

how to build an email list

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THE STEPS

1. identify the interest of your niche

Identifying key concerns and using language that pertains to your niche is key to your success.

Consider these resources when doing your research.

- FORUMS
- BLOGS
- NEWS SITES
- REVIEWS
- TWITTER
- FACEBOOK
- INDUSTRY BOOKS
- LEADER BOOKS

3. build a capture page

You must have a page to capture the information of your prospects and also deliver on your offer.

Here are a few suggestions for a functional capture page.

- HEADER
- VIDEO
- BULLET POINTS
- OPTIN FORM
- CALL ACTION
- SUBMIT BUTTON

5. send traffic to your site

The amount of prospects and or visitors to your page will be the determining factor in your success.

Never rely on just one method for your traffic. Here is a short list of profitable traffic methods I use.

- ARTICLE MARKETING
- VIDEO MARKETING
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- BLOG MARKETING
- PAY PER CLICK

2. create an offer for the niche

Create an offer for your viewers that pertains to their needs and or wants (the 5 key principles found in the 5 step blueprint - www.My5StepBlueprint.com).

Here is a list of items to create that could be offered.

- EBOOK
- VIDEO
- TRAINING
- SECRET MP3
- ANYTHING OF VALUE

4. preset your autoresponder

The best common practice for the autoresponder service is to have the subscriber confirm their email.

Normally you will instruct your autoresponder to guide your prospects to what is known as a "thank you" page.

Then, make sure to have a sting of relevant information preloaded into the autoresponder that provides value to the prospect (Don't Pitch or Spam)

Your preset email sequence should send out 3 to 5 educational / value based content before a pitch for product or opportunity.

6. continual communication

Every marketers focus should be on the continuation of communication to prospects on or customers.

Make sure to provide massive value (reason for people to continue to open your emails) to your followers.

Send them updates on new blog postings or breaking industry news. This builds up trust and increases the chances of them taking you up on your offers in the future.

Send: Blog Postings, Video Tutorials, Tips & Tricks, Reviews, Reports

THE SYSTEM

TRAFFIC



CAPTURE PAGE WITH OFFER



AUTORESPONDER MESSAGES



CONTINUAL BROADCASTS



CASH FLOW

