

LIST AUTHORITY



How To Build An Email List of
1000 Subscribers In 30 Days And
Profit From Your First Newsletter

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About the Author

Bob Coleman is an entrepreneur, Digital Marketing Strategist and Internet Marketing who loves sharing knowledge and helping others on the topics of Digital Marketing and making money on the Internet.

Bob is a passionate person who will go the extra mile and over-deliver.

Bob's words of wisdom:

"I believe that knowledge is power. Everyone should improve themselves and/or business, no matter what stage in life they're in. Whether it is to develop a better mindset or to increase profits, moving forward is the key."

If you would like to learn more from Bob Coleman, please visit:

<http://bobcoleman-recommends.com>

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Introduction



What is List Building?

List building is the process of building a mailing list and this is something that *any* business or marketer should be adept in. So exactly *is* a mailing list? That would be a collection of e-mails that you will acquire through a website and/or through other means and which you can then use in order to promote and sell products.

The great thing about these lists is that they consist of people who have willingly given you their e-mail addresses and thus given you *permission* to contact you. They will have visited your website or blog, so you know they're interested in your niche or whatever it is you are trying to sell. What's more, the fact that you can message them at will means that you will be able to develop a relationship with them, building trust and interest to the point where they are feverish to buy.

It's for these reasons that list building is widely considered to be one of the most effective tools available to businesses as well as internet marketers.

Any marketing 'guru' will recommend this as one of the most important methods available and potentially it is the best and easiest route to making big money online.

The only problem is that building a massive e-mail list isn't necessarily as easy as you might hope it would be. That's where this book comes in to help you build a massive and relevant list quickly. In just 30 days, you'll have a list that's 1,000 strong and EVERYONE on that list will be a potential buyer who will be interested in everything you have to say and everything you have to *sell*.

1,000 broken down is just 34 subscribers a day. Achievable? You bet! In just a year, you could very well have a list of 12,000 subscribers.

So congratulations, in buying this book you have taken the first bold step towards dominating e-mail marketing. Are you ready to take the next?

The Benefits of List Building

So what is list building all about? Why is it so powerful and such an important tool for marketers?

It comes down to a few factors. Most importantly, list building gives you the means to contact a huge roster of relevant potential leads and customers. This is what will then give you the means to start e-mail marketing – which is actually a huge asset on your journey to getting profits and sales. E-mail marketing is one of the most profitable types of marketing available and one of the most popular. Just take a look at the statistics:

E-mail marketing has a 'return on investment' of 4,300%

91% of web users check their e-mail AT LEAST once a day...

When surveyed, companies rate e-mail marketing as being more profitable than: PPC advertising, content marketing, affiliate marketing, display advertising, mobile ads, social media marketing or direct marketing!

66% of US consumers above the age of 15 say they have made purchases as the direct result of an e-mail campaign...

1/3rd of consumers say they open e-mails based on the heading alone!

Perhaps the most outstanding of these figures is that amazing ROI (return on investment). How can e-mail marketing possibly net you 4,300% returns? Of course the answer all comes down to the incredible low entry price. Building a list costs you *very* little as you will see – but because you're communicating personally with an audience that wants to hear from you, the conversion rate is *very* high.

There are other ways you can perform e-mail marketing of course, with the most popular being the use of 'solo ads' – adverts that you send to *existing* lists. Otherwise you can simply gather e-mails from various sources and create a list that way that you can contact 'cold'.

In every case though, using proper list building techniques is *by far* the preferable scenario. Why? Because it means that the readers will have actually given you their e-mail addresses. This creates a subtle but VERY powerful psychological shift. Instead of being annoyed to hear from you, they will be *expecting* to hear from you.

When they see your name in their inbox it will spark recognition and they may even then be excited to see what you have to say. What's more, they will have read your website or they will have seen you on social media – already you will have then demonstrated yourself to be a good authority on your subject and you'll already have demonstrated *value* to that audience.

What's more, because you're not contacting your audience *through* another platform such as Facebook, you completely control the relationship and

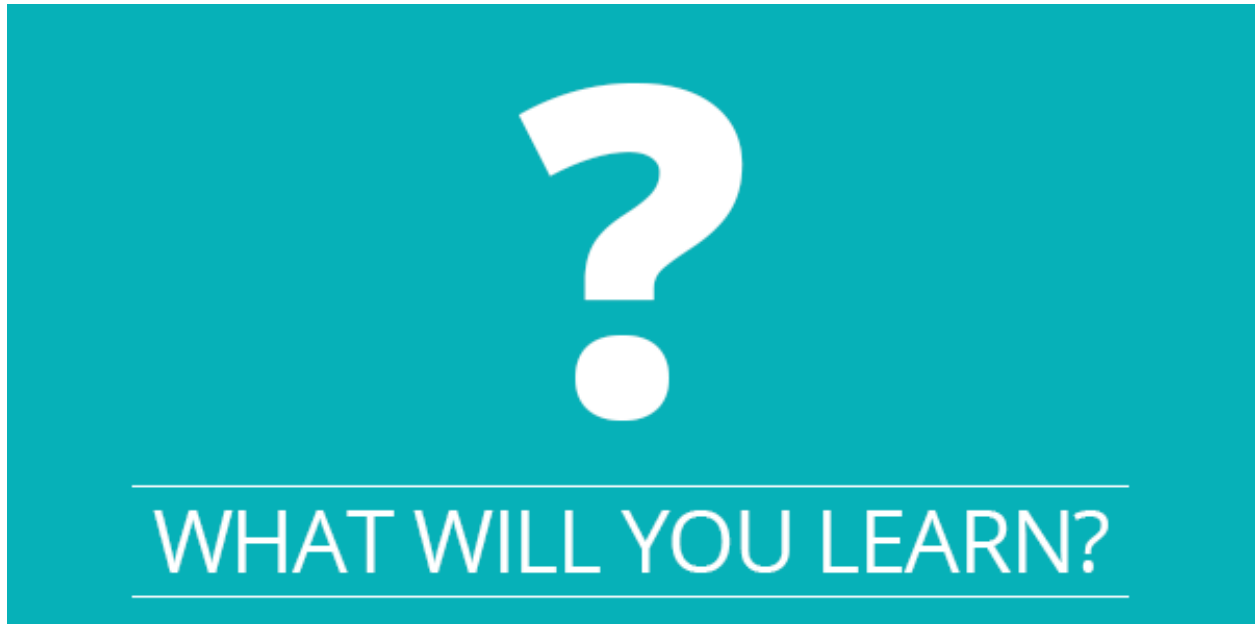
there is no way that changes from above can cause you to lose your contacts.

Once you've done this and you have built a large list of people who are genuinely interested in what you have to say, the next step is to then monetize your mailing list and to get your readers to become customers. You don't do this right away though – this isn't a simple matter of sending a message out and begging everyone to buy your product. Instead, you need to think carefully about how best to approach your list, how to establish a relationship and a rapport with them and how to get them to look forward to your messages and to trust what you have to say.

This is the other BIG advantage of building a mailing list – it allows you to reach your audience right in their inbox at any time of day with a personalized message. This personal touch then has potentially a much greater chance of getting them to where you want them to be psychologically.

The absolute masters of email marketing will use a sequence of e-mails that gradually builds anticipation for their product, that develops and establishes trust and that then eventually hits home with a highly converting sales letter. This is the kind of mastery you'll have learned by the end of this book!

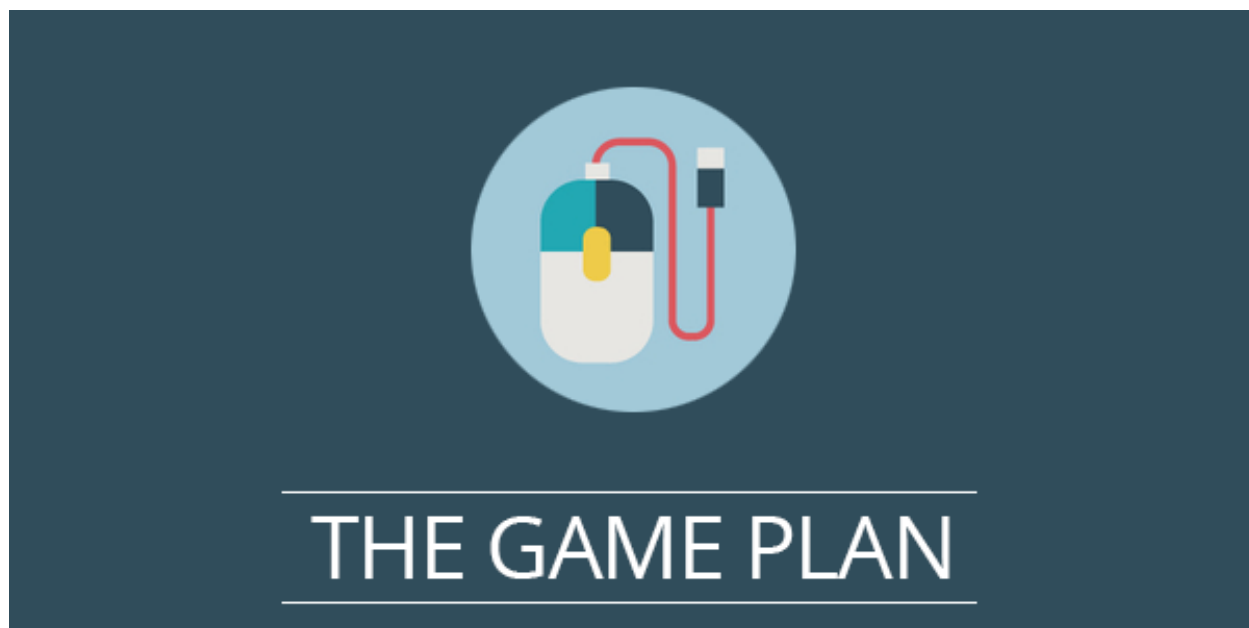
What You Will Learn



Throughout the course of this eBook, you will learn several things that will help you create and leverage powerful mailing lists. This will include:

- How to set up and create an autoresponder and opt-in
- How to encourage people to sign up with an opt-in form, incentives and landing pages
- How to drive traffic to your site to drastically increase your numbers and your conversions
- How to communicate with your list to get them hanging off of your every word
- How to monetize your list with your own products or affiliate sales
- How to get people to actually *buy*

Chapter 2: The Game Plan



So now you know what you have to do. The next question is... how do you go about doing it?

In the title of this eBook we set out a very clear objective: to gain a 1,000-strong mailing list within 30 days. This objective is for *everyone*. You don't need to already have a website with tons of regular visitors (in which case it will be easy for you), you don't need to have another mailing list already and you won't need to have any powerful contacts in the digital marketing industry (though of course all these things help!).

This strategy will work for *anyone* and you should find that a mailing list of 1,000 is completely ample when it comes to making conversions. With 1,000 subscribers you should expect to be able to get conversions of at least 0.5-1%. Realistically that means 50-100 buyers – which if you have a \$30 digital product will net you \$3,000 a pop. That's not bad going and it's certainly not a bad wage for one month of work!

A 0.5-1% conversion is a realistic and modest target. What's more, 1,000 subscribers is something you can very likely gun for successfully as we'll see. But it doesn't stop there: once you have that first 1,000 you'll find you start to get exponential gains. The more subscribers you build, the more you will *continue* to build as you gather momentum, get the hang of it and leverage your existing contacts.

If you got 1,000 subscribers every month for the next year, then you would have 12,000 by the end of it – which is a pretty hefty list. More likely though, you'll find that your rewards double each month. Month one you'll get 1,000, month two will be 2,000 and so on. If you followed that pattern, then by the end of the year you would have... well... a *lot*.

To gain 1,000 subscribers in 30 days, you would need about 33 (point three recurring) new subscribers every day. Let's call it 34. That might sound like a lot but this isn't really the way you should be thinking about it.

What you'll find is that you're *much* more likely to get 200 in one day and 500 in another. You might have a couple of days where you get none. We'll be using different strategies throughout the month and you'll find it's almost impossible to predict which ones will be the big winners for you.

So that's the plan and the aim. 1,000 subscribers. 30 days. Before you read on, I want you to completely commit to this objective. At times it will be tough and there will of course be work involved – but once you get the hang of it and once the subscribers start coming in it will be *more* than worth it. A huge mailing list can actually set you up for life and you can end up as one of those 'super affiliates' living on the beach and using your private jet to visit Mum. And it all starts here.

So make that pledge, and then read on!

Chapter 3: What You Will need



The first step towards your huge list is going to be signing up to a few essential services and getting a few tools. You can't build and manage a list all on your lonesome, so read on and we'll look at some of the things you'll need to get this ball rolling. Consider this a little bit like the ingredients for the recipe we're about to make.

Autoresponder

The first and most important thing you will need to build and manage your mailing list is an autoresponder. An autoresponder is basically a tool that lets you send e-mails out to large groups of people, that store your addresses and that let you easily manage them. Autoresponders also allow you to easily build your own opt-in forms which are the little forms you'll place on your site for people to join up.

These are necessary for a few different reasons. For starters, a professional looking opt-in form will make your mailing list seem more

professional. This in turn will mean that people are more likely to be interested in signing up and it will mean that they'll expect higher quality. Make the form yourself and you risk making it look a little like an amateurish job – so use a professional tool instead.

Moreover though, it's simply impossible to manage a huge mailing list without one of these tools. When you run a mailing list, you need to protect yourself against spam, you need to make sure that people confirm their interest in signing up and you need to give people the opportunity to unsubscribe. You'll also probably want to send out a welcome message to all your new members.

With an autoresponder all this is made much easier. Autoresponders will handle all these different jobs automatically, meaning that you don't have to manually add and remove people from your list or manually welcome new members. If you were to at some point have a mailing list of hundreds of thousands of members you'd end up spending all day adding and removing people from your list – and that's why you need an autoresponder to do it for you.

Choosing Your Autoresponder

When it comes to signing up for an autoresponder, you have a number of different options. The big three names here though are MailChimp, Aweber and GetResponse. Each varies slightly in terms of the number of e-mails you can keep on the list and for what price.

Unfortunately it's not as easy as simply comparing three prices as the pricing structure for each one gets a little complicated. Instead then, refer to the grid below and you can see which ones offer the best rates under different conditions.

MailChimp

<http://mailchimp.com>

MailChimp

Subscribers	Monthly Fee
500	\$10
1,000	\$15
10,000	\$75
20,000	\$150
30,000	\$215
40,000	\$240
50,000	\$240

AWeber

<http://aweber.com>



Subscription Plan	Fee
Monthly	\$19
Quarterly	\$49
Yearly	\$194

This is then on top of the following monthly fee:

Subscribers	Additional Monthly Fee
< 500	N/A
501-2,500	\$10
2,501-5,000	\$30

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5,001-10,000	\$50
10,001-25,000	\$130
25,001+	Not Listed

GetResponse

<http://getresponse.com>



GetResponse

Subscribers	Monthly Fee
1,000	\$15
2,500	\$25
5,000	\$45
10,000	\$65
25,000	\$145

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50,000	\$250
100,000	\$450

The key takeaway here though, is that all three of these services are actually very good. Any of them will be perfectly sufficient for helping you to collect e-mails and send out responses. While you might feel a little loathing to pay this money up front, bear in mind that it will *more* than pay for itself. If you make just a single sale in your first month, then this cost will be mitigated. Remember: you have to spend to accumulate!

Domain Names and Web Hosting



Domain names and web hosting aren't actually necessary. In theory you can get all your new subscribers directly through advertising and social media. That said though, it's definitely *advisable* that you get web hosting and a domain name in order to get more conversions and to make your mailing list seem that much more professional.

Of course the vast majority of people reading this will know precisely what this means and what the usefulness of domain names and web hosting is... but just in case you're scratching your head: the domain name is the web address you will use (www.subscribetomymailinglistplease.com), whereas the web hosting means you'll have space on the web in order to store files. You need web hosting to have a website in other words and then you'll need a domain name as a means for people to locate and view those files.

Most hosting packages also provide domain names and getting both at the same time will help you to keep things simple and to save money.

There are *thousands* of different hosting services out there with different strengths and weaknesses in each case. The one that I'm going to recommend for the purposes of this book is BlueHost. BlueHost is a large and well-known hosting provider with reasonable rates and a good quality service. It also comes packed with useful features. WordPress is *very* easy to install (WordPress is a tool that helps you build and edit websites) while you'll also get a control panel with easy access to a file manager, e-mail client and more.

Of course if you'd rather shop around that's fine too. Just make sure to do your research to avoid getting a website that's plagued with down-time or that isn't easy to set up and use.

When choosing your domain name, you should try to pick something unique, memorable and descriptive. If you have a company and a brand already then this might be easy, otherwise you will have to come up with something that speaks to what your site is about and that helps you to 'rank' on Google.

In other words, don't call yourself 'www.oklydokleyaya11782.biz' because no one will remember it and it won't come up when people search for the products you're selling. Companies that call themselves things like 'Frogo'

will have huge marketing campaigns that they use in order to build recognition for that name. Unless you have millions to pour into marketing to make yourself a household name, then you won't have the same luxury. Instead then, come up with something that's more on-the-nose while still being catchy. If you sell eBooks, then 'Iwantebooksnow' is more along the right lines. If you have a local business, then try to get the area name in your URL.

When you get your domain name and your webhost account, you're looking at paying probably \$10-\$20 a month. On top of your fee for an autoresponder that's about \$40-50. Unless you choose to use advertising (which we'll get to later, this is going to be your only overhead. If you can sell one or two products then, you *will* breakeven.

I recommend BlueHost (<http://bluehost.com>) to host your website and NameCheap (<http://namecheap.com>) for domain names.

Mindset!



Finally, you're going to need to approach this process with the right mind-set. That means you need to be willing to put in the hard-graft and it means you need to be able to work for no rewards for a while. If you're expecting to get rich overnight then you may as well stop reading right now.

Getting rich overnight is possible but it's extremely rare and it's almost entirely down to luck. All those big affiliate marketers you see on the web? They likely worked for *years* before getting to where

they are now. This is a learning process and it's a process of steadily building momentum and followers.

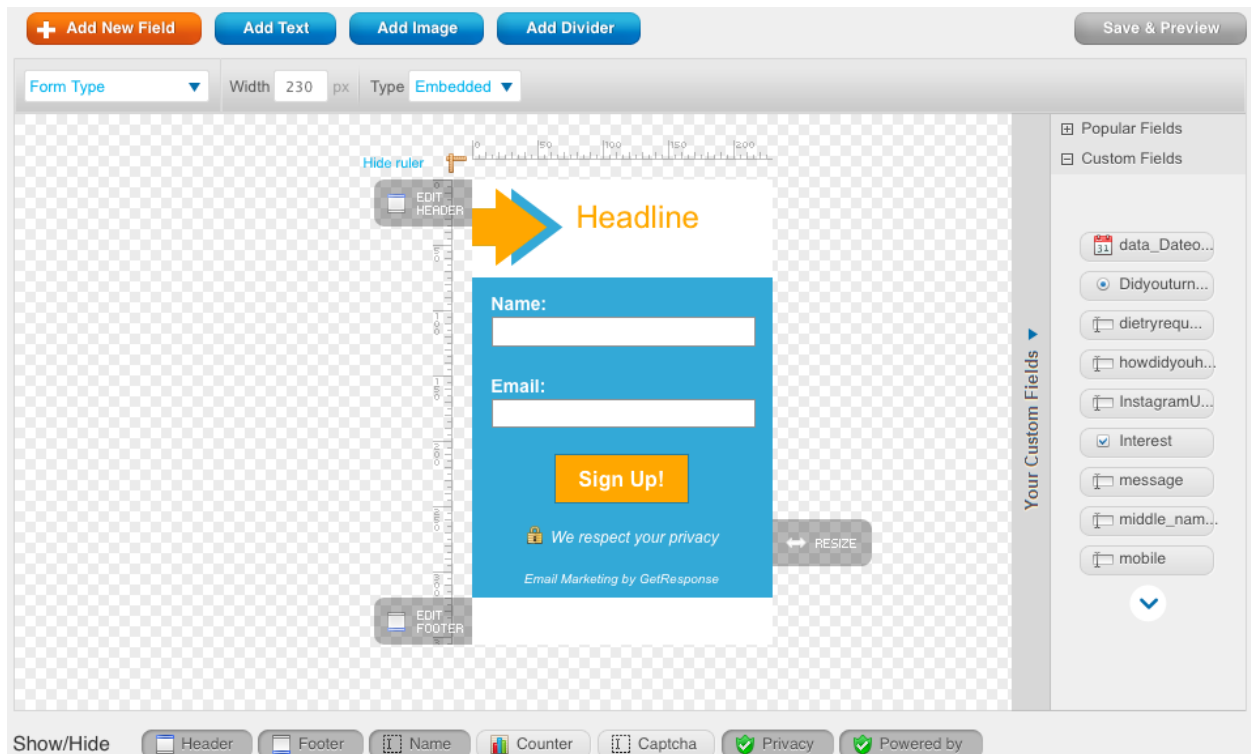
At the same time though, know that it *can be done*.

The problem that a lot of people have when trying to make money online with *any* kind of strategy is that they think it can't be done – or they *doubt* it can be in their hearts. Thus they don't want to spend too much time or effort on it in case they fail. They attack their marketing and their strategy half-heartedly and they hold back from investing hours of their time. This then becomes a 'self-fulfilling prophecy' whereby they of course don't succeed because they haven't given it their all.

If you want to make a full-time career from making money online, then you need to *treat* it like a full-time career. That means investing lots of time and energy and really it means working for at least 8 hours a day. If you can't do that, then you might as well not try at all.

This is why this eBook is set out the way it is. This strategy is for one month *only* – so if you can commit to give it your all for that one month only, you'll get to see with your own eyes the kind of results it can yield. And even if it doesn't work – you've only given up a month of your time.

Chapter 4: Opt-Ins and Bribes!



Now you have your autoresponder and your domain/host, you have the raw tools you need to start creating your strategy. At the moment though it's all empty of course, so there's a long way to go yet! In this next chapter then, we're going to look at how to start creating your opt-ins and using bribes and products to get people to sign up...

Your Opt-In

The opt-in is what you call the form that comes up and that invites people to sign up.



This is the gateway where you will be collecting your e-mail addresses and so you want it to look professional and inviting.

The good news is that these are easy to create seeing as Aweber, MailChimp and GetResponse all have the tools built right in. Just sign in to your account and somewhere you should find a designer that lets you create your opt-in forms. This will let you pick your color scheme, the text and the layout and it will also let you arrange the URL where your visitors will be sent once they've signed up etc. After you've created an opt-in form you're happy with, you can then just grab the code and paste it onto your site.

More good news is that you can create as many opt-ins as you want. That means that you can have ten different forms all in different styles to sit on different pages of your site.

Types of Bribes

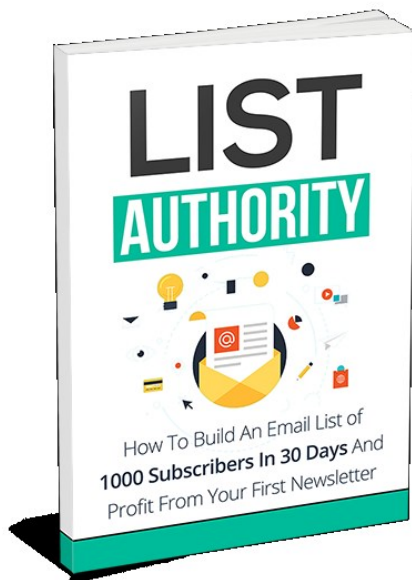
Add an opt-in form to a blank page and send a thousand people there and you might get a couple of people signing up. If you have text on the page and if you have a good website behind it, then you'll get a lot more (we'll get to that).

But another easy way to drastically increase your conversions is through some form of bribe or incentive. This is a 'free giveaway' that will hopefully offer value to your readers and that will encourage them to want to sign up. Either the free giveaway will give them that *added incentive* when they were already considering signing up (which is the best scenario) or it might even be that they sign up *purely* to get what you're offering.

Here, the former situation is actually best. The reason for this is that you want your visitors to *want* to sign up to your mailing list. It's actually better to have a mailing list with 5 people on it who are your biggest fans than it is to have 200 freeloaders who just wanted a free book. When you offer your incentive then, make sure that it's relevant to your industry or niche and make sure that the value is more likely to 'nudge' them rather than force them.

So what kind of incentives can you give away? Read on and we'll take a look at a few of the most popular choices...

Ebooks



Many people are willing to pay for eBooks which right away makes this a fantastic choice of giveaway. EBooks are completely free for you to produce and there are no delivery costs – meaning that you can give away as many as you want and not lose out or cost yourself tons in overheads.

At the same time though, eBooks are great at delivering value and this means that people are going to want to sign up. Make sure that your eBook is really tantalizing and that it offers a clear 'value proposition'. In other words; how is your eBook going to make your readers' lives better?

Bear in mind though that there's a good chance you're later going to be using your mailing list to *sell* eBooks. In other words, you need to make sure the eBook is *really* good so that it sets a good precedent and makes your list eager for more of your books.

This can be a good or bad thing depending on how you handle it: if the eBook is terrible then there's no chance anyone will want to buy more from you. And if the eBook is good but *free* then they might feel loathe to pay for the next one (as you've taught them eBooks shouldn't cost anything). On the other hand though, if you give away a snippet of an eBook or part one in a series, then this can be a great 'taster' to wet their appetite. Remember: the first hit is always free!

If you're *not* going to be selling an eBook later, then this is not so much of an issue.

What if you can't write an eBook because you don't have the time or maybe the skill? Don't worry – in that case you can opt to outsource the process. This just means hiring a writer and paying them to write it for you – which can be surprisingly affordable. Otherwise, you could make an eBook using raw materials from a blog or a website that you're already running (very few visitors will have read *all* your blog posts!). Alternatively, you might be able to find a free eBook with the rights to sell, or to buy one ready-made. Look for 'PLR' which means 'Private Label Rights'.

Free Reports



A free report is an alternative to an eBook which sidesteps some of the potential issues associated with them. Free reports tend to be much shorter than eBooks – possible a few pages – but they have the big advantage of containing something that is highly valuable to the reader.

This might be a 'secret technique' for losing weight or making money, it might be a survey of customers in a certain niche or it

could be anything else that generally offers a lot of value quickly and in one place.

Free reports are great because they have a clear value proposition again and because they don't undermine your attempts at selling e-books later on. They are also much quicker and easier to make, though they inherently don't appear to offer quite the same value as a full book.

Membership

Sometimes just offering membership can be enough incentive. If people love your site or business, then you can offer them the opportunity to sign up for your 'exclusive insiders' club' or your 'VIP program'. Even if you don't have anything clear to offer, this can still often be a great strategy that's highly effective, simply because people love being members of things – especially when it's exclusive and makes them feel important.

This is a particularly good strategy too as it will make people feel like they're a part of something bigger. This in turn is excellent for getting them interested and involved in what you're doing and it increases their likelihood of reading your e-mails and buying your products. Why would you become a VIP member and then *not* read the emails?

Prizes

Another strategy is to run a competition. Enter all your subscribers into a prize draw for a product every month and announce the winners via e-mails. This is a good strategy because it costs you nothing and because it ensures your readers will be looking out for your messages incase they've won. On the downside, it does again encourage the kind of subscriber who perhaps wouldn't be interested in actually paying for anything. And what's more, it doesn't engage them with your content. This type of free gift will

work best if you're selling affiliate products for commission and if you'll be offering lots of different 'deals' down the line.

Deals and Offers



Another option that is ideal for the above type of situation is to provide information about big offers and deals. This is again a good strategy if that's the kind of things you're going to be selling in future for commission and it also doesn't cost anything. It's

not so good though if you're hoping to sell your own informational products. Take a look at Groupon as an example. They provide daily deals straight to your inbox.

The E-Mails!

Finally, the best case scenario is to get your e-mails to sell *themselves*. Think of your messages as products in their own right by ensuring that they offer clear value to your audience and that they have a real selling point.

How do you get an email to sell itself? You promise to provide your audience with amazing exclusive information and offers, you do an e-mail course and teach them valuable secrets and techniques, or you make the e-mails glossy and well-presented with big production values like e-zines so that they're actually much more than just 'messages'. This way your audience will be excited to see your emails, and they'll be willing to sign up without any additional 'incentive'. This is the ideal scenario, though it is not always as easy as you would hope of course.

Placing Your Opt-In

Once you have your opt-in form and your incentive/bribe to get people to sign up, you need to start thinking about where you're going to put it and how you're going to get people to see it. One option is to put it on a landing page which we'll look at in the next chapter. Another is to place it on your existing website if you have one, in which case it can live on the home page, at the bottom of each post or in the sidebar as a widget.

Otherwise though, you can also try using a pop-over box, also called lightboxes. These are boxes that appear over the top of the page as you're reading and which dark out all the rest of the content. They're perfect because they leap right up in your visitors' faces and tell them why they should be signing up. Of course they *can* be frustrating but most experts' say that the pros drastically outweigh the cons and that it's very much worth signing up as a result.

You can get lightboxes from sumome at (<https://wordpress.org/plugins/sumome/>). When using them though, make sure that they don't pop up right away and ensure that the cross to exit is nice and large – this is especially important for mobile users who can sometimes end up stuck with no way to interact with the page unless they leave. Not good for business!

Chapter 5: Creating a Landing Page

While you can add an opt-in form to any page on a website, the best way to use them is to create a landing page – or a 'squeeze page'. This can be added to an existing page, or if you don't have a website yet and you've just got your hosting you can continue this book and get your 1,000 subscribers with *just* a squeeze page.

This is going to be your single most important tool for getting people to sign up for your mailing list and we'll see why that is and how to make the most of it over the rest of this chapter.

What is a Landing Page?

Basically a landing page is any page that is designed specifically to drive conversions of some kind. In other words, this isn't a standard page on your website – it exists *purely* to get people to perform a certain action.

The most common two actions that these pages are aimed at is buying a product or signing up to a list. When the objective is the latter of the two, it tends to be referred to as a 'squeeze page'.

Here are some examples of landing pages:

Free Ebook: How to Create Beautiful Landing Pages

Make the Most of Your Landing Pages and Watch Your Conversion Rates Skyrocket!

Want to create beautiful, elegant, mobile-responsive landing pages but not sure where to get started? Download this free ebook today to learn how to create beautiful LeadPages landing pages in seconds.

In This Ebook, You'll Learn:

- ✓ How to get started with LeadPages
- ✓ How to design your own custom landing pages
- ✓ How to publish these landing pages to Facebook
- ✓ How to integrate LeadPages with top email platforms
- ✓ How to easily create split tests and monitor your stats
- ✓ How to achieve your highest-ever conversion rates

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No thanks, I'll pass this opportunity. Take me to the site now...

Formatting a Landing Page

There is a good chance you will have visited a landing page in the past and if so then you will have noticed a number of specific things about it.

The main and most noticeable thing about landing pages is that they tend to be very long and narrow. These pages have text that requires you to scroll down and down in order to keep reading and by doing that the idea is that they are causing you to 'commit'. Because you have to scroll down the page and you feel like you're progressing all the way to the bottom, the owners hope that by the end you will think 'I've come this far, I may as well make a purchase'. It's like walking miles to find a shop only to find the thing you wanted to buy is more expensive than you realized – after walking all that way you're hardly going to leave empty handed!

At the same time, these long, narrow passages of text tend to have no other links, adverts or buttons anywhere else. Most websites have a menu along the top or the left hand side for navigation. In the case of a landing page that isn't the standard – because they don't *want* you to navigate anywhere else.

There should only be one purpose – to get you to take action.

Furthermore, landing pages typically have very little in the way of any other distractions either: there are typically no busy backgrounds, no alternative stories – your only option is to scroll down and down and towards the buy button at the bottom.

Meanwhile, a good landing page will tend to use a large font and will have lots of headings, lots of capitalization and lots of colored words. All this is designed to ensure that you can actually grasp the majority of the narrative simply by glancing at the headlines.

A landing page also has lots of calls-to-action. For example: “Get your free copy today”, “Get instant access!”

This is important because most visitors to any website will leave within a few seconds. We're constantly in a rush, we have short attention spans and when we're online it feels as though everyone and everything is vying for our attention.

With a landing page then, you need to be able to read *just the headings* and still be drawn in and still take away the key message.

Persuasive Writing

While the layout will go a long way to getting your landing page to work, the most important factor of all is by far the text. The text is what will make your product sound amazing and it's what will persuade your audience that they can't live without it and that they simply *have* to buy.

There are a few different points to consider here and a few techniques that the best persuasive writers use. Learning a few of them can help you a great deal and this will *also* come in very handy when you're writing your landing pages.

The first thing to consider is **AIDA**.

AIDA stands for:

Awareness/Attention

Interest

Desire

Action

In other words, you need to take your audience gradually from not knowing who you are or what you're selling, to being fully aware and badly wanting whatever it is. This is a slow transition and your job is to lead them through the process.

Also important is to focus on your 'value proposition'. I've mentioned this phrase a few times already in this text, so what does it mean?

Basically, your value proposition is the thing that you are trying to sell which your audience will absolutely have to have. That's not your *product* – it's what the product will do for them. An old saying in business says that 'you don't sell hats, you sell warm heads'. What is the equivalent of the warm head for your business?

Once you tap into this, you can then find the emotional hook to reel in your audience. If your book is going to make them richer, then get them to imagine themselves on a beach somewhere with their own private yacht. Better yet, get them to imagine what it might feel like simply not to be so stressed with bills and expenses that they can't pay! If the book is going to make them stronger and fitter, then get them to imagine what it might be like to have a ripped six pack, bulging arms and tons of confidence and energy. You want that book already don't you?

At the same time, you should also try to use a narrative structure. This means telling a story to get your audience to listen to you. This works first and foremost because people love stories and we have been trained to listen to them.

Have you ever accidentally tuned into a trashy program on TV and not been able to turn away? You end up watching to the end even though you don't want it? This is a demonstration of the power of narrative and if you combine this with a short sentence structure that keeps the reader scrolling down, then you'll find that they can't help but keep reading and keep

scrolling. The other benefit of stories is that we will automatically imagine ourselves in the shoes of the person we're reading about – and that they are inherently emotional. This way you can really sell that emotional hook and that value proposition by telling the story of how you went from being broke and ill to being rich and super strong.

On top of all this, you need to directly address the fears of your readers. They might be afraid that signing up to your mailing list is just going to mean they get tons of spam. They might worry that the free eBook you're giving away is just another ton of empty promises.

Your solution then is to a) address these fears (I know what you're thinking... etc.) and at the same time to demonstrate a little bit of the value you're going to be sharing with them in your emails and your products. This is the big bit that a lot of landing pages miss out – they are too busy trying to 'con' their readers and thus they don't offer any value.

Instead then, try offering your readers something powerful and useful right in that text, so that they can see you know what you're talking about. This makes the promise of getting extra useful information later on all the more 'real'.

Note: Remember that this is a process you can always outsource if you aren't confident in your persuasive writing abilities.

An Example

The following might be what a squeeze page sounds like for a mailing list and eBook about losing weight...

**“I Know How Hard It Is To Lose Weight When You’re Tired
And Busy – But I’ve Found The Answer!”**

Read On And I'll Share It With Your Completely FREE!

I know what the problem is.

I've been *exactly* where you are and I was that way for a long time.

I wasn't super overweight or anything – I just had that extra tire around my waste, flabby arms and low energy.

My back hurt all the time. I was what you call 'skinny fat'.

Worst was how it made me feel. I came home from work EXHAUSTED.

And quite frankly depressed.

But that has all changed recently thanks to a new approach I found to working out.

It's called CARDIO ACCELERATION and it's completely changed my life.

With just a few 20 minute workouts a week I have been transformed into a NEW MAN.

Honestly, it's so easy and it's so powerful that I could hardly believe it myself. And now I want to share it with the rest of you!

What is cardio acceleration you ask? How is it any different? Read on and I'll share it with you COMPLETELY FOR FREE.

And if you're interested in learning more, you can sign up for my FREE e-mail and get WEEKLY workouts sent straight to you!

SIGN UP TODAY!

Or keep reading...

HOW CARDIO ACCLERATION PUTS YOUR BODY IN A FAT BURNING ZONE AND KEEPS IT THERE!

Yadaya...

Tools For Building Your List

So now you know the basics of creating landing pages you *should* be starting to put something together. Have a play around with it and you should find this process is actually quite fun.

Now to get the most from it, you can use a few tools to take your landing page to the next level...

LeadPages



By far the easiest and fastest way to create a landing page is to use LeadPages (<http://leadpages.net>). LeadPages have ready-made landing page templates that you can pick and choose and customize to your liking. However, the only downside is it does cost money. Look at it as an investment as it's a tool for building your business.

Just take a look at its options and customizations:

LIST AUTHORITY

RESPONSIVE TABLET PHONE

Page Name

AB TEST PUBLISH **SAVE** x

Lead Page Options

Lead Magnet

Conversion Goal

CONTENT STYLES

Header Section

Logo

Content Section

Content Headline

Divider

Video Teaser Image

Content

Call to Action Section

Call to Action

Call to A...n Divider

Button

Privacy Text

Brands Section

Brands Headline

Brand Logo 01

Brand Logo 02

Brand Logo 03

Brand Logo 04

Footer Section

Footer

YOUR LOGO

Mobile-friendly landing pages

Proven Formula that Grabs ATTENTION and Makes Your Customers Take ACTION

Fully customizable page elements

See how to start a successful business

Learn specific tips to improve your business and find the most profitable ideas

Exact methods to get your first customer

Get it FREE today!

Where should we send your video?

SEND ME THE VIDEO »

Privacy Policy: We hate SPAM and promise to keep your email address safe.

Aurelius Tjin's High-Converting Opt-in Template

LIMITED TIME ONLY!

"FREE GIFT: Get Your Pack of Private Label Rights Products..."



Normally \$17.00
Yours FREE Today!

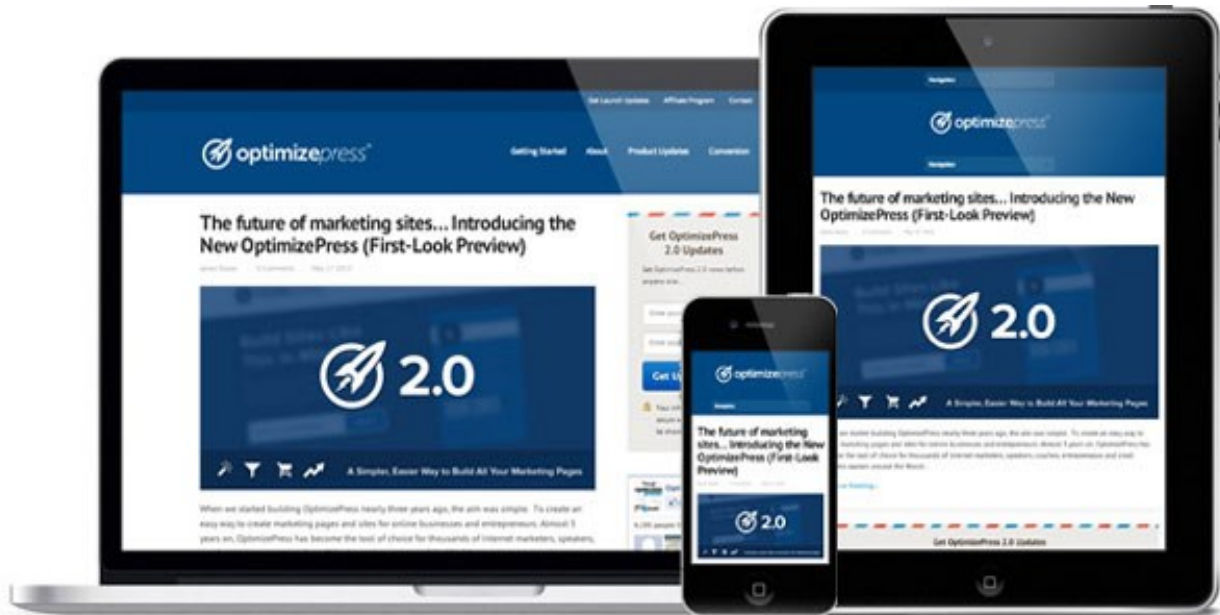
Here's what you'll get...

- Private label rights to **Get Fit! Get Healthy!** (40-page ebook)
- Private label rights to **Motivation Made Simple!** (36-page ebook)
- Private label rights to **It's All In The List!** (47-page ebook)
- Includes salesletters and squeeze pages!
- Includes complete set of eCovers and web graphics!
- Includes full source .DOC word file for your customization!
- + much, much more!

If you're looking for a way to create squeeze pages without the hefty price, consider downloading Aurelius Tjin's 'High-Converting Opt-in Template', available free at <http://unstoppableprofits.com/freebie-high-converting-opt-in-page-template>

Optimize Press

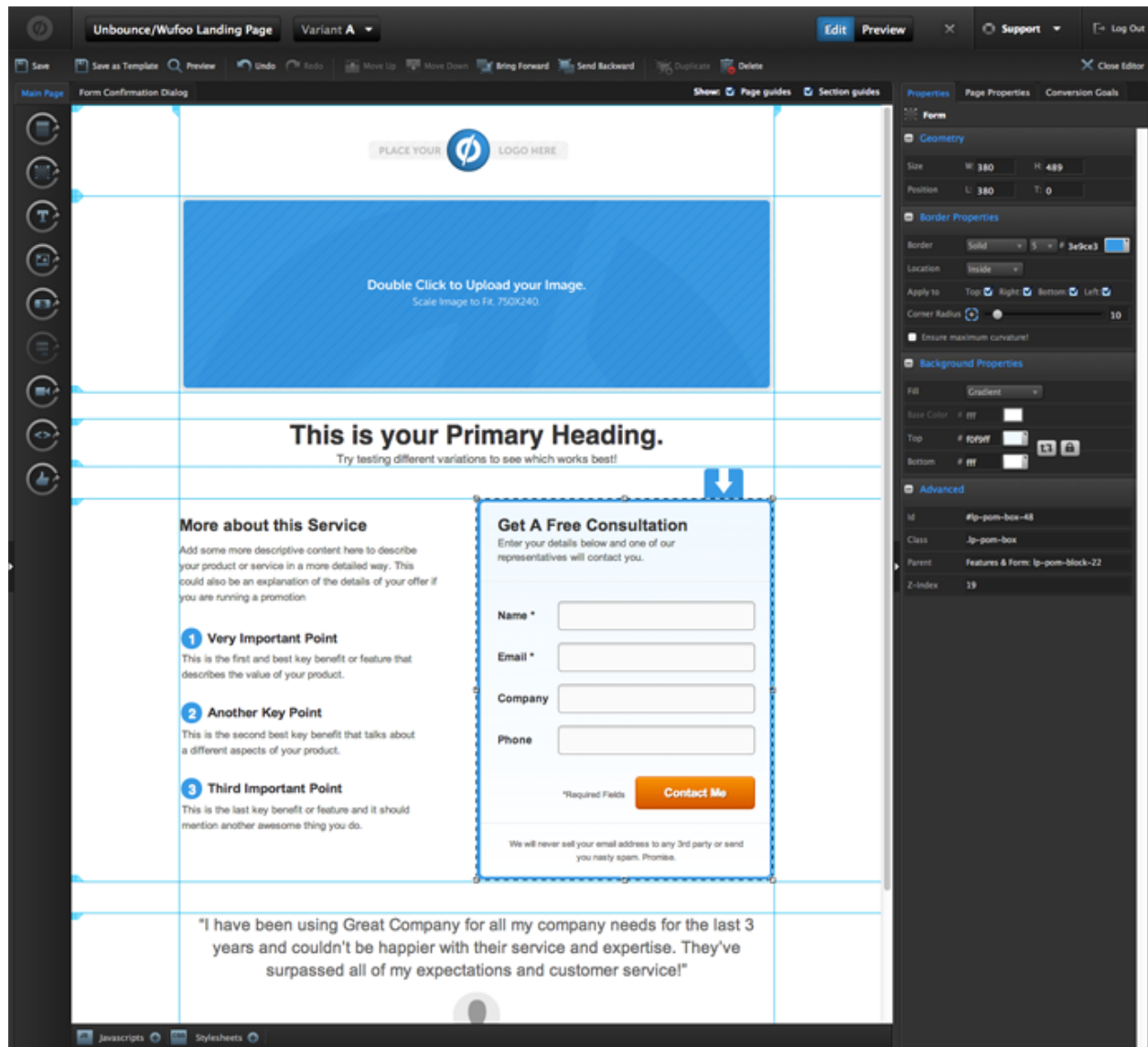
<https://www.optimizepress.com/>



OptimizePress is a great tool for building landing pages that makes the process simple and easy. It also has a ton of built in features like membership portals, webinar registration page creation, product launch funnels and more. All of this gives you more options and will walk you through a ton of strategies for growing your list.

Unbounce

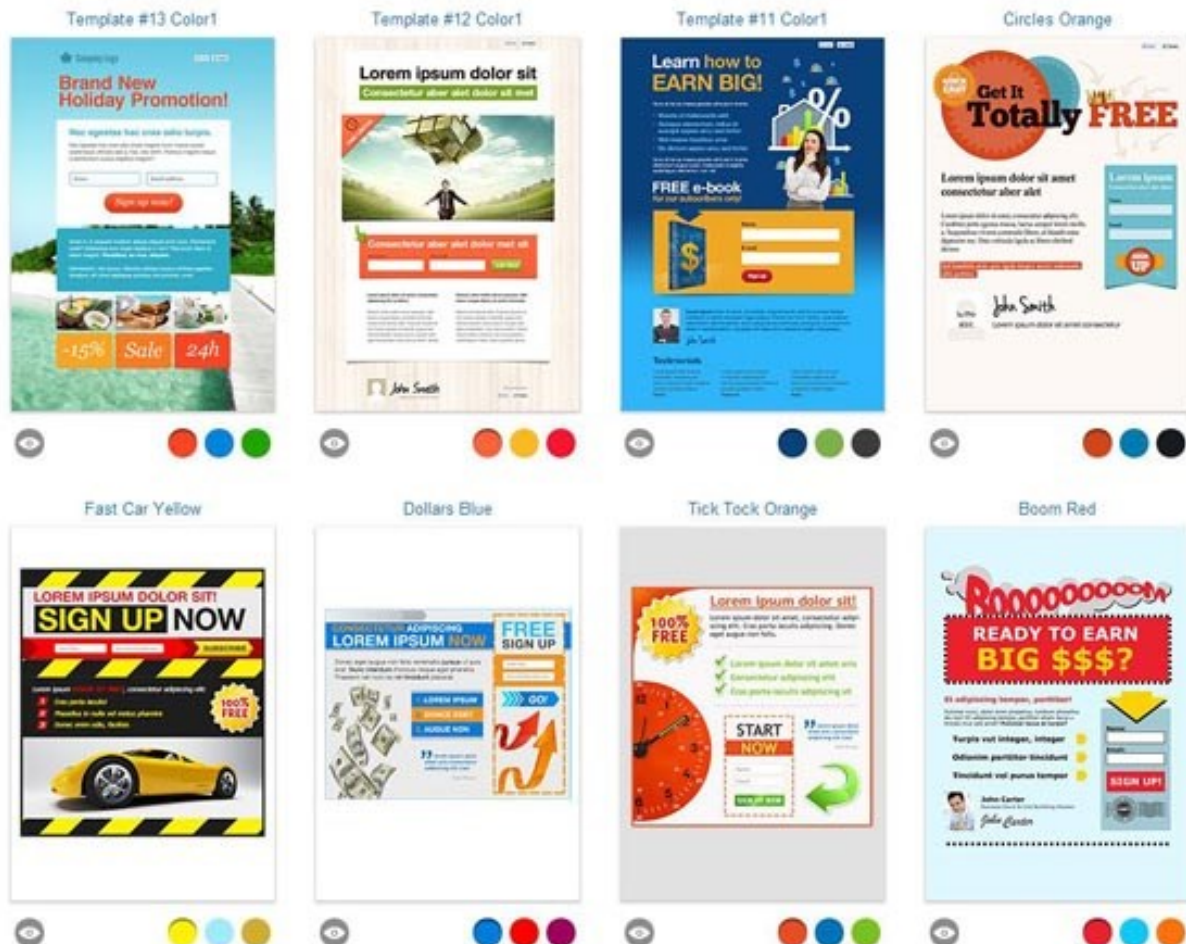
<http://unbounce.com/>



Unbounce is a similar tool which has a particular emphasis on mobile responsive designs. It is called 'unbounce' because it promises to help you reduce your bounce rate – meaning that people come to your site and then stay there rather than leaving immediately.

GetResponse's Landing Page Creator

<http://www.getresponse.com/features/landing-page-creator.html>



GetResponse has its own built in landing page creator which is particularly useful for users who want to create a landing page and who are already using GetResponse as their autoresponder.

Landing pages are relatively easy to create just with some HTML as all you're doing is making a narrow block of text with very little in the way of extraneous controls, images and ads. That said, these tools can all give your landing a page an extra 'sheen' that will make them look more

professional with great fonts, high-def images and an industry-standard layout that has been proven to convert well.

This is similar to using WordPress for website building. You *can* try and go it alone but why bother when there's a quicker method that uses a tried and tested tool?

Optimizely

<https://www.optimizely.com/resources/split-testing-tool>



Optimizely is not a tool for building landing pages but rather for testing out the effectiveness of your landing page using 'split testing'. Here the idea is that you introduce gradual tweaks to your landing page but keep the old version still live. A tool like Optimizely then lets you send half of your visitors to the old version and half your visitors to the new version. This way you can then see which changes are successful and which aren't and thereby 'evolve' your landing page to be as effective as possible.

Do note however that you need very large amounts of traffic in order for a split test to really give you a reliable indication of how successful your changes have been. This is a more advanced tool for later on then.

LIST AUTHORITY

Chapter 6: Generating Traffic To Your Landing Page



Unfortunately, landing pages are not a case of 'build it and they will come'. Simply having your landing page up and running is not enough to start making money – you need to make sure people can find it.

One way to do this is with SEO – Search Engine Optimization. Another is with social media marketing which will involve building lots of fans and followers on Twitter and Facebook and then shouting out to them.

Just one problem: those strategies both take a lot of time. The goal of this book is to get you 1,000 subscribers in 1 month. You just can't do that with SEO – but the good news is that we're going to prove that you don't *have* to use marketing techniques to quickly build a huge list of subscribers.

Solo Ads and Ad Swaps

One option you can use is solo ads or ad swaps.

We mentioned solo ads earlier in the book – this is when you send an e-mail out to *someone else's* mailing list usually for a fee.

Unfortunately we also said this wasn't a good way to make sales and conversions because those people wouldn't know you and thus might resent you contacting them. So why is this here?





Well the good news is that this strategy *is* useful for *growing* your list. While you shouldn't use ad swaps to generate income, there is no reason they can't be used to grow your own list and then to monetize that subsequently.


Ad swaps meanwhile mean that you're swapping your mailing list with someone else's. This is a more advanced method for when you already have your list that you can grow it – but in the meantime you can use ad swaps by trading something else. How about writing content for someone or promoting their product in exchange for a shout out?

The best way to use this system is to find a big name blogger or internet marketer in your niche who already has a great reputation and then to ask them to help you reach out to their audience. This can be highly effective because it means that you don't just get the exposure, you also essentially get a testimonial from someone who has already done the ground work building up trust and loyalty.

How do you find these big names to ask? Look for blogs that are successful in your niche with email newsletters and just ask. A lot of success when it comes to digital marketing and the web generally is just about being ballsy enough to put yourself out there and make connections.



[LOGIN](#)
[JOIN FOR FREE](#)

 <p>Rich Selection</p> <p>World's Largest Community of 250 000+ members</p> <p>301 400 000+ clicks sold to date</p>	 <p>Profitable</p> <p>Udimi filters useless traffic</p> <p>Hundreds of clicks, optins and sales from each mailing</p>
 <p>Safe</p> <p>Seller gets the money only after you get all clicks</p> <p>You get automatic refund if solo wasn't completed</p>	 <p>Convenient</p> <p>Best sellers are sorted per your preferences</p> <p>All automatic: stats, tracking, and swipes</p>



Excellent solo, very happy with both the over-delivery and the high **opt-in** rate!

Helen Lindop 28 Oct 2014



Great overdelivery, 40% opt in and **1 sale**. Thank you!

Leslie Walters 20 Oct 2014

There are also ad swap marketplaces such as <http://safe-swaps.com> which is primarily for email swaps. Another service is called Udimi (<http://udimi.com/>) where you can buy solo ads from sellers.

PPC

PPC stands for 'Pay Per Click' and is a form of advertising that you can use to get immediate visitors to your landing page. The idea behind pay per click is that you only pay if someone clicks on your ad. This is great news because it means that as long as the people visiting your landing page are converting well, you will get guaranteed results for the amount you spend.

To make PPC work, you need to use ads that are upfront and forthright. Say right in your advertising message that the ad is for a free newsletter in X niche. This way, the only people who click on the ad will be people who

might be interested in signing up. That means no wasted cash on people who are just going to leave your landing page right away.

Another strategy is to advertise your free incentive. 'Click here to get a free eBook on X'. Again, the only people who click will be people who are interested in what you're offering meaning that you won't waste any cash on unsuccessful ads or clicks.

There are two particularly PPC networks. The first is 'AdWords' which puts your ads above the search results on Google and the second is Facebook which places your ads in the sidebar on Facebook's Home Feed.

Google ads are great because the people who see them will be actively looking for whatever it is you're looking for. If you market your mailing list as a 'course' then you find people are actively searching for 'finger painting courses'. If that's your niche, then you can pay to appear as one of the 'sponsored ads' for that particular search term and this will help to bring lots of people who are interested in your subject to your page. What's more, those people will be interested in signing up *right now* – that's where the real value of AdWords lies.

Another useful thing about Google ads is that they help you to test out the keywords that are most valuable. If you will later be doing SEO, then you can use this strategy to find keywords you know will help you to build your list/make sales.

Facebook meanwhile allows you to target your audience in a different way. On Facebook, you look at the details that users have given about themselves to identify viable targets. For instance, if you are writing about wedding dresses, then you will likely want to approach engaged women who are in a certain age bracket. You can do this through Facebook ads and thereby ensure that specifically those people are seeing your ads.



The image shows a screenshot of the Facebook Advertising overview page. At the top, there's a header with a target icon and the text "Advertise on Facebook" and "Over 1 billion people. We'll help you reach the right ones." A "Create an Ad" button is in the top right. Below the header is a sidebar with navigation links: Overview, How it Works, Success Stories (with sub-links for Wine Market Australia, Gecko's Adventures, Art House, and MIISHKA), and Top Questions. The main content area is divided into three steps: Step 1: Build your Facebook Page, Step 2: Connect with people, and Step 3: Engage your audience. Each step has a brief description and a "Learn more" link. Below the steps are three call-to-action boxes: "New to advertising on Facebook?", "Get the latest updates and tips.", and "Already have a Facebook Ads Account?". At the bottom, there's a "Like" and "Share" button, and a social proof statement: "2,150,440 people like this. Be the first of your friends." On the right side, there's a large advertisement for "Wine Market Australia" featuring a man holding a glass of wine and a bottle of wine. The ad includes text about revenue and fan purchases.

Advertise on Facebook

Over 1 billion people. We'll help you reach the right ones.

[Create an Ad](#)

Overview

[How it Works](#)

[Success Stories](#)

Wine Market Australia

Gecko's Adventures

Art House

MIISHKA

[Top Questions](#)

Step 1: Build your Facebook Page

Everything on Facebook starts with your Page. [Create a Page](#). It's a simple, free way to communicate with customers.

Step 2: Connect with people

Get people to like your Page. [Create several ads](#) and target based on location, demographics and interests.

Step 3: Engage your audience

Post quality updates and promote your posts with ads to engage your customers and their friends. [Start now](#).

New to advertising on Facebook?
[Learn more about how it works.](#)

Get the latest updates and tips.
Like the [Facebook Marketing Page](#).

Already have a Facebook Ads Account?
[Login to manage existing ads.](#)

[Like](#) [Share](#) 2,150,440 people like this. Be the first of your friends.

Wine Market Australia

- ✓ \$15K+ per month in revenue from Facebook
- ✓ 13% of fans have purchased — [learn more](#)

Which platform is better? Neither of course – it all comes down to which works best for *your* particular niche. Try both and stick with the one that works.

Of course you could also try display advertising (which can also be PPC) which will appear on websites and blogs in your niche. These are less targeted but they allow you to use graphics to make your ad more enticing. AdSense is the name of one of the most popular display ads networks.

Forums and Communities

Another strategy is to reach out through forums and communities in your niche. If you can find a forum that discusses the subject you're dealing with, then posting and telling them about the fantastic free eBook that can provide them with tons of great information is one good strategy. Alternatively you can try reaching out to a forum that you are already a member of. This is an excellent strategy if you already have some clout there and if you're already spent some time building up a reputation. That way, you will find people are more likely to sign up because they know that you provide good quality information and because they want to help out – feeling as though they have some kind of relationship with you.

In addition, most forums allow you to insert a “signature” which is embedded on the bottom of all your responses. This is a great opportunity to add a call-to-action with your landing page URL.



The forum signature above is an example taken from the Warrior Forum.

Forums these days are in relatively short supply but Google+ communities and SubReddits can still be very effective.

Content Marketing

Another strategy is to use content marketing. Content marketing is a huge subject and really is involved in every other aspect of digital marketing. Essentially though, it boils down to using content in order to bring people to your site and to demonstrate your worth/gain their interest, trust and loyalty.

Content marketing often works by gradually establishing yourself as a thought leader in your niche through consistent, high-quality blog posts or articles.

At the same time though, content marketing can also be effective immediately if you know how to use it correctly. Here, you just need to create one very high quality blog post or article and publish it on your own site, on social media or even on someone else's site.

This article should be long, in-depth and should provide *real* value. What's more, it should utilize a headline that makes people really interested and want to click. Don't be cynical and try and 'dupe' people – look for a genuinely unique and interesting angle on a popular subject and think about what *you* would click.

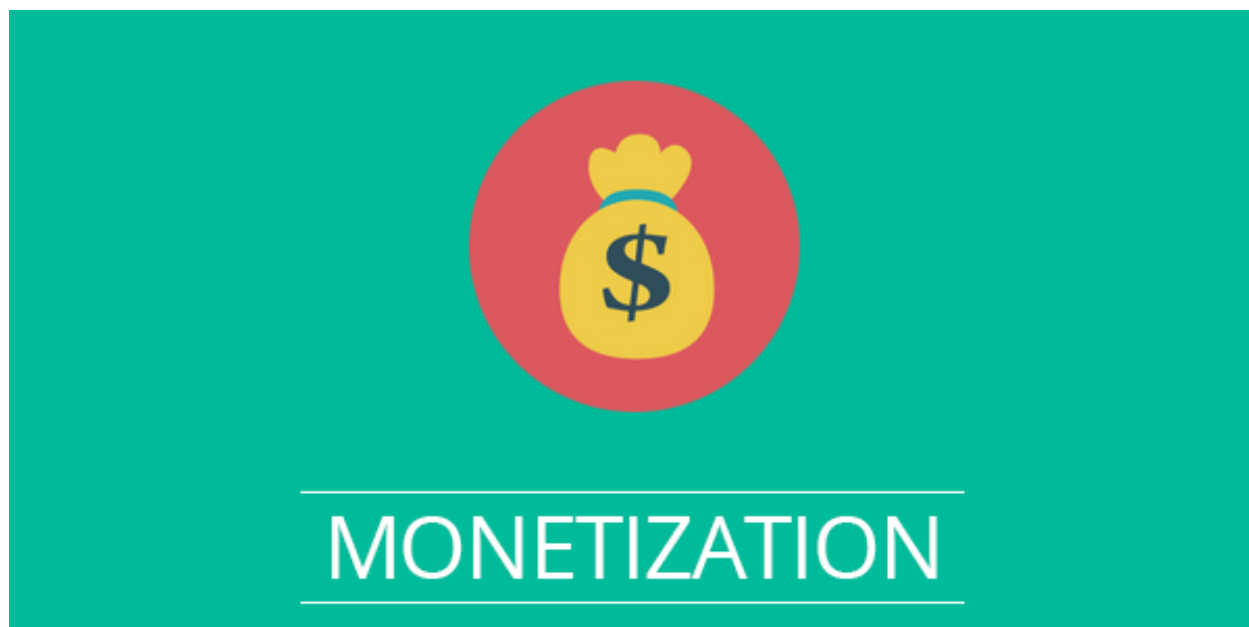
Now share the link to that article or blog post on Reddit, Digg, Google+, LinkedIn etc. and make sure that you include in it a link to your landing page. This way you can then refer everyone who found the information useful, interesting or helpful to your free mailing list where they can get much more like it.

A successful Reddit post can easily generate hundreds of thousands of visitors to a single page in no time at all – as long as it's genuinely interesting and provides real value. If you do that, you can then convert a lot of those visitors into subscribers who will be very eager to hear what you have to say in future.

Know Your Audience

Note that the users of Reddit can be very savvy and if they suspect you're just trying to promote yourself, they might take offense. While landing pages have been shown to work and can be highly effective with the right type of customer, it's important to know your audience and to tailor your approach accordingly. If you're using Reddit to bring in a more high-brow audience for example, then you might not want to direct them to your landing page – instead it can make more sense to simply add your opt-in form to the bottom of the article and to be less pushy.

Chapter 7: Monetization – How To Make Money From Your List



So now you have your landing page and opt-in form and you're successful driving traffic there... congratulations! Keep this system going and use all the methods discussed in the previous chapter and you will be well on your way to 1,000 subscribers in the month – just make sure you keep posting and remember to be 100% *committed* to this working. Consistency is key to success.

But most people don't want a mailing list for the sake of having a mailing list... most people want to make money from it! So how do you do that? **How can you make money from your newsletters?** Here are a couple of options...

Affiliate Marketing

The easiest way to start making money from a mailing list is with affiliate products. What this means is that you will be encouraging your visitors to buy particular products and then getting a commission on those sales.

Often these products will be digital products – meaning eBooks, courses and the like. These work great because often you can get as much as 50% and all the way up to 100% of the commission. The product creators don't mind giving that much away because as far as they're concerned these are all extra sales that they otherwise would not have made.

If you're looking for these types of products then try JVZoo (www.jvzoo.com) or ClickBank (www.clickbank.com).

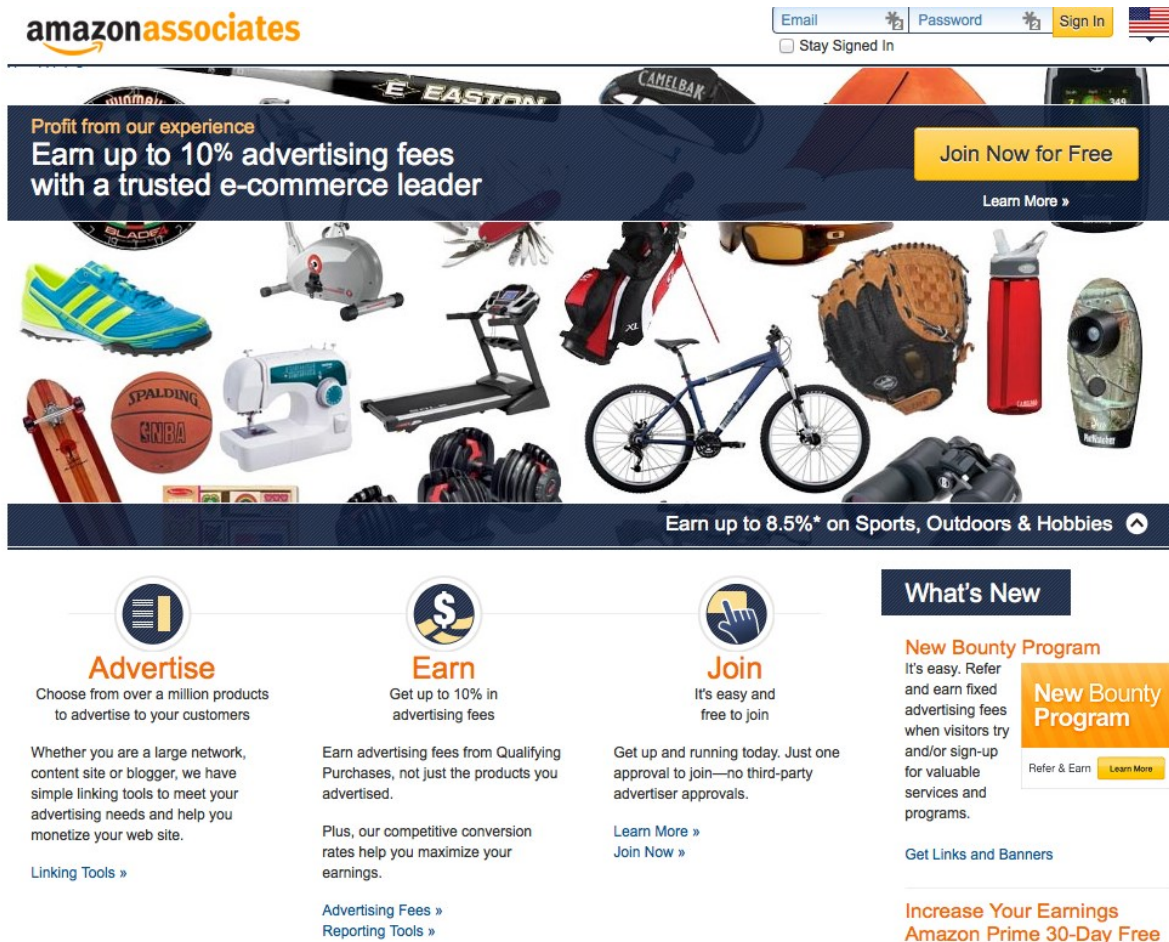


Another option is to sell software which can in some cases offer something a little meatier for your list.

If you would rather sell products, then a great place to look is Amazon. If you join Amazon's partner program (<http://aws.amazon.com/partners/>) you can sell their products and get a small commission on all kinds of things.

LIST AUTHORITY

This tends to be closer to 2-5% - but if you sell very expensive TV that's still a lot of money!



The screenshot shows the Amazon Associates homepage. At the top, there's a navigation bar with the Amazon Associates logo, a search bar, and links for Email, Password, Sign In, and Stay Signed In. Below this is a large banner with the text "Profit from our experience Earn up to 10% advertising fees with a trusted e-commerce leader" and a "Join Now for Free" button. The banner also features a "Learn More" link. Below the banner is a grid of various products including sneakers, a sewing machine, a treadmill, a bicycle, a baseball glove, a water bottle, and a camera. At the bottom of the grid, there's a banner that says "Earn up to 8.5%* on Sports, Outdoors & Hobbies". Below the product grid are three main sections: "Advertise", "Earn", and "Join". Each section has a brief description and a "Learn More" link. To the right of these sections is a "What's New" section featuring the "New Bounty Program" and a "Refer & Earn" button. At the bottom right, there's a banner for "Increase Your Earnings Amazon Prime 30-Day Free".

Creating a Product



The other big option is to create your own product. This means selling something where you get to keep 100% of the sale, which of course has a greater potential for profit.

The easiest type of product here to create is again a digital product like an eBook,

video course or something else that will have no overheads, no storage costs and no delivery charge. If you don't know how to write an eBook, then as mentioned earlier, you can do this relatively easily by outsourcing the process. Sites like Elance and oDesk let you do this, while you can also find writers on Warrior Forum and Digital Point Forums – which are forums aimed at digital marketers and webmasters.

The best way is to create a more “fuller”, complete guide of your opt-in bribe offer. If subscribers subscribed to your list because of your initial bribe, then there's a high chance they'll buy your complete guide. Example, if your bribe was “Top 5 Photography Software”, your product could be “How To Master Photoshop”.

Reselling

If creating a digital product isn't your thing, you could very well buy “rights” to digital products and resell them. The concept is simple – you purchase a product which contains some form of rights. Normally what is offered is resell rights, master resell rights or private label rights.

Take a look at <http://unstoppableplr.com/smauthority/> as an example of a private label product which can be resold.



With private label rights, you can claim authorship without writing a single word. This method is a quick way to sell your own products without the heavy lifting and costs.

Making Money From the List Directly

The fact that a mailing list can be monetized in so many different ways means that it in itself also has inherent value. You can offer to sell your own solo ads as it grows or to make sponsored shout-outs for instance. In fact, if you have been careful about the way you've collected your mailing list and if you have asked permission to share the details, you can even go on to *sell* your mailing list to others. This can fetch you a fairly good rate!

Chapter 8: The Art of Follow-Up and Sequencing



Managing your mailing list means sending regular and high quality messages that build trust and authority. At the same time though, you also need to avoid sending too many messages in too short a space of time you might actually end up frustrating and irritating your audience.

What's more, you need to know the timing when it comes to your offers. To maximize your conversion rates you want to involve a little build-up and excitement to build buzz around your product...

When Do You Bite?

Normally then, you don't want to launch straight into a sales pitch. Instead, you are going to build trust and authority first. The best way to do this is by providing value in the first few e-mails and by that way gaining your audience's interest and trust.

Over time, if you have a 'big ticket' item that you want to sell, you should then start talking about your forthcoming product. Tell people that the item will be in short supply (this creates more desire because we always want things we can't have) and that there will be a limited window. You can give a reason for this to make it more effective (for instance: the secret is too valuable to give away to everyone). Having a 'launch event' works great in this context, because it gives you something to build towards and because it increases excitement.

This is your e-mail 'sequence' that will go from delivering value and building trust, to mentioning an exciting opportunity, to building up the excitement for your launch day. Essentially this is the 'AIDA' strategy again – Awareness, Interest, Desire, Action!

An example of this in action might be to send the following four e-mails:

1 Personality Email

Here you spend the majority of your time introducing yourself, talking about how you're excited to meet everyone, thanking them and even talking about your recent experiences. This makes you seem like a human and that increases engagement and trust. Mention the product only very vaguely here.

2 Value Email

Next up you're going to give some value. This could be a completely free e-book, a report or just a powerful tip in the e-mail. Show people that it is possible to get something other than spam in their e-mail and demonstrate just how much you know about your topic.

Mention that for more value like this, you have an exciting product coming up. You can also mention your launch date and ask for feedback and ideas.

3 Product Email

Now you're going to focus more on the product. Talk about how it is in limited supply, what it does and who it's for. Another added tip is to say who it is *not* for which is good for building trust and also increasing desire.

4 Sales Emails

Finally, go in for the kill – with a few e-mails tell people why the product rocks and warn them that time is running out for them to buy! Give them the direct link and mention after the launch that you still have a few available.

More about the types of emails you can send later.

One-Time-Offers and Upselling

There is an exception to this rule however and a scenario where you will deviate from the normal process. This is when you are offering 'one-time-offers' (often called OTOs) that will be time sensitive. And, a good time to offer these? Either:

- Straight after someone has signed up to your mailing list
- Or straight after someone has bought one of your other products (called upselling)

This works incredibly well because at this point the person has shown an interest in what you're talking about and they have also overcome the psychological barriers of taking the time to fill out the form and sharing their information with you. In other words, they are *susceptible* at this point in time and as such this has been shown to be one of the most successful times to make a sale – *especially* if you apply time pressure in the form of an OTO.

LIST AUTHORITY

How Often Should You Email Your List?

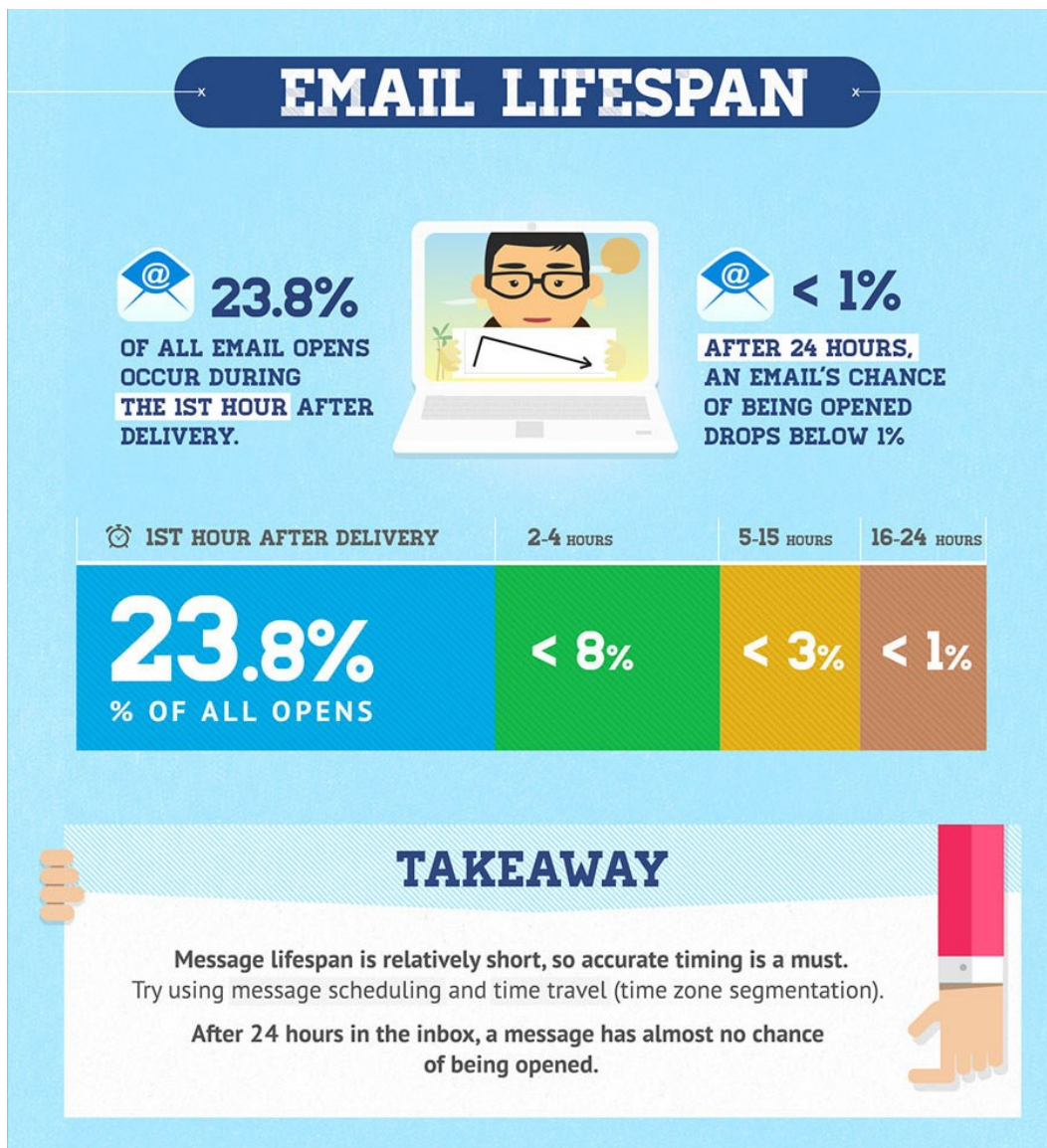
So how frequently should you be sending your messages? There's no rule but as a general rule you should aim for once or twice a week. This way, you don't get 'forgotten' but at the same time, you aren't going to frustrate someone so much that they feel moved to unsubscribe. Of course this can vary and often you will want to increase the regularity of your messages as you get closer to your launch date.

At this point you can send a couple of 'reminder' e-mails closer to the date just to remind people they're running out of time. Another popular option is to offer an extended sale at the end of the launch when your product has run out – this is like giving people a second chance saloon and it's often a great way to pack in a few more sales.

Internet marketing expert, James Schramko, shared a tip once where he said *“Be the one sending emails, not reading emails”*. This means emailing your subscribers more often. His theory is that the more emails you send, the more opportunity you have to add more calls-to-action, which then leads to more sales because you're always bringing subscribers back to your website or offer.

When Is The Best Time To Email Your List?

Is there a good time or optimal time to email your subscribers? There really is no perfect time but GetResponse had done some tests to see responses of emailing on certain times and days. The following is an infographic that they had created. Do note that this is only based on their target demographic and market.



You can read the full post here: <http://blog.getresponse.com/whats-best-time-day-send-email.html>

Creating a Powerful Autoresponder Follow-Up Sequence

The most powerful feature of any autoresponder service is its ability to create follow-up sequences. This is a way to basically “pre-load” your email messages and schedule it to go out on certain times and days from when your subscriber first signs up to your email list.

Here is a sequence you can follow for an optimal autoresponder campaign:

- Day 0 (directly after they subscribe) - A welcome message to welcome new subscribers and telling them what they should expect from your newsletter.
- Day 1 - a free tip (do not sell anything yet)
- Day 3 - another free tip or share an interesting blog post
- Day 7 - more free content
- Then once a week you can choose any style of email which is explained next.

Types of Follow-Up Emails You Can Create

What sort of emails can you send to your email subscribers? Here are a number of ways to get you started:

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- A tip. This is the easiest type of email you can send. Simply share one tip and expand on that. You could also share a “Top 10” with your list.
- An interesting blog post of yours or another site’s
- A video
- A sales message - Promotional offer/special offer for subscribers only.
- News/updates from you about yourself/your business or news about the industry
- A rant. Let your heart speak out and let subscribers know how you feel about a particular topic.
- A review. Why not share your thoughts about a particular product or service? Your subscribers will appreciate your opinion.

Chapter 9: Conclusion

Still with me? Then congratulations, you made it to the end of the challenge! If you've implemented all these strategies and most importantly **committed to the process** then you can very realistically expect *at least* 1,000 subscribers by the end of the month. What's more, you'll have the tools and the skills necessary in order to start making money.

Of course there are many more aspects to building and using a mailing list and there are a ton of strategies and tips we haven't had a chance to go over here. What's more, is that email marketing and list building works best when you combine it with *other* forms of digital marketing and content marketing to really make your sales.

Other forms of digital marketing can be used to drive traffic *to* your landing/squeeze page and increase your subscriptions that way. Overall, the process becomes a self-sustaining cycle with each element propping up the next.

Social Media Marketing →

→ Content Marketing (blog posts, videos) → E-mail Marketing

Search Engine Optimization →

The idea here is to get them to sign up for more and more of your content gradually increasing their commitment to your brand and gradually becoming fans of what you do. They start by seeing a few posts and following you on Twitter and end up subscribing to your feed, then to your mailing list and then ultimately signing up for your courses or buying your e-book.

You can even end up using your digital products to promote *future* products and reinforce the cycle further!

This is the potential end destination for your list building and digital marketing, but for now just building a big list is a *great* place to start.

And you have all the tools and the knowledge to do just that...

So what are you waiting for?

IMPORTANT: To help you further take action, print out a copy of the *Checklist* and *Mindmap* I provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that I recommend you go through.