

# Your Most Valuable Asset

Having an email list is the #1 most important thing you can do for your business.

All businesses can find a way to build an email list. You need to create some content related to the products & services that you sell that you can giveaway in exchange for an email subscription.

# Why An Email List Is So Valuable

- ✔ Sales cycles are longer w/all the options today
- ✔ Follow-up is critical and can be automated
- ✔ You can use your list to create cash-on-demand
- ✔ If all your web site traffic stopped you'd be okay
- ✔ You can leverage your list to create a bigger list
- ✔ You have more control over your marketing
- ✔ As your list grows so will your revenue!

# How To Increase Your Opt-in Rates

- ✔ Giving away something of high perceived value
- ✔ Use intrigue in your description
- ✔ Convey TRUST & SAFETY
- ✔ Use testimonials for the opt-in
- ✔ State number of subscribers for social proof
- ✔ Use single opt-in, not double opt-in (if possible)
- ✔ Encourage subscribers to tell others
- ✔ Continuous split-testing; Target: 35-40%+ rate

# How To Promote Your List

- ✔ Use a link to your list EVERYWHERE you can
- ✔ Bio links for Social Media accounts
- ✔ NOTE: Bio link to opt-in unless homepage has opt-in
- ✔ Product Launch - affiliates promote pre-launch opt-in
- ✔ Evergreen Affiliate Program that leads with opt-in
- ✔ Guest posts & interviews that promote opt-in giveaway
- ✔ Run ad traffic direct to opt-in page
- ✔ Promote your list inside Mobile Apps

# Automate List Monetization

Set-up an automated follow-up sequence to not only promote your products but also affiliate products.

Have links that pay you inside of content that you giveaway to opt-ins. You can use redirects on your own domain.

**Big money with opt-in "Thank You" page offers & promotions.**

# How & When To Mail Your List

- ✔ You MUST mail them at least once per month
- ✔ If content is great, it's okay to email DAILY
- ✔ Alternate content emails with pitch emails
- ✔ Use a footer in all emails that link to your products
- ✔ For U.S. market, send emails at 5AM PST
- ✔ Monday-Thursday best days for promotions
- ✔ BUT... pay attention to your conversion analytics
- ✔ Use ANTICIPATION in your emails



# Types Of List Campaigns

- ✓ Limited-Time Sale (don't mail customers)
- ✓ Limited-Time Affiliate Promotion w/your bonus
- ✓ Internal Product Launch
- ✓ "Second Chance" promotion
- ✓ Pre-Sale campaign for upcoming product
- ✓ Anticipation Stacking
- ✓ Your Review & Upcoming Analysis
- ✓ Your Recommended List Of Resources

# Maximize Results With Triggers

Want an instant boost in your revenue?  
Send same email to anyone that didn't  
open original within 48 hours.

Follow-up with non-clickers. Test sending  
different email.

**CRITICAL: Remove BUYERS from your  
prospect sequences and launch campaigns  
once they buy!**



# List Maintenance

You must regularly clean your list to save you money and increase your results.

Remove email addresses that bounce. Also remove INACTIVE emails with lack of opens and/or clicks.

**SPECIAL NOTE: Don't delete any records of email addresses. Keep them for FB 'custom audience' targeting!**