



# LIST PROFIT SYSTEM



Would you like to know how I magically gained 10,000 subscribers in my mailing list? Here it is....

## **1. Have a Strategy**

Unless you have a well thought out strategy your blogging is pointless. My blogging strategy is laser-focused on what I'd like to achieve immediately and long term. Every article I write has an intended purpose. To get more email subscribers you must build that right into your strategy.

## **2. It Matters Where Your Traffic Sources Come From**

You have to decide where you get traffic. And determine which works best for you. Will it be from referrals or Google? Don't think that all traffic is the same. If conversions are not happening, rethink how you obtain visitors and change strategies.

## **3. Have Your Own Blog Host**

With a free domain name and free host for your blog you are sabotaging your business. A WordPress blog is great, but you need your own host and to make use of all the extra features and plugins. Do it from the beginning because it moving is tough.

## **4. Make a Difference with a Fast Blog**

A recent study demonstrated that blogs lose a lot of conversions for each second they take to load, so for Google rankings, speed does matter. You may need a new host or some tricky coding to make your blog faster, but it is worth the effort.

## **5. Relationships Matter**

Whether it is readers or other blog owners, your connections make or break your blog. By building genuine connections, and lots of them, your blog will grow faster and those connections can offer good advice and help promote your blog.

## **6. Free Courses and eBooks Work**

You can make more conversions by offering free eBooks to subscribers than through emails alone. With all the portable devices we own, more people are reading eBooks than ever before. Make an instant impact by offering something great.

## **7. Use Something like Aweber**

With Aweber you can design your own opt-in forms, host email subscribers, send free eBooks, and have access to lots of stats. It is easy to use and contributes amazing functionality to a professional blog.

## **8. Costs**

Websites, advertising, image purchases, email subscriber hosting and more adds up. This blog costs about \$300 per month to stay online. That may not be worth it to you unless your income can justify it.

## **9. Goals Can Change**

It is important to set goals for your website or blog, but you should be willing to change them if required. Let's say you have put a lot of time and effort into something, but it's not working. Stay strong; lose that strategy and move on to something else.

## **10. Sell That List**

Even though you have built a mailing list visitors are not automatically going to subscribe. That means, do something more than merely placing a form on the sidebar expecting folks to fill it out. You have to sell it. Mention the form in posts, develop landing pages and talk it up in guest posts. They won't know what is going on unless you tell them.

## **11. Change Your Business With split Testing**

You may have read what Glen said about how split testing can actually grow your income through conversions by 100% or more. Use split testing for mail outs, opt-in forms, landing pages and others and use that information to see

what works best for you. Give it enough time for real results and test what really matters.

## **12. Post to Other Blogs More Than To Your Own**

Too many bloggers spend all their time writing on their own blogs. Then they wonder why it isn't being read. It's because nobody knows about it. Get your name in front of people by creating guest posts for other blogs. Until you have a good size reader base, write more for other blogs.

## **13. Text Is King but Don't Forget Other Media**

"I believe that the most powerful content on the internet is text because not everyone is able to watch videos while working."

-Pat Flynn

Nevertheless, videos, podcasts, info graphics and more still play a big role in improving and generating new traffic. Pat Flynn, for example, attracts more traffic with podcasts and videos than other strategies.

## **14. SEO**

Like I have said before, relying strictly on Google is stupid. Constantly changing algorithms cause some websites to lose traffic and others to gain it. Sure, go ahead and play with it doing all the right things for your blog (blogging and SEO go together), but don't put too much stock in Google as a main income source.

## **15. Advertising Is Great**

You can obtain good results daddling in advertising, but be careful with spending too much. Give Paid Discovery on StumbleUpon a try to boost your posts. You will not go wrong promoting your blog like this.

## **16. Use Colors to Create Conversions**

Simply using specific colors can impact product and opt-in form conversions in a dramatic way. Be sure to split test to make sure, but as for me I have seen

huge changes with sign ups by switching the color of the sidebar button to red instead of green.

## **17. Social Proof Works**

Greg presented evidence that various types of social proof influence different people differently. Because I cannot explain it as well as he has, be sure to read his article so you can test the statements about social proof such as subscriber counts for your blog.

## **18. Less May Not Be More**

It is rarely true that less is more when talking about a blog. You are looking for more of everything, like traffic, subscribers and sales. Just remember, it won't make a difference if it isn't any good. While it is good to have "a small number of loyal subscribers" it is better to have a HUGE number of loyal subscribers.

## **19. Do Your Research**

Keyword research is important, and I spend a moderate amount of time doing that and competition research before composing a blog post. I find that it makes a big difference in how it is received and where I rank. Get more information about this in my Subscriber Special Ops, but until it opens up figure out your own methods of research for your own writing.

## **20. Pop Ups Work**

It's that simple, and it doesn't matter what others may say.

## **21. Divert Traffic through HelloBar**

My HelloBar is at the top of this page. Neil Patel owns this website/tool and it allows you to place a button and message up top while testing two versions. This cool tool lets you divert traffic to your mailing list or landing page to get sign ups.

## **22. Inject Some Magic by Trying New Things**

In a recent post I told you that you can see huge changes by trying new things on your blog. It is hard to explain why this is true, but it is better to try and fail than remain stuck for months on a plateau.

## **23. Get Real Insights with Tracking and Stats**

With Aweber, Google Analytics and others you get statistics that offer valuable insights into what's working on your blog. Services such as Crazy Egg can be used to determine where people click through to on your site. This eliminates the guess work so you can focus on the metrics.

## **24. Dare to Be Different**

One of the most important things you can do online is be different. That way your brand will stand out from the others. Just be sure to push that difference every chance you get.

## **25. Things That Work On Other Blogs May Not Work For Yours**

I confess, I've taken ideas found on blogging icon sites because I heard it was working well for them only to realize it went the other way around for me. Let that be a lesson to you. What will work for someone else might not work for you. This just goes to show that you should split test ideas you are using to make sure that something you think is the reason for your success is the actual source.

## **26. Use Every Opportunity You Have To Mention Your List**

If you remember, I mentioned that SSO was closed right now, but it would be open again soon to my mailing list. I took this opportunity to use this powerful method of getting new subscribers to my email list. You too can use moments like that to get more curious readers to opt-in to your mailing list.

## **27. Explain Thing in Simple Ways**

Not everyone visiting your blog will have a clue about a mailing list or why they should give their information to a perfect stranger. You will have to spell it out so that every visitor is clear about what you want them to do.

## **28. Successful Strategies Are Always Changing**

At one time I was really conservative with my online stuff afraid that I would compromise my long term blog. I have learned that the most successful people push for those short term gains while they are working. Strategies are always changing so keep up with them.

## **29. Hang onto That Blog**

Some blog owners succumb to the temptation to sell out when the price goes up. I did that and still regret it because now I figure I could be pulling in \$100,000 a year at least. Don't sell too early just because you have reached a milestone.

## **30. Be Yourself**

Your readers will know when you are not being genuine. You will grow much faster by offering genuine friendship by way of quality content because people want someone to connect with.

That is how I magically gained 10,000 Subscribers in my mailing list