

# ***“How To Build Your Email Marketing List Into The Thousands”***



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## >>> Unannounced Special Bonus On Last Page <<<

Hi, its good to have you on the call. Today we are going to talk about how you can build your email marketing list into the thousands.

Building a good list may be the single most important aspect of your Internet business so I am still surprised when people spend thousands of dollars on their website and still have no plans on building their list!

So what I'm going to talk about today the steps I use to build a solid list, all you have to do is follow the steps and things will start happening for you too.

Right lets get started ...

The very first thing you need to think about is why you want to build a list. You need to have a very specific purpose in mind when building your list.

You need to realize that when people join your list, you're making a contract with them. You should be outlining why they should join your list and what you are going to give them in return for joining. You need to deliver on these expectations.

By identifying the purpose of your list you can better target their wants and needs. This way you will not be sending out emails to a cold or unresponsive list.

You will want to create a warm or hot list. This is a list of people that have opted into a very specific topic of interest and can't wait to devour your next email because you always offer the best valuable free information.

So to build a warm list, you must build a relationship with them. You can't promote to them in every email, as that will have them hitting the unsubscribe button real fast.

The secret to building a warm list is to give them value as soon as they join your mailing list. So what I'm saying is when someone first opts into your mailing list, you best make sure your eBook you use to get people to join your mailing list is of value. If your first message is of no value then they will never listen to your second message.

By providing great content that they can use immediately, you will build up trust, then and only then, can you think about promoting your first offer to your subscribers.

## **So there are three things you need to be focussing on:**

First you need to focus on **building the system**;  
Then you need to focus on the **list building** part, and then;  
this is the most important part,  
You need to focus on **building relationships** with these people. People need to trust you.

Now remember that everyone started with a list of zero. No one gets a responsive and money making list handed to them on a plate! Many people get discouraged in the beginning when they only have 20 people on their list and their peers have tens of thousands, everyone starts from scratch and those peers once had just 20 people on their list too. Be diligent and your list will continue to grow.

So first you need to set up your system. What this does is it forces you to do things a certain way, and it forces you to put a lot of pieces in place, so that later on you don't have to go back and worry about those things.

My first 9 steps to building your email marketing list into the thousands is just setting up the system. Focus on setting this up correctly and you will have a system for sucking in thousands of subscribers.

Step 10 and 11 focuses on the list building and step 12 builds your relationship with the subscriber.

So here is...

## **YOUR 12 STEP GUIDE TO CREATING YOUR VERY OWN MAILING LIST**

and we'll go into more detail of each step in a moment.

**STEP 1:** Get a Domain Name

**STEP 2:** Get Hosting for your Domain Name

**STEP 3:** Get an Autoresponder Account

**STEP 4:** Get a Free Product to Promote at Giveaway Sites

**STEP 5:** Set up a Squeeze Page

**STEP 6:** Upload Your Squeeze Page to the Internet

**STEP 7:** Create First Message on your Autoresponder Account, Highlighting Where to Download Product.

**STEP 8:** Check Squeeze Page Works

**STEP 9:** Create a Quick Folder and Dedicated Giveaway Email Address, So You Have Details on Hand When Signing up and Contributing Gifts to Giveaways

**STEP 10:** Sign up to as Many Giveaways as you can (Ongoing)

**STEP 11:** Promote Giveaways (Ongoing)

**STEP 12:** Create Emails to go in Your Autoresponder and Check your Click Through Rates (Ongoing)

## **Lets take a closer look at the steps...**

### **STEP 1: Get a Domain Name**

I would recommend that you use <http://www.namecheap.com> to buy your domain name from. If you have never bought a domain name before and are unsure what to do, they have an excellent support team to help you through the process. Make sure you pick something catchy!

### **STEP 2: Get Hosting for your Domain Name**

You are not going to have a presence on the Internet until you get hosting. You can think of hosting as online real estate, as this is where your website will live.

There are thousands of hosting companies online, but to make things simple, I recommend [Hostgator](#). This hosting company has everything you need: good terms and conditions and 24/7 tech support by chat, phone and email, so once again if you are brand new to this, [Hostgator](#) would be more than happy to help you. The Baby package is the best one to go for, as it allows multiple domains.

### **STEP 3: Get an Autoresponder Account**

The best autoresponder provider is [Aweber](#). The autoresponder is where your subscribers contact information is kept. It is also where you create your follow up messages that will be sent to your subscribers automatically and where you track how many people are opening and clicking on the links in your email. This is very, very important!

There will be a learning curve when you start using Aweber, but they have excellent support, live chat and tons of video training. It really would be a wise investment to spend some time learning how to navigate around Aweber and all its capabilities.

You really want to set up an autoresponder system. And I'd recommend you load your first 5- 10 emails right away. The point being is that you want to set it up now rather than going back later to do it right, you may not find the time.

You're basically going to entice someone to get on your list, and then you're going to communicate with them, follow up with them, and build a relationship.

You're going to build a list and stay in regular touch with. If you only e-mail your list once every two or three months, they very quickly forget about you. They forget how they got on your list, and they'll actually accuse you of spamming them when you then follow up with them. You want to maintain contact with them. As soon as they get on the list, you want to send out an immediate e-mail to welcome them to the list.

### **STEP 4: Get a Free Product to Promote at Giveaway Sites**

Preferably you should write your own product to giveaway, but if you are just starting out, a great place to visit is <http://www.butterflyreports.com>. At this site, you can download some free ebooks and give those away at giveaways.

The great thing about ebooks from Butterfly Reports is that you can brand them with your own affiliate links, so you can get additional streams of income.

All the ebooks at this site are valuable, as they are vigorously checked before they are made available to download.

To differentiate yourself from other people offering the same ebook at the giveaways, it is also good to select a few other ebooks, which you can include as bonuses. Zip up all these ebooks, ready to upload to the internet at a later stage.

You can also start with Private Label Rights material. There are thousands, literally thousands, of essentially research papers, where somebody has already gone out, done all the research, and written a short report with the intention of selling it and giving you the rights to then turn around and use that report as your own, put your name on it, and turn it into your own product.

don't just take it as-is, put your name on it, and claim yourself as the author, because chances are there are other people who bought the same report and done the same thing.

You want to take that Private Label Rights product and go through, first of all, to make sure that you agree with what it's saying, that it's accurate, that it's something you're happy putting your name on. Go through and do that first of all.

Then, as you go through, edit it and add your own touch to the writing style. You're going to rename it too. You're going to put a new title on it, and you're going to do a new graphic. Then, roll it out as a new product.

There's nothing wrong with taking a Private Label Rights product and, again, reworking it, changing it into your own product so that it's unique, so that people, when they see it, don't look at a Web page where they're reading a description of all these free giveaway items and think, "Oh no, not again. I've seen that title a hundred times."

Give your product a title that gets people excited and that promises a benefit. People want to read the title and know what it's going to do for them. Tell them how it is going to solve their problem?

Another technique there is to, in the ebook, offer another free gift. You give them a page to go to your site to claim their free gift, so even after the ebook's out there in circulation, people read the ebook, and they want that extra gift, which is related to the topic of the ebook.

They go to your site, where you require them to opt into your list in order to get the free gift. That ebook can potentially be building your list for years.

I can't emphasize enough that you want to offer quality gifts in these free giveaways. If you build a list of people who have joined your list, and then they download this product, and they're really disappointed, they don't want to hear from you. You want to build that relationship and start it off on a good footing.

If they really did learn for you product and benefited from it, they're going to tell the world about you.

They're going to become advocates, or whatever the term is for it. They're going to spread the word, and that's what you want. Again, I can't emphasize enough coming out with a quality product.

### **STEP 5: Set up a Squeeze Page**

You can see an example of a high converting squeeze page at: <http://www.easyprofitauctions.com>. Essentially you need a HEADLINE to capture attention, a call to action and an opt in form, which you create on Aweber and copy the html over to your Squeeze page.

When you know what you are doing, this can take as little as 10 minutes. For extra help, and free access see [DeskTopBucks](#) (worth \$147), which has plenty of videos to help you set up a squeeze page and your Aweber account.

### **STEP 6: Upload Your Squeeze Page & Your Download Page to the Internet**

Now you've created your squeeze page, you will want to upload it to the internet. For this you will need an FTP client. There is a great free one called Filezilla, which you find easily in Google. There are plenty of videos over at YouTube if you search Filezilla to help you through.

You will also want to upload your free ebook folder as well, so you have a place to send people to download your product from.

Alex has another secret here that works really well. Instead of giving a direct link to the free ebook, send people to a Thank you page. Here is an example of one of his thank you pages:  
<http://easyprofitauctions.com/ebay/thankyou/page/no7/>

You can see that there are other opportunities and discounts, as well as the download link. This creates additional income streams, which is a really good idea for you to incorporate too.

### **STEP 7: Create First Message in your Autoresponder Account, Highlighting Where to Download Product**

Now, you need to create the first message in your Aweber account. This will say, thank you for subscribing and include the download link to your free gift or thank you page. Once again, if you get stuck use the video tutorials available at Aweber or DeskTopBucks.

### **STEP 8: Check your Squeeze Page Works**

Go to your domain name, and put your name and email address into the opt in form, and double check that you receive the email from Aweber that you set up in the previous step. It's also a good idea to check the download page too.

### **STEP 9: Create a Quick Folder and Dedicated Giveaway Email Address, So You Have Details on Hand When Signing up and Contributing Gifts to Giveaways**

Adding your gift to a giveaway can take 20 minutes, but if you are organized it can take just a few minutes. So some quick advice on getting organized. Set up a Quick Folder for each giveaway!

It will contain...

1. An image file of your free gift:
2. You will need your title and description for the product ready e.g. Open a notepad and save it as a .txt document.
3. And the links you will need to enter into the giveaway:

The image link, your squeeze page link and your download page link. Notice, that there is an image link in there too, as some giveaways will ask for the image file and others will ask for an image URL.

Next you will also need to open an email account that you just use for signing up to giveaways. A Gmail account is ideal for this. Go to Google and look for Gmail.

### **STEP 10: Sign up to as Many Giveaways as you can (Ongoing)**

Visit <http://www.greatgiveawayguide.com> regularly and stay up to date with all the latest giveaways on your chosen topic. Follow the on-screen instructions of each giveaway and you'll soon get the hang of it.

The way these free list-building giveaways work is you go to the giveaway site, you register and you upload a description and a picture of your free gift that you're giving away.

In order to collect your gift, people have to opt-in before downloading your gift.

The power of list-building giveaways is that when you've got hundreds of people in one of these giveaways all promoting the giveaway, you've got potentially hundreds of thousands of people going to the giveaways site, noticing your gift, clicking through, and signing up for *your* list.

### **STEP 11: Promote Giveaways (Ongoing)**

The main rule of every giveaway is to promote the giveaway. When you first start out, you won't have a list to promote to, so you will need to find other ways to promote the giveaway, like putting the promotion link on twitter.

You can also add your give away link in your forum signature and write a few useful posts. You could write a few articles, perhaps about how great giveaways are and then post them to <http://www.ezinearticles.com> , or even start blogging about what you are doing online, and include the promotional links on there too.

Then once you have a small list, you can start promoting giveaway sites to your list. After all your subscribers found your gift on a giveaway site, so you know they like them!

And don't worry about what to write about, there will normally be promotional emails you can use on most giveaway sites.

## **STEP 12: Create Emails to go in Your Autoresponder and Check your Click Through Rates (Ongoing)**

Now you need to start creating emails for your Aweber account, so that they are sent out on autopilot every couple of days, every week or however often you want to send out an email. For your promotional emails, it is best to send out a broadcast message, as you can see how many people have opened the email and clicked through the link. You want to aim to get a 20% open rate and a 10% click through rate. To obtain this you will have to test different email promotions and see how they fare. As you grow your list, you can practice changing different things with the email, and by the time your list is in the 1000s, you will have lots of experience.

If you are not sure where to start with creating your own emails, you can study the emails of your favorite internet marketers and see what you like about them. Then just recreate that in your own emails, but in your own words.

After studying the styles of a few different marketers and taking their best bits, you would have created your own unique and successful style. The best advice here is to be yourself and let your readers see you in your emails and then you will soon get raving fans of your own!

After you've started building your list, then you must focus on the most critical part, which is cultivating the relationship.

These people joined your list, in the case of free giveaways, because they wanted your freebie. They don't know you, they just wanted what you had to offer for free.

Now, it's your job to turn these freebie seekers into customers, which means you need to let them know why they can trust you. A way you do that is by asking yourself, "Okay, what gift did I offer that they went and signed up for? Then you want to try to offer them information on something pertaining to or relating to the reason they joined your list. That's very important, because otherwise they are going to jump off your list very quickly.

A big part of building a large list is developing a lasting relationship with those new subscribers so they want to stay on your list.

If you deliver what people want, and in line with why they joined your list, they will stay on your list. It's your job to figure out what it is they want and then deliver that to them.



## SUMMARY TO BUILDING YOUR EMAIL MARKETING LIST INTO THE THOUSANDS

KISS – Keep It Simple Stupid. This system is simple! Setting up the system will take a little time and there will be a small learning curve. But everything here is really simple stuff if you just apply it.

There is no secret to building a list fast other than contributing gifts to Giveaways!

So in summary, a giveaway site is an event that anyone can join. They can last from seven days to a few months. There are usually 4 or 5 giveaways that are running at any given moment in time.

As everyone is promoting the giveaway, thousands of people end up scrolling through the gifts and picking out the ones they want to download. Your gift will be among them, and if they want to download your product, they will be taken to your opt in page, where they will have a chance to get your gift.

Yes, some gurus say that the subscribers you get from giveaways are freebie seekers and you will never make money from them. But that may be partly due to the same gurus bombarding these so called 'freebie-seekers' with hyped-up sales letters and offers on a daily basis.

You are going to treat your subscribers differently. Your subscribers will stay on your list because you will offer them something of genuine value.

The main idea is that we are going to treat them differently and not bombard them with offers, as soon as their email address hits your autoresponder account.

Send your new subscribers free advice, great content, and more freebies. These initial emails make that new subscriber warm to you, listen to you and most importantly trust you

When you make a product recommendation, these people are more likely to think *“I trust his opinion; I will try what he is recommending”*.

The great thing about giveaways is that you know what the new subscriber is interested in. Say for instance you are giving an eBook away about eBay, then you'd send more eBay tips and promote related eBay products, because you know that they are interested in eBay. And that's how you make money with your list.

For a great site where you can find a list of the latest giveaways you can take part in visit: <http://www.greatgiveawayguide.com>. It is updated every couple of days.

## >>> **Special Unannounced Surprise** <<<

I have a great surprise for you, call it unannounced gift from me to you ☺

So to run an online business and build a life long income you need to build an email list, this is a list of people that subscribe to be on your email list that you can then contact in the future.

That's where the saying comes from - "The money is in the list"

However to build your list you need to offer something to your website / blog visitors to get them to subscribe to your list

So here's what I'm gunna do for YOU....

I'm giving you RESALE RIGHTS to this book for Free !!!

So what does that mean ??

Well I'm giving you the right to give this ebook away so you can immediately start building your list with giveaways.

You CAN NOT change any of the content within this product, it must be given away in the exact same form that you see it here...

There you go !! My gift to you

So go build yourself a monster list with it ☺

For more info on list building claim your free system here;

<http://Ryans1.com>