

Profitable List Building

ATTRACT
CLIENTS ONLINE



Profitable List Building

You know the saying, “The money is in the list.” No matter how many new social media channels pop up, email continues to generate the highest ROI for marketing your business.

Building your list should be a top priority for:

- Bringing new prospects and leads into your business, and
- To keep people moving through your funnels

There are hundreds of ways to build your email list. The most important action you can take is to choose 1-3 methods that play to your strengths and COMMIT to doing them on a regular basis.

In this module, we’ll discuss:

- General list-building principles
- List-building strategies
- “The Big 3”
- Leveraging the lists of others
- List-building through free and paid traffic
- Top list-building mistakes (and what to do instead)

General List-Building Principles

First, it's important to know that you are **creating a community**. When done correctly, your list will include a community of raving fans who know, like, and trust you and your business. They see you as the expert and the solution to their problems.

While it is important to make offers, your first steps are to nurture your new list and provide real value to your subscribers on a regular basis through valuable content.

Second, it's important to understand that your **list-building efforts and automated funnels will work hand-in-hand for increasing engagement and effectiveness of your marketing strategy**. As you grow your list, more clients and prospects will gain value and engage with your automated funnels. Similarly, as you add more funnels to your marketing plan, the more opportunities your list has to engage with your content.

List-Building Strategies

Although there are hundreds of individual strategies for growing your email list, we'll discuss the most effective list-building strategies in 4 categories: "The Big 3," leveraging the lists of others, then list-building through paid and free traffic.

Success Tip: When choosing your 2-3 list-building strategies, choose 1 from each of the categories that you know you can commit to on a daily basis. Choose based on your strengths and what you know you can commit to!

List-Building Strategies

While The Big 3 are usually thought of as offline connection strategies, you can use them to build an online list. This list may be built more slowly than building online through traffic strategies, but the people on this list will almost certainly be 'warmer', and more likely to engage.

Speaking - Your Signature Talk can be one of the most effective ways to grow your list while building know, like, and trust - and establishing yourself as an expert. We discuss Speaking extensively in the Signature Talk training track.

To recap building your list through speaking, there are three approaches to collecting contact info of your audience:

Method 1 - Use the Speaker's Half-Sheet to collect contact info and ask if they would be interested in receiving your free offer. [You will manually add these individuals to your mailing list.]

Method 2 - Use an automated text program for your audience to

opt in for your offer. For example, “If you’d like to receive my _____, text ‘guide’ to [phone number.] You will need an SMS autoresponder program such as SimpleTextin or ClickSend. Check with your current email service provider to see if SMS auto-responding is an option.

Method 3 - Not all speaking has to happen from the stage. Consider using Facebook Live and offering your freebie at the beginning, middle, and end of your Live presentation. Simply direct them to the URL. Or- You can ask them to engage with your video and use a Messenger Bot (such as ManyChat) to automatically deliver your content to them or send them to your landing page.

Success Tip: Also put the URL to your free offer landing page in the description of the Facebook Live video.

With all three of these methods, you will want to make sure that your content is highly valuable, properly positioned, and referenced at various points in your presentation. For example, “If you like what you’re hearing today and want to follow along, you can download my FREE guide to _____ by visiting [landing page URL.]”

Don’t have anything to offer? Consider offering your slide deck as an incentive to opt in. Make sure that you give people a PDF version of your slide deck, and not the actual powerpoint!

Networking - Going out and meeting people in person as well as online (through Virtual Coffees) is a great way to build your list with prospects who could use your services or refer you to someone who can.

Networking is discussed extensively in the Networking Track.

To recap building your list through networking:

- Do not collect business cards with the intention of adding those individuals to your list without asking first. [That comes off as spammy.] Determine if your new connection is a prospect or a referral partner, then schedule a 'Virtual Coffee' or phone conversation to see how you can help each other out. You can offer your freebie and/or a free consultation, or have a short description and URL in your email signature.
- Follow up after an initial meeting or event and ask questions. See how you can be a resource person or make introductions for this new connection.
- Network for referrals (not clients.) This takes all the pressure off of feeling like you're always inquiring, "Are you my ideal client?" Instead, you are just sharing what you do in a way that feels natural and authentic. For example, "these are the people that I help, and this is what I help them with, and this is the way that I help them. Do you know anyone like that, that you can introduce me to?"

Referrals - Recommendations by word-of-mouth can be one of the most effective marketing strategies for building your list and launching your products and services.

Here are some strategies for growing your list through referrals:

- Cross-promote with a complementary business who will offer your new free resource to their list. In exchange, you will do the same for them.
- Include social share buttons and ask your current subscribers to share resources that they find valuable. Your most successful clients can be your best referral partners (and sales people for your products and services.)
- Ask if a referral partner will share a free or paid resource to their list in exchange for a commission or other gift. Technically, they will become an affiliate when marketing your offers.

When utilizing referral partnerships to market your free and paid offers, you are effectively leveraging the lists of others. The next section will include more strategies to leverage others' mailing lists.

Leveraging the Lists of Others - (aka Joint Ventures)

Related to referrals, leveraging the mailing lists of others can exponentially grow your mailing list and result in serious momentum for your business.

Here are a handful of list-building strategies that leverage the lists,

reputation, and know/like/trust of others in your industry:

Telesummits - Participating in or hosting your own telesummit is one of the fastest ways to build your list by the thousands (when done correctly.) A telesummit is an online event where a number of experts (usually between 8 and 20 experts) will speak about a particular topic. Each expert is typically required to promote the event to their list and social media following and in-exchange will have access to an audience of the 8-20+ speakers combined. Telesummits are more successful for some industries than others.

While telesummits have been 'all the rage,' there are a few factors that can determine your success or lack of it. For example:

- Hosting a telesummit requires a fair amount of back-end set up. You'll need an email management system, but you'll also need one with affiliate tracking capabilities, and you'll need to set up multiple web pages to host and deliver a telesummit. Speaking on other's telesummits requires much less set up, but the rewards are smaller, and usually you need some email list in order to be asked to participate.
- Unless each speaker has a large mailing list (e.g., 5,000 or more), larger influencers may not have an incentive to participate. [Keep this in mind when seeking out telesummits to participate in. You may have to host your own telesummit to grow your list before others include you in theirs.]

- Promotional requirements must be clearly explained upfront and reinforced with (signed) contracts to ensure that every participant is doing their part to promote the event. This may require the use of cookies and tracking links with a leaderboard and incentives to promote before, during, and after the event. [For example, if video or audio recordings will be sold after the event, profit-share based on affiliate promotion may incentivise speakers to promote.]
- The topic and subject matter of the online event must be specific, cohesive, and properly positioned to attract an audience of ideal clients for each participant. A telesummit can be a lot of work, so make sure to validate your topics and title for your ideal client to ensure the right target market will opt in for your event.

Participating in a telesummit will bring you some list growth, IF you offer something that has listeners optin. Hosting a telesummit will potentially bring you more list growth, but it takes a great deal of effort.

JV Giveaways - Similar to a telesummit, a joint-venture giveaway features a number of experts (usually 20+) who give away a FREE valuable resource on a particular topic. In addition, certain experts will choose to raffle off more valuable prizes in exchange for additional exposure for their business (e.g., social sharing or additional opt-ins.)

A JV giveaway is a great opportunity to get your free and low-ticket

offers in front of a wider audience, by leveraging the lists of all participants. Special considerations and success tips include:

- Size matters! As in telesummits, there may be mailing list size requirements in order to participate.
- Success hinges on promotion! Promo requirements must be clearly spelled out (preferably in signed contracts) and reinforced to ensure the event is successful. Some hosts will require a fee to participate and upsell for premium space to weed out the 'looky lou's' and get participants to put some 'skin in the game.'
- Beware of new GDPR compliance regulations when sharing lists and double opt in procedures. For example, if someone clicks on a landing page link and automatically receives your freebie, there is no guarantee they will open the double opt in email to give their consent to be added to your mailing list. Instead, you may want to include a single opt-in on your landing page with a disclaimer and box to check for the viewer to give their consent to hear from you again.

For example:

"By downloading this [OFFER], I agree to receive ' commercial information from [Your Company] located in [City, State, # and Street Name (Data Administrator)]. I can withdraw my consent at any time. The data will be

processed until the consent is withdrawn.” [The viewer must manually check the box.]

Success Tip: Also include your privacy policy and terms of service on your landing page to maintain GDPR and Facebook compliance.

JV Contests & Sales - These next two strategies can work together or be performed separately to grow your list and launch your products and services. For example, you may choose to partner with a number of business owners to create a “bundle” of courses, programs, or other products/services. [Each JV partner contributes 1 product, program, or service.]

First, you run a contest (using a viral sharing application such as Rafflecopter, ContestDomination, or King Sumo) in which a certain amount of “bundles” are raffled off as an incentive to promote the bundle. Each viral sharing application can keep track of points earned for social sharing and email forwarding. Winners can be picked at random or by who has the most points. Each JV partner in the sale will first promote the contest to their list.

Next, the winners are notified that they won with some kind of social proof that demonstrates that prizes in fact, were raffled off.

Lastly, you notify everyone who did not win, but offer a promo discount for purchasing the bundle.

Success Tips:

- Partner with complementary, related, and collaboratively-minded business owners.
- Each offer within the bundle should be packaged individually and positioned towards benefits and results with a bio and social proof.
- Each product or service in the bundle should include a dollar value with the total of the value of the bundle reflecting 3-5 times the purchase price.
- Allow sufficient time to promote the contest and sale. Get promotional requirements spelled out (preferably with signed contracts.)
- Provide email scripts, templates, and social media swipe files that each partner can customize and share with their list and social media following.
- Add urgency to purchase the bundle sooner, rather than later with a deadline, countdown timer, expiring discount code, or other value-added bonus for the first _____ [#] that sign up.

Affiliate Traffic - An affiliate is someone who promotes your products or services, and receives a commission in exchange for the promotion. In this case, the affiliate partner has the mailing list,

and you grow your list by having the affiliate mail about your offerings. Affiliate marketing can be a great strategy to launch a paid product or service. If your offer is free, you may provide commission on the back- end when that new prospect results in a sale.

Each affiliate is provided their own unique tracking code or cookie to keep tabs on which partner's promotional efforts resulted in sales. You can utilize software and platforms specifically for affiliate marketing or this feature may be included in your CRM, funnel, or shopping cart platform.

Tips for Success:

- Make sure your commission-split is high enough to incentivise your affiliate partner to promote your product or service, yet low enough that you still turn a profit. (Sometimes this means giving away most of your initial offer, and planning on making up the difference with a higher-end offer later.
- Provide enough information about your product or service with email templates, social media swipe files, and other resources for your affiliate partner to properly promote it.
- Make sure each affiliate partner has access to and is using their designated affiliate link.
- Have a contingency plan in place (and spelled out in a contract) to handle refunds.

- Allow enough time to promote, generate revenue, and handle customer service issues before commissions are paid out.

Podcasting and Guest Interviews - Appearing on the Podcasts or being interviewed as part of a video series or Facebook Group is another great way to leverage the audience of others. Traditionally, this is a free opportunity for you to gain additional exposure for you and your business and collaborate with influencers who already have a following.

At the end of your Podcast or interview, you will usually have the opportunity to share a free gift or resource with the audience by sharing a URL to a landing page.

As with any relationship, joint-venture partnerships require a vetting process and clear communication. However, a “rising tide” has the potential to “float all ships” when done correctly. Next, let’s talk about list-building through paid and free traffic.

Paid Traffic - (Social Media & Search Engine Strategies)

Building your list through paid traffic can be highly effective and completely automated. However, there are some important considerations to keep in mind to make the most of your advertising dollars.

General Considerations:

- First, the goal of your advertising campaign will determine your approach, ad spend, and indicators of success. For example, an 'Awareness' campaign may get the word out about your business, but may not turn a profit (unless you have a low-ticket AM (Ads Monetizer) or Entry-point offer that is the logical next step in place.)
- Consider the 'traffic temperature' of your audience when deciding on the type of ad, content, and offers you will present in your advertising.
- Determine if your offer addresses a 'top of mind' problem that one would actively search for, or is "nice to have" for those in 'browsing mode.'
- Make sure you are advertising on the platforms where your ideal client spends the most time.
- It is important to be extremely specific in your marketing language. The copy and creatives must speak to ONE ideal client Avatar.
- Each advertising platform will have terms of service and special considerations for compliance. Consult these guidelines before spending a dime on ads.

- Consider each iteration of your ad an experiment. Don't be afraid to test and tweak to optimize your results!
- Split-test, split-test, split-test - everything from copy to creatives, to CTAs.

Here are some of the most common sources of paid traffic:

Facebook Ads - Facebook advertising can be highly effective for advertising your business, in just about any industry. The terms of service prohibit references to dating services, weight loss, or specific income claims. Advertisers in these industries may have to get creative and utilize a strategic entry-point such as relationships, increasing energy, or general increases in clients or income. Copy and creatives should generally remain on the positive side at all times.

Sources of free and paid traffic on Facebook include:

- **Posts** - A variety of content including videos, images, GIFS, and links to resources can be posted on your personal profile or Business Page free of charge. Friends and followers can 'like' and engage with your content and be notified when new content is posted.
- **Boosted Posts** - For a few dollars, you can get an idea about which lead magnets and offers generate the most interest.

- **Facebook Ads** - Reach your target market or upload your email list (in CSV format) to target your leads at various points in the funnel to keep your offers top-of-mind. It is best to start with a conservative ad spend, wait 48-72 hours, then ramp if you see success.
- **Facebook Lives** - Doing live video on Facebook is absolutely free and a great way to provide value to your community. Boosting your Facebook Lives can allow you to reach a greater audience and capitalize on organic traffic (especially if your videos include a lot of engagement from viewers.)
- **Facebook Groups** - You can start your own community and establish yourself as the expert on Facebook at no charge by starting your own Facebook Group. As the host, you will want to establish boundaries and expectations when it comes to promotion of group members. And, remember the 80/20 rule when it comes to serving over selling.

Instagram - This video and photo sharing network is particularly effective for visually-driven brands. Since Facebook owns Instagram, you can 'kill two birds with one stone,' by running ads on Instagram through the Facebook platform. Those who engage with your content can 'follow' you and receive notifications whenever new content is posted.

Free and paid traffic from Instagram includes:

1. Posts - Posting and sharing pictures and videos on Instagram is free. Content can be categorized and curated with the use of hashtags.
2. Instagram Stories - The Story feature of Instagram allows you to post new and relevant content that will remain at the top of your profile for 24 hours. You can also post longer videos using this option.
3. Instagram Ads - With impressive targeting and higher conversion rates, Instagram ads can be more effective than Facebook or Twitter ads. However, it is recommended that you gauge the performance of free posts and stories before putting money behind an ad.

Pinterest - This visual search-engine can be great for building your audience and growing your list. A Pinterest for Business account can give you insights into engagement with your 'pins' to drive future marketing efforts.

Free and paid traffic sources through Pinterest include:

1. **Pins** - Images can be uploaded to Pinterest free of charge through the app or the website. Your followers will receive notifications when you post new content. Additionally, your content can be shared when someone 're-pins' your images. The description section is a great place to include a link to your content (including landing pages for free and paid

offers.) Rather than hashtags, images are curated by creator (you), boards (which you get to name), and a series of categories.

- 2. Pins on Autopilot** - There are a few inexpensive software options that will continue to pin your content for you on autopilot, effectively keeping your images top-of-mind for a particular category. Subscription services include BoardBooster and TailWind.
- 3. Pinterest Ads** - Pinterest ads are relatively inexpensive, can be highly targeted, and is a less-competitive environment. It is recommended that you run free pins to gauge interest and determine if your target market is using Pinterest before investing heavily.
- 4. Group Boards** - A Pinterest 'pin' can be shared by multiple individuals and in multiple categories. A group board is a great way to get your content in front of a larger audience with little to no effort.

LinkedIn: More and more business owners are using LinkedIn to generate leads and prospects through free and paid strategies. This professional network was once thought of as more suited to 'corporate' clients, although marketing experts today tout LinkedIn as a great resource to get clients in just about any industry.

Rather than 'followers,' LinkedIn establishes 'connections' between

you and the people you know, and their professional network. Connections are more personal, as you have to establish a past working relationship with someone, ask for an introduction through a mutual connection, or pay for a premium service.

Free and paid LinkedIn advertising strategies include:

- 1. Your Profile Headline** - Rather than stating your job title, marketing experts agree that your profile headline is an opportunity to state what you do (aka - your value proposition) and include a call to action to engage with you further.
- 2. Profile Recommendations** - LinkedIn allows you to ask for and display recommendations right on your profile, which establishes social proof that you are an expert in your field.
- 3. Profile Skills & Endorsements** - LinkedIn allows you to choose a certain amount of skills to be displayed on your profile and your network can choose to endorse you.
- 4. Newsfeed Posts** - LinkedIn allows you to write articles as well as share photos, videos, and other content directly through the newsfeed. You can share resources and establish yourself as an expert. This newsfeed will automatically be shown to your connections and content can be displayed on your profile.

5. LinkedIn Groups - Similar to Facebook Groups, LinkedIn allows you to participate in and lead groups of your own. Provide value, establish yourself as the expert, and create new connections to grow your professional network.

6. LinkedIn Advertising - Paid advertising solutions on LinkedIn include Sponsored Content (similar to a boosted post on Facebook), Sponsored InMail (similar to a paid Facebook Message), or Text Ads that are displayed on the side bar when one is browsing on LinkedIn.

7. LinkedIn Mentoring & Career Advice - LinkedIn recently rolled out a new feature that allows you to become a mentor and give career advice to those who request it.

Google Ads and Google Display Network: As the most predominant search engine in the world, Google can help your business and the solutions you offer become more “searchable.” The public content you post on your blog, website, and other social media channels will increase your visibility when someone ‘Googles’ your industry. Google can also help with ‘retargeting’ to keep your content and offers ‘top of mind’ for anyone that visits your web pages.

Free and paid Google advertising strategies include:

1. Adding your URL to Google’s Search Console (it’s free) - Go to [this website](#) to ensure your website is

included in the Google search index.

2. Claim your Google Business Listing (it's free) - Go to [this website](#) to claim your Google Business listing, including having your business listed on Google Maps (if desired.)

3. Google Pay-Per-Click Ads - Although leads can be more expensive on Google, you know your prospects are actively searching for what you have to offer. It is recommended that you do extensive research on keywords that your ideal client Avatar is actively searching for and test ads out on less expensive platforms first, unless you have a product or service that solves a problem your ideal client is having NOW. [e.g., garage door repair, need for towing service, etc.]

4. Google Display Network - GDN is a network of websites where Google acts as a service to place advertising on behalf of the advertiser and site owner. This allows for "Retargeting" across many websites - not just on Facebook or Google alone. Retargeting can allow you to display your advertisements in front of interested users on some of the largest websites in the world, such as CNN, BBC, Youtube, etc.

If you've ever looked at a product on Amazon, and then seen ads for the same product on a news website, you've experienced

retargeting. This allows you to significantly reduce your cost per click (CPC), and grows an audience of people who are specifically aware of you and your products.

YouTube - YouTube is currently the largest platform for sharing videos and music. With some light SEO (Search Engine Optimization) and keyword research, content posted on YouTube can greatly increase your rankings in Google and other search engines.

Free and paid advertising strategies on YouTube include:

- 1. Posting Videos** - It is absolutely free to start your own channel and post video content on Youtube. Provide a CTA to subscribe, like, and/or share your videos to increase your engagement and followers. Downloading your Facebook Live videos and uploading them to Youtube can increase the likelihood of you being found through organic search.
- 2. YouTube Text Ads** - Small text-based ads that appear at the bottom of relevant videos are created through Google AdSense and selecting YouTube as a display source. Ads can be targeted based on interests, demographics, or geographic location.
- 3. YouTube Bumper Ads** - If you have a stellar video introduction to your company and a strong CTA, consider a

6-second YouTube bumper ad that is placed at the beginning of a relevant video. Users cannot skip to the end of the ad, so you are charged based on CPM (cost per 1,000 ' impressions.)

4. YouTube TrueView Ads - Want to run a longer video and only pay when someone watches? Enter TrueView Ads where ads are displayed at the beginning, middle, and end of a relevant video and users can skip the ad. You can opt to pay when someone clicks on your ad, watches for 30 seconds, or watches the entire ad.

When you reach 1,000 subscribers who actively watch your videos, you also have the option of having relevant ads displayed on YOUR videos through YouTube monetization. This can help offset the costs of your own ads when you have the following to support it.

Other Free Traffic Strategies to Build Your List - (including Content Marketing)

This series of strategies to grow your list is presented last because it can be the most time-consuming. It takes time to build a following, create great content, and nurture your audience to the point where they will opt in for a paid offer.

Here are a few strategies to build your list using free traffic:

- 1. Always use social share buttons on all pieces of content** (including emails, blog posts, and lead magnets). Include a CTA such as, "If you've found this useful, please share it with your peeps," etc.

Success Tips: Make sure your social share buttons work and content are displayed properly on social sharing sites.

Similarly, the ClicktoTweet and Pinterest "Pin It" plug-ins can be installed directly onto your website to encourage social sharing.

- 2. Blogging** - If writing great content on a regular basis is your strength, by all means considering blogging. You can post content on your own website, or utilize one of the many forums that curate blog content including Medium, Blogger, etc. If you enjoy answering questions, consider Quora.

Success Tips: Include photos, isolated quotes, and strong CTAs with all blog posts. Also, consider guest blogging for websites with large audiences to build your online presence.

- 3. Posting in Facebook Groups** - Warning: This technique can be time-consuming and yield little results if not done properly. Many online business owners get their start by posting 'ladder posts' - or content-driven posts with a CTA to download content or sign up for a free strategy session in various Facebook Groups.

Success Tips:

- Make a schedule of groups that allow promo posts on each day so you can GET IN and GET OUT.
- If your post requires manual follow-up, be very intentional and keep track of which groups you posted in. If not, automate the follow-up process as much as possible.
- Be careful about copying and pasting the same content over and over or Facebook will flag you as spam. Instead, post in 3-5 groups, then take a break. Come back and post in another 3-5 groups, etc.
- You may be tempted to copy and paste the same response to everyone who interacts with your post, but Facebook sees this as engaging in 'spammy' behavior. Write customized responses to each post, or respond to every 3-5 posts.
- Do not spend all of your time in groups full of competitors. Providing value and expertise in a complementary or contrasting niche can help you stand out in a crowd.

4. Write a Book - While this can be a time-consuming endeavor, it is absolutely free to publish an ebook and have books printed on-demand through Amazon.com. The KDP, Kindle Direct Publishing platform allows you to upload your manuscript (in

PDF and other formats) and cover art within a matter of minutes.

Success Tips:

- Your ebook does NOT have to be long. Consider combining a series of blog posts into a short ebook with various CTAs embedded throughout. (See the Perfect 8-page Freebie Formula if you choose to have a short, give-away ebook.)
- Use CTAs to offer additional resources within the book to get readers on your mailing list. [Keep those URLs up-to-date for your book funnel to be 'evergreen.']
- Hire someone on Fiverr to format your manuscript, create your cover art, and write your book description to increase the chances that your book will get downloaded.
- If your book is going to be used mainly for promotional purposes, keep the cost low (\$2.99 or less), run a free book promotion for a few weeks, and/or participate in the Kindle Unlimited Program. Think of your ebook as a free ad in which you can actually make a little bit of money.

5. Use Pop-Ups - Consider adding pop-ups to your website pages and to promote content 'upgrades.' (e.g., checklists, cheat sheets, and other pieces of content that allow your reader to take further action on your content.)

Success Tip: Use checkboxes to remain GDPR compliant. Sample consent language is available on the web.

Top List-Building Mistakes (and what to do instead)

1. Not making list-building a priority in your business

Running a business can be overwhelming! It's easy to let 'growing your list' fall to the bottom of your to-do list. However, new leads are essential to growing your business. Incorporate 'list-growth' into your daily to-dos and consider this a money-generating activity.

2. Having no nurture sequence in place

Building an audience and community takes time. From lead magnets to landing pages and setting up your email autoresponder - it's definitely an investment of time, energy, and money! The worst mistake you can make is to have people sign up to your list and they never hear from you.

Instead, do yourself a favor and have your email nurture sequence written ahead of time. Spend some time thinking about your subscriber's introduction to you, your business, and how you can help them. Make this a part of your initial setup so you are not writing emails on the fly.

3. Not nurturing the list you currently have

You know the saying, “Make new friends, but keep the old. One is silver and the other’s gold.” It’s tempting to spend all your time adding new email addresses to your list. However, getting new leads takes time, energy, and money!

Instead, you want to spend time nurturing the list you already have. Provide value regularly! Engage and ask for feedback. [Think of email as a dialogue and not just a broadcast.] These are the people that have known you the longest and are most familiar with your brand. Nurture them.

4. Scattering your list-building efforts [aka ‘shiny object syndrome’]

There are so many strategies for growing an email list. It’s very easy to experience ‘shiny object syndrome,’ or experience little results when you’re trying one tactic after another.

Don’t fall into this trap! Instead, be very intentional about your list-building efforts. It is better to choose 1-2 strategies you **KNOW** you can commit to, rather than bounce around from one to another.

5. Not considering ‘traffic temperature’ when it comes to the content and offers you make to your list.

It may be tempting to think that any lead is a hot lead. However,

this is one of the fastest ways to burn bridges with new prospects.

Instead, you want to be very intentional with what content and offers you present to your new prospects and leads.

For example:

Cold Leads - blog posts, social media updates, videos, podcasts, and case studies will be your best bet to nurture your new audience and introduce them to you and your brand. [Consider very low- commitment offers and provide REAL value.]

Warm Leads - Webinars, low-ticket offers, flash sales, product demos, videos, ebooks, free trials, and one-off services will be best for the audience that is beginning to know, like, and trust you. They have experienced a few 'quick wins' with you and are ready to make more of a commitment.

Hot Leads - Paid webinars, Higher-ticket offers, and Done-for-You Services that require higher investments and commitments should be reserved for your hottest leads.

6. Trying to sell right off the bat or worse [Engaging in spammy behavior]

Related to traffic temperature, it may be tempting to 'go for the gold' and make a high-ticket offer to a new subscriber. However, your conversion rates will be extremely low. [Unless you have a

ton of money to spend on ads, this is not the best approach to take.

Instead, only make VERY low-commitment entry-point offers to new subscribers and remember the 80/20 rule when it comes to serving over selling. This will also help you avoid being seen as 'spammy,' which could be detrimental to your open-rates and amount of unsubscribes.

7. Adding people to your email list without their permission

You may be tempted to do this with all those business cards you collected at an industry event, but this is a big 'no no.'

Instead, you'll want to offer your free resources and ask permission to add your new connection to your mailing list. Or use your email signature to offer your valuable resources when following up.

8. Not regularly segmenting your list

While it's a good idea to have an ideal client and niche, it's important to understand that the individuals on your list will have various interests, needs, and be at various stages on their journey. One of the best things you can do is to segment your list so you can send customized content and offers.

There are a few ways to segment your list. First, you'll want to check that your email service provider allows you to apply 'tags' to subscribers so you can place them in various categories. Next, you can put out polls, survey your list, or ask your list to opt in for the content that interests them the most and have the tag applied automatically.

Success Tip: You can also gauge interest in your offers by having your subscribers sign up to be on a waiting list for upcoming free and paid offers. Offer a special incentive to be on the waiting list such as an early bird discount. Apply a tag with your offer name and waiting list so you have a list of interested potential buyers within your list.

9. Not remaining GDPR Compliant

Rules and regulations are constantly changing. It can be difficult to keep up! However, you'll want to make sure that your email opt-in and general practices remain GDPR compliant.

For opt-ins - Use double opt-ins or single-opt in procedures with check-boxes. [Boxes cannot be automatically checked.] Make sure that all your landing pages include links to your privacy policy and terms of service in the footer. When using cookies and additional tracking mechanisms (such as the Facebook Pixel) for re-targeting purposes, additional permissions may need to be granted from the user.

10. Spending money on ads without initial testing and preliminary research

There are so many sources of paid traffic. It's tempting to jump right in and start spending! Instead, you'll want to do some pre-work to increase your chances for success and mitigate risk.

Recommendations:

- First, consider the GOAL of your campaign to determine your paid traffic approach.
- Make sure you are running ads on platforms where your ideal client is spending a significant amount of time.
- Test your content and offers out using free (or cheap) methods before investing heavily. Put out a Facebook Live or blog post. See which lead magnets get the most engagement and buzz. Spend a few dollars boosting a post before putting 'big money' behind an ad.
- Always start your ad-spend conservatively, wait 24-48 hours to gauge performance, then ramp your ad spend (50% every 3-5 days.)

11. Not culling your list on an annual basis

It's nice to have bragging rights about a giant list, but the truth

is that not all of your list is engaged. You may want to start pruning on an annual basis. Why? An inflated list can end up costing you more money in fees and affects the various stats that indicate the success of your sales funnel.

For example, if you have an engaged list of 5,000 subscribers and an open-rate of 500, 10% of your subscribers are actually opening your emails. Open-rate will drastically affect your conversion rates and the effectiveness of your campaigns.

Culling Methods:

- Get rid of email addresses in which your messages are 'bounced.' This indicates the email address you have is misspelled or outdated.
- Check your open rates to see who is not regularly reading your emails.
- Segment your less-engaged subscribers and try to re-activate them. If all else fails, give them an ultimatum to choose to stay subscribed or let them [Your open-rates will thank you.]



Pamela is a sought-after business coach, author, and speaker with a history of groundbreaking successes in the transformational industry. After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective marketing strategies with cutting-edge mindset tools. Pamela created Attract Clients Online, a social media marketing agency, to support other transformational entrepreneurs like coaches, healers, speakers, trainers, and authors. She helps them introduce their brands to worldwide audiences while being well-rewarded for their transformational gifts.