty of value and only promote valuable products that you genuinely believe will benefit your subscribers.

To build your list you need:

- A mailing service, such as Aweber or GetResponse, along with an appropriate e-mail follow-up sequence.
- A way to capture people's e-mail addresses, whether that be via a squeeze page, a sidebar opt-in form, website pop-up or combination of any or all of them.
- A free gift in exchange for the person's e-mail address.
- Traffic.

The last point mentioned there - traffic - we haven't really gone into much yet.

There are lots ways to get traffic to your opt-in. One way we have mentioned is via solo ads that send people to your squeeze page.

If you have an opt-in form in the sidebar of your blog (which you should) then your blog traffic will see it and will potentially opt in.

You could make posts on social media platforms, such as Twitter and Instagram, that direct people to check our your squeeze page. Likewise, you can encourage people to check our your blog, in which case your sidebar form will end up in front of people.

No matter how you go about things, the key point to remember is that you want to always give value and you should be striving to build relationships.

You want people to know, like and trust you.

So, when you are trying to connect with people and get traffic, it should go without saying that you should never ‘spam’ people by sending unsolicited promotional messages, neither should you do this in forums or Facebook groups.

You should always approach things with the intention of giving value and helping people. When you do this, people will naturally want to check you out and see what you have to offer.

Right at the beginning, we mentioned the phrase, “The money is in the list”. However, we can take that further and more accurately say “The money is in the relationship that you have with your list.”

In order to get to that point, you need to do what is required in order to build that relationship.

Makes sense, no?

But you won’t get that by simply churning out bland, regurgitated information, spamming, being selfish or generally making an all-round nuisance of yourself. We all know these types of people online, we no doubt see them every day on our social media or through their e-mails that land in our inbox.

Don't be 'that guy'.

What to Offer

As we mentioned earlier, if you're in a position to sell your own products and services, then great. But not everyone is at that stage, especially when just getting started.

Usually, most beginners look to selling other people's products as an affiliate as a way to get started. And it's a good one, as it removes the need to create your own products.

But even established online marketers, including those with their own products, sell other people's products as an affiliate.

Why?

Because it works, plain and simple.

Having said that, it doesn't work as well as it once did. Also, what many people won't tell you is that it isn't easy to make a good income right off the bat as an affiliate when just starting out.

There is another solution, though, that I think you might find interesting and if you're someone who is looking to get started online, currently has no experience or products of their own, but is prepared to learn and to put in the required effort to make stuff happen, then this is something that, I believe, could prove to be hugely beneficial for you.

I would like to invite you to a free live event that is happening in the next few days. You can [register by clicking here](#).

When you attend this presentation, you will be introduced to an exciting way that you can tap into an existing, successful business that not only supplies you with high-converting products to sell and make money from, but also gives you the potential to make money right through the funnel, even right through to the back-end, high-ticket offers - you will rarely get that by simply promoting traditional affiliate offers!

As I mentioned, affiliate marketing still works and it's still a great way to get started online. But if you're looking for something that gives you a more solid, consistent income then you will want to [register your seat for this special, live, online event](#).

In Conclusion

I really hope that you have enjoyed the information that I have presented to you here and that you have found it useful.

Now, the key to having any kind of success is to **TAKE ACTION!**

Don't just let this report gather virtual dust on your hard drive. Get out there and apply what you've learned.

If you would like to learn more about how to get started online and would like to contact me for further assistance, please [feel free to contact me here.](#)

In the mean time, don't forget to [register for the event](#) and I look forward to hearing from you soon!

To your success!

PJ Friar