



How To Build Your List's Momentum

Module Four

Of

James Gladwin's List Building Course

Copyright 2010 All Rights Reserved

Internetsellingresults.com

Published by James Gladwin

Unauthorized duplication or distribution of this material in any form is strictly prohibited.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the publisher.

James Gladwin makes no representation or warranties with respect to the accuracy or completeness of the contents of this guide and specifically disclaims any implied warranties or merchantability or fitness for any particular purpose and shall in no event be liable for any loss of profit or any other commercial damage, including but not limited to special, incidental, consequential, or other damages.

While every effort has been made to ensure reliability of the information within any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader. The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity. The opinions expressed herein are subject to change without notice.

All ListBuildingTips trademarks are owned by IngternetSellingResults.com &

James Gladwin. Any other trademarks, service marks, product names or named features are assumed to be the property of their respective owners, and are used only for reference. There is no implied endorsement if we use one of these terms.

This guide is not for resale.

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

WELCOME BACK !! - As we head into our last guide of the Email Marketing course, I want to ensure that you have all the tools and are ready to keep your email marketing routine going and profits going long after you're all finished up.

The written portion of this guide is quite short (YEA! Not so much reading! ☺). We're going to go over some key principles and email marketing activities you should be involved with on a regular basis. What you'll find most important are the accompanying checklists and worksheets that will help you keep on track with your email marketing plan.

The Key Things I Want You to Take from this Course Are:

1. **Keep it Simple:** This has been one of things I keep talking about over and over again. For example, write short emails, don't worry about fancy HTML formatting, don't worry about keeping a rigid schedule, etc. The more complicated you make your email marketing, the less likely you'll keep up with it. Besides, the cool thing about email is that SIMPLE often means MORE PROFIT. ☺
2. **Deliver value:** Do what you can to ensure your readers look forward to your emails. Deliver helpful tools, information and even be informative in your product promos. Last week, I gave you a number of suggestions for useful content to deliver to your readers (reports, checklists, workbooks, videos, etc.).
3. **Make offers:** Without offers, you aren't going to make any money. I know, I know...it sounds obvious, but you'd be surprised at how often I have to remind people of that. Don't be apologetic about it and be confident. For those freebie seekers who complain about being sold to – let them go. You want subscribers who not only enjoy your free stuff, but take your buying recommendations seriously.
4. **Treat Your Customers Like Gold:** Your happy customers are your most valuable list of people. Ensure you maximize your opportunities with them. Also, take note of which other lists you own that tend to be most responsive and focus your efforts there.

But Don't #1 & 2 Contradict One Another?

At first glance, it seems like keeping it simple seems to go against my suggestion to create all this good stuff for your readers. But let me explain:

Email is generally short-lived. Even if you keep archives, unless they receive massive amounts of traffic, they still have a pretty limited shelf life. So please don't invest more time than you should into the actual email (except when you're writing product promos

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

that will directly translate into profit or emails for your autoresponder that you use for a long time coming) .

But just because the actual emails are simple and quick to put together – the VALUE you deliver can be used in your business over and over again.

Let me give you a few examples:

- **Turn freebies into product bonuses.** The reports, checklists, worksheets and other freebies you create can be made into a product bonus. Use it for your own product and/or contact another product seller and give them license to distribute your freebie to their customers.
- **Turn freebies into bribes.** A goodie that freely give to your existing subscribers, can then be turned into a bribe to give new readers in exchange for their subscription.
- **Share it with the world.** If you create a great piece of content, you aren't going to broadcast it to your list and forget about it. Get the full mileage out of content you put together. Post it to your blog, schedule it in an autoresponder, if it's a video – post it to YouTube, let your affiliates brand and distribute it, etc. etc.
- **Rework it if appropriate.** You can take that same content and make something new. Ex. If you've written a great blog post, you might take that content and turn it into an audio recording or a contribution to another online business owner's podcast. Or if you've written a handy article, put together a checklist that compliments it and turns your article into a very practical tool.

The point is – reuse and recycle all your content. These are valuable things you're putting together. Use them to their fullest.

Your Email Marketing Plan

So where do you go from here? How do you ensure that you keep moving forward with your Email Marketing Plan? Over the past few weeks, we've covered a few key ingredients:

1. **Building Your List:** Your overall goal is to find quality subscribers. Worry less about numbers than attracting and finding people who are interested in the content and products you have to offer. Instead of wasting time with every list-building technique out there, spend more time on developing the relationship you have with your subscribers. It is a much better long-term strategy.

Important: Review Guide 1 for more details and consult your “Checklist Pack” for printable checklists to guide you.

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

What To Work On:

- **Create your must-have freebie bribes.** Periodically, change your bribes and test the results.
- **Ensure your sign up box is on every page.** If you make new websites / pages...add the sign up box.
- **Add sign up promos in the context of relevant content.** If they are already enjoying your content, they are more likely to want to subscribe.
- **Create and promote your opt-in pages.** Remember, you'll get more people to say YES if you give them a focused offer to sign up for your list.
- **Create product-focused opt-in pages.** Test it out, but you might find great results in requiring your prospects to sign up for a mailing list prior to showing them your sales info.
- **Create and test your author bylines.** Try out different bylines and see what produces the best results. In addition, alter your bylines to match the specific content of each article.
- **Signature lines.** Use them where appropriate.
- **Capture new prospects with targeted lists.** If you find your potential customers are looking for very specific information, create a scheduled autoresponder series to make them highly-targeted offers.

Promotion Techniques:

- Start a pay-per-click campaign.
- Search engine optimization.
- Article marketing.
- Press releases.
- Blogging.
- Guest blogging.
- Social networking.
- Social bookmarking.
- Your own affiliate program.
- Newsletter / ezine ads.
- Directories.

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

- Encourage word-of-mouth.
- Post your archives.

2. **Understanding Your List:** Studying the behavior of your prospects will give you so much insight into how to speak to them, what to offer them and when to do it. Be sure you incorporate this type of study into your regular work day.

Important: Review Guide 2 for more details and consult your “Checklist Pack” for a printable checklists to guide you.

Activities:

- **Revisit, revise and expand on your UEP and target market regularly.** Over time, you’ll come to know more about your target market and your marketing may adjust from this knowledge. Putting your new discoveries and directions into writing can help solidify the concepts in your email marketing.
- **Track your links:** Continue to track all your email links. This data will always be helpful to you.
- **Observe your target market:** Your blog, forum, incoming email, website statistics, etc.
- **Outside observation:** Other target market blogs, personal blogs, forums, social networks, social bookmarks, product reviews, etc.
- **Ask your readers:** Create surveys to find out what information they need, what products they buy and why they buy your products.
- **Let them get to know you:** Open up and let your readers know a little bit more about you, especially in how it relates to your target subject.

3. **Formatting Your Emails:** As always, keep it simple for best results and the least amount of work. Here is a list of things to keep in mind.

Important: Review Guiden 3 for more details and consult your “Checklist Pack” for printable checklists to guide you.

Formatting Points:

- **Forget publishing an ezine.** It’s too much work and won’t product the results you want, unless you’re focusing on selling advertising (which I don’t recommend).

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

- **Keep 1 focus at a time.** For most emails, just email one offer or write about one subject at a time.
 - **A call-to-action each time.** Train your subscribers to do something (even if it's not always to buy) in each email.
 - **Consider the pros/cons of HTML/Text:** But whichever you choose, make things simple for yourself.
 - **Give hints on what's next.** Keep your readers waiting for your next email. Tell them what's coming up, where appropriate.
 - **Subject lines are to get them to open.** Remember, your subject lines serve no other purpose than to get your reader to open the email.
 - **From lines should be consistent.** Always use the same email address and name in the from line. A personal name may produce a more connected response to your readers.
 - **Use a P.S.** Try using a P.S. to convince your reader to take your offer, tell them what's coming up, etc.
 - **Speak directly to your reader.** Don't speak a group. Email is personal...write to one person at a time.
 - **Personalize, but be natural.** Personalization can be very powerful, but don't go overboard or you'll sound like a used car salesman.
 - **If sending HTML, send a text version as well.** Ensure your all your readers can open your email and include a text version for your text-only subscribers.
 - **Put URLs in full for text emails.** Always include the http:// to ensure your links are clickable.
4. **Scheduling Your Emails:** There is no right or wrong when it comes to scheduling. The best schedule depends on your target market's response and your own preferences.

Important: Review Guide 3 for more details and consult your "Checklist Pack" for printable checklists to guide you.

Tips:

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

- Find a basic schedule that suits your own schedule.
- You can easily email more frequently if you make shorter emails.
- More frequent emails means you can add more offers without it appearing like your bombarding your list.
- Test response rates on different dates.
- Keep your readers up-to-date on what's going to happen next and when you'll be emailing, where appropriate.
- Plan your schedule around your products promos.
- Plan your schedule in advance (check the "Checklists Pack" for your "Email Scheduling Worksheet").

5. **What to Send:** Never say, "I don't know what to send my list." There's always something you can do. Some things are more involved and others only take minutes to put together. And if you plan ahead, you can create all kinds of great value for your readers and promotional tools for your business.

Important: Review Guide 3 for more details and consult your "Checklist Pack" for printable checklists to guide you.

Remember Your Credibility:

- **Do your research:** Don't promote any product or person without doing proper research.
- **Be careful with fads:** In most markets (there are exceptions), fads are not credibility builders.
- **Be honest:** Tell the whole truth when promoting products. Not every product is appropriate for every person.

Offers You Can Make:

- Tell your readers about new products.
- Tell them about existing products.
- Publish reviews.
- Bundle products.
- Offer new bonuses with product purchase.
- Give out coupons.
- Make offers in the context of the content you're sending out.

Content You Can Send Out: Don't forget to include your product promos!

- Articles
- Blog posts

[Don't Finish This Course Without Looking at these FREE videos – no opt-in](#)

- Reports/Ebooks
- Workbooks/Worksheets
- Checklists
- Audios/Podcasts
- Live Teleseminars/Webinars
- Live Streaming / Recorded Video
- Screen Capture Video
- Transcripts
- Commentary on News & Blog Posts
- Patterns, Flowcharts, Templates, Spreadsheets, etc.

This Week's Assignment

I encourage you to continue referring back to this course over the next few months as you work on growing your list, working less, and boosting profits.

My very best to you. May your success be all, and more, than you can imagine.

James Gladwin.

Somerset, 2010