

Special Free Report



# List Building 3.0

## Made Easy

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Latest List Building Techniques to  
Skyrocket Conversions and Sales

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## List Building 3.0 Made Easy

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# Table of Contents

<a href="#"><u>Introduction</u></a>	04
<b>Section 1: List Building Basics</b>	
<a href="#"><u>Chapter 1: What is List Building all about?</u></a>	07
<a href="#"><u>Chapter 2: What can an Email list do for your Business?</u></a>	10
<a href="#"><u>Chapter 3: Shocking List Building Facts to Consider</u></a>	13
<a href="#"><u>Chapter 4: The 7 List Building Cornerstones</u></a>	16
<b>Section 2: List Building – Step by Step</b>	
Chapter 5: Preparing the Lead Magnet	
Chapter 6: Setting up the Lead Capture Page	
Chapter 7: Setting up the Email Automation	
Chapter 8: Setting up your Tracking Strategy	
Chapter 9: List Building Traffic Strategies	
Chapter 10: Analyzing your Results	
Chapter 11: Optimizing your Campaign	
<b>Section 3: Advanced List Building Strategies</b>	
Chapter 12: Creating High-Converting Follow Ups	
Chapter 13: Split Testing Emails	
Chapter 14: Using Polls to Increase Opt-Ins	
Chapter 15: Optimizing Confirmation Emails	
Chapter 16: Resending Unopened Emails	
<b>Section 4: Additional Tips to consider</b>	
<a href="#"><u>Chapter 17: Dos and Don'ts</u></a>	25
<a href="#"><u>Chapter 18: Premium Tools and Services to consider</u></a>	27
<a href="#"><u>Chapter 19: Shocking Case Studies</u></a>	29
<a href="#"><u>Chapter 20: Frequently Asked Questions</u></a>	31
<a href="#"><u>Conclusion</u></a>	32
<a href="#"><u>Top Resources</u></a>	33
<a href="#"><u>Special Offer</u></a>	34



## Introduction:

Welcome to the latest and very easy to apply “List Building 3.0” Training, designed to take you by the hand and walk you through the process of getting the most out of List Building for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate List Building, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters organized into 4 sections. This is exactly what you are going to learn:

### **Section 1: List Building Basics**

In Chapters 1 through 4, we’ll talk about:

- ✓ What is List Building all about?
- ✓ What can an Email list do for your Business?
- ✓ Shocking List Building Facts to Consider
- ✓ The 7 List Building Cornerstones

### **Section 2: List Building – Step by Step**

In Chapters 5 through 11, we’ll talk about:



- ✓ Preparing the Lead Magnet
- ✓ Setting up the Lead Capture Page
- ✓ Setting up the Email Automation
- ✓ Setting up your Tracking Strategy
- ✓ List Building Traffic Strategies
- ✓ Analyzing your Results
- ✓ Optimizing your Campaign

### **Section 3: Advanced List Building Strategies**

In Chapters 12 through 16, we'll talk about:

- ✓ Creating High-Converting Follow Ups
- ✓ Split Testing Emails
- ✓ Using Polls to Increase Opt-Ins
- ✓ Optimizing Confirmation Emails
- ✓ Resending Unopened Emails

### **Section 4: Additional Tips to consider**

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of List Building On behalf of your Business. I know you'll love this training.

Your Name



# Section 1

## List Building Basics

Latest List Building Techniques to  
Skyrocket Conversions and Sales

# Chapter 1: What is List Building all about?

## What is list building?

Ok, so what is list building? To understand what is list building, you first need to know what is a list in the first place. A list, or a mailing list, is a database where you store the email addresses of people that you can get in touch



with in order to send them marketing material and business info in general.

And in order to have a solid mailing list with qualified subscribers you need to build your list through email marketing. In fact, list building can be considered to be one of the stages of email marketing.

To summarize, list building is the stage of your email marketing efforts in which you are going to continually add people to your mailing lists, and to add people to your mailing lists you will need their permission.

That is when you apply email marketing strategies to get people's permission to be added to your mailing lists. To summarize, list building is all about using email marketing strategies to add more people to your growing list of email leads.



## How can you start building your lists?

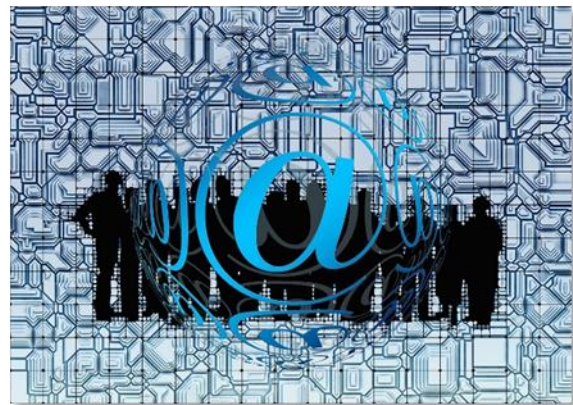


The only way to start building and growing your mailing lists is by applying proven email marketing strategies the right way. There are many email marketing strategies that work as well today as they did when they were first applied back in the days of dial up internet.

In this training you are going to learn the best ways to apply only the best ones, such as using free stuff as magnets to get email subscribers and email marketing automation, as well as other little known implementations that have been kept secret from you by the so called “gurus”, up until today that is!

## Who is using list building as a marketing strategy?

Basically anyone with an online marketing plan should be list building, yet most marketers and businesses are content with having a single opt-in on their websites for those that might be interested in giving out their email addresses, leaving a lot on the table.



The truth is that there are ways to even get the emails of people that are not initially interested in joining your mailing lists, and we are going to teach you how to do it in this training so you too can feel the power of email marketing.



So keep reading, because in the following chapters we are going to go into deeper detail on what makes list building an amazing strategy that you need to implement on your overall business plan right now!

# Chapter 2: What can an Email list do for your Business?



So now that you know what an email list is and what you can do to start building and growing your own today, it's about time that we talk about what you will get from

putting in the effort towards building your list.

And what you will get from working towards building a solid email list full of qualified contacts are benefits that will take you several steps further into solidifying your business as an online venture with ample growth potential and an ever growing, loyal customer base.

And really, the biggest thing that an email list will do for your business is, as we just said and without a doubt, will help you to grow your customer base. This is because of the implicit behavior of people that visit a business' website in the first place, which can be summarized in two stages:

- ✓ Get information about your company, your offers, your products, your services, and your prices
- ✓ Making a purchase after getting the desired information

The thing is that, unless a visitor is already in purchasing mode, you won't be able to convert him or her in the very first interaction. You have to be pretty convincing about your offers in order to capture the attention of visitors during their first visit to your site.

And once you have established that first impression, most visitors will simply leave your site and go about their daily lives, even if they liked your site and your offers. Sure, some among those that leave will be back and convert later if they need to obtain what you are offering them, but most of them won't.

That is why most marketers love tracking and retargeting lost visitors through paid adverts, but that is a very expensive strategy for most. That's where list building comes in, as it is a cost-effective marketing strategy that is easy to implement.

List building is as easy as inviting website visitors to join your mailing list, and we are going to discuss the best means to do so later on, but for now let's just say that it will be easier for you to drive sales once you have qualified buyers in your email list.

This is mostly because you will be able to email them the best offers available to them according to their buyer profile, as well as sending them exclusive offers that they can share with others by referring new people to your email list. Other benefits of having an email list for your business include:

- ✓ It will help you to better communicate with your customers and to have a better channel to solve their inquiries
- ✓ It will help you to update your customers and your leads about your most recent business activities without them having to go to your website



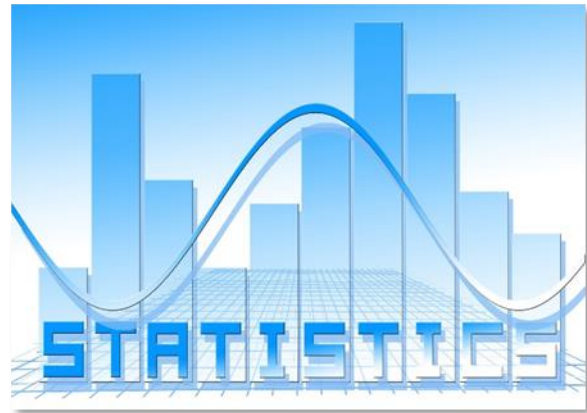
- ✓ It will allow you to better segment your customer base
- ✓ It will allow you to gather more quality data about your customers

Tune in to the following chapter if you want to learn some shocking list building facts that will inspire you to chase your marketing objectives by building your email list today!

# Chapter 3: Shocking List Building

## Facts to Consider

Hey there again friends! You will read the following words from a handful of people: email is dead. They will only say it because email marketing is as old as the internet itself, but the numbers speak otherwise. That is why in this chapter we are going to show



you some shocking facts that prove that list building is as alive as it has ever been!

- ✓ This one is for the businessman inside you: content sent from one business to another through email is considered to be the third most influential form of B2B communication, only beaten by real-world colleague and industry specific through-leader recommendations ([source](#))
- ✓ 80% of retail professionals affirm that email is their number one customer retention channel, way ahead of social media, which is the next big thing, which is only backed in this regard by 44% percent of retail pros ([source](#))
- ✓ Women are more likely to convert through email when they open it on a tablet, and men are more likely to convert through email when they open it on a phone. Yet both genders will convert at the same rates through email opens on desktop ([source](#))

- ✓ Leads that open an email on a mobile device are 65% more likely to click through an offer if they open it again on a different device. That is why it is important to repurpose emails with high profit offers inside ([source](#))
- ✓ Segmented email lists have an open rate 14% higher than email lists that are not segmented ([source](#))
- ✓ On the same note, segmented email lists have a click through rate that is a little bit over 100% higher than email lists that are not segmented ([source](#))
- ✓ Not yet convinced that list building is the most cost effective online marketing strategy? Well check this out: Every \$1 spent by a business on email marketing has a return on investment or “ROI” of \$44! That’s a \$43 revenue over each single dollar spent!
- ✓ People check their email as a complementary activity to their daily activities, with 79% of people checking their emails while on vacation, 69% checking it while watching TV and another 57% checking it while in bed, to give you a few examples. That means that about any time is good for some email marketing ([source](#))
- ✓ A good 28% of consumers say that they would love to receive promotional emails more than once a week, so consider this when segmenting your future email lists ([source](#))
- ✓ A surprising 44% of people have admitted to making at least one purchase after receiving a targeted promotional message. This fact right here is another proof that segmentation works ([source](#))



- ✓ Personalized subject lines, which are subject lines in which you address the recipient by name, receive a 26% higher open rate ([source](#))
- ✓ Lastly, building a list is 40 times more effective than using Facebook or Twitter to acquire new customers. 40 times! ([source](#))

Awesome, right? But we're not over just yet, so tune in to the following chapter so we can show you the essential foundations of a solid list building strategy!



# Chapter 4: The 7 List Building Cornerstones



List building might look like a walk in the park from the outside, right? But you can't just automate it and leave it unattended. The following are the elements that make list building the ultimate profit generating online marketing strategy:

## Lead Magnet

A lead magnet is an incentive that you can use to attract people to your email lists. It is right there in the name: it is a magnet for leads. That is why lead magnets are mostly free stuff such as eBooks and webinars. They're designed to give your leads a zero-cost excuse to give you their email addresses, and they are the gateway foundation of any successful list building strategy.



## Lead Capture Page



A lead capture page is simply a splash or landing page designed to totally or partially engage a lead's attention away from other elements on their screen.

This way they can be subtly talked into inserting their email addresses on an

email form in your lead capture page so they can continue with what they were doing beforehand.

## Email Automation

Email automation is the automation of your list building efforts using email marketing automation software, email automation online platforms, or by integrating both. Email automation is a

necessary step if you want to be time and cost efficient because it will allow you to essentially automate your communications.



## Tracking



Tracking the performance of your interactions with people in your email lists is what will allow you to know what is working and what is not working. For example, by tracking you will be able to find out who is

opening your emails and who is not, which will ultimately help you decide who stays on your lists and who gets deleted from them.

## Traffic

Traffic to your email lists can be best understood as the number of people that are driven to your lead capture pages through your distribution channels. The most common traffic channel that gets people to lead capture pages is your own website, but there are several other traffic channels worth leveraging such as search engines, social media and YouTube videos.



## Analysis

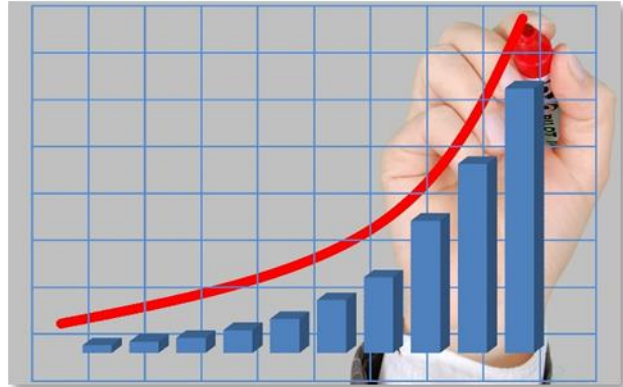


Analysis is what comes after tracking, because you are not bound to make smart decisions over your tracked data if you don't analyze it first. To give you an example, let's say that you have a handful of leads that are not

opening your emails. By analyzing those leads and assessing their profiles and behaviors you can determine what to do with them, as you can easily segment some of them and delete the ones that won't simply convert, no matter what you offer them!

## Optimization

Optimization is the joint effort of all of the previously mentioned elements. Optimization is the use of data gathered from tracking and analyzing your overall list building efforts so you can then improve. A good example of optimization



would be segmentation resulting from split testing your emails on your lists.

And this is just the beginning! Fasten your seatbelts because in our next section we are going to teach you how to go integrate each one of these elements into your list building campaigns!



# Section 2

List Building – Step by Step

Latest List Building Techniques to  
Skyrocket Conversions and Sales



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# Section 3

Advanced List Building Strategies

Latest List Building Techniques to  
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## List Building 3.0 Made Easy

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# Section 4

Additional Tips to consider

Latest List Building Techniques to  
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# Chapter 17: Do's and Don'ts

## Do's



### **Start With A Strategy**

Make sure that your initial strategy for growing your mailing list goes beyond “mailing people twice a day and sending new subscribers a welcome message”, and consider researching the consumer-related preferences of your leads before even creating your squeeze page!



### **Segment Your Lists**

Your leads might be after the same type of offers, but that doesn't mean that they want the same thing. The best approach is to put your leads in separate segments of the same list to email them the same offers but using a different message, content, or template according to their profile.



### **Use Dynamic Content**

No segmentation would be complete with dynamic content, which is nothing but content that is produced according to the recipient's profile, considering important information such as gender and geo locations.



### **Split Test**

Always make an effort to test several versions of the same email with different wording and layouts to find out what elements are favored the most by your subscribers and then stick to them.



## Don'ts



### **Don't Buy Mailing Lists**

Most mailing lists for sale are low quality and riddled with stolen, unqualified and outright unreachable email addresses, and that can lower the standing of your mailing domain extension.



### **Don't Get Email Addresses From "Free" Directories**

This is similar to buying email address lists, but way worse, as it can put your own email inbox at the mercy of spammers!



### **Don't Keep New Subscribers Hanging**

Use a double opt in in your welcome emails to qualify leads through commitment.



### **Don't Hide Your Unsubscribe Button**

This is not only a bad practice; it is also highly ILLEGAL in most places. Even if is not in your country, doing so can simply put your domain on a black list, so avoid it at all costs!



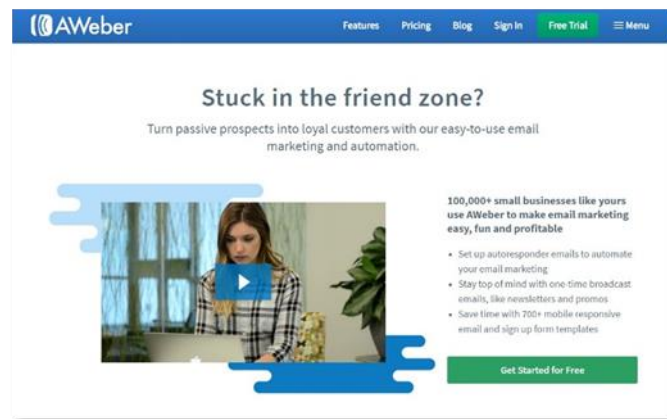
### **Don't Omit Your Business Info**

This is illegal, and, at the very least, fishy, as most subscribers will just be put off by a lack of business info in your emails.

# Chapter 18: Premium tools and Services to consider

## [Aweber](#)

“Aweber” is a classic favorite among premium email marketers with a generous budget. This premium email marketing platform will allow you to seamlessly integrate your email automations with basically any content management system such as WordPress, while also giving you access to lots of email templates, list management tools, autoresponder templates and detailed insights!



## [Headreach](#)



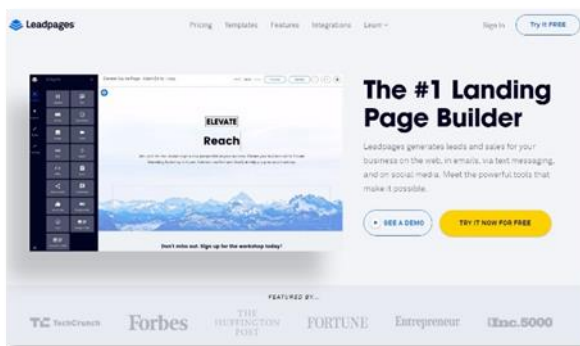
“Headreach” is a premium prospecting platform that will easily allow you to simplify your lead searching efforts. It is designed to help list builders like you to save time and money on finding qualified leads by giving you access to a database of valuable business contacts that is built right inside the app!

## Sellhack

“Sellhack” is an online prospecting platform that has been designed to help list builders and business owners to track, capture and verify leads without the need to integrate several automation and verification platforms with email databases on a spreadsheet, as all tracking and verifications are done within the platform itself!



## Leadpages



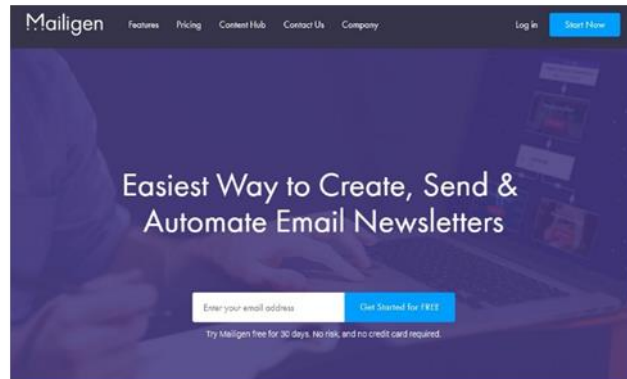
“Leadpages” is a premium landing page builder that oozes with features, including a drag and drop editor that will allow you to create professional level capture pages and email templates the easy way!

Powerful elements such as built-in payment options and mobile opt-in codes make “Leadpages” a one-of-a-kind tool!

# Chapter 19: Shocking Case Studies

## Mailigen

“Mailigen” is an online marketing service provider that helps companies of any sort to improve their email, mobile and social marketing efforts.

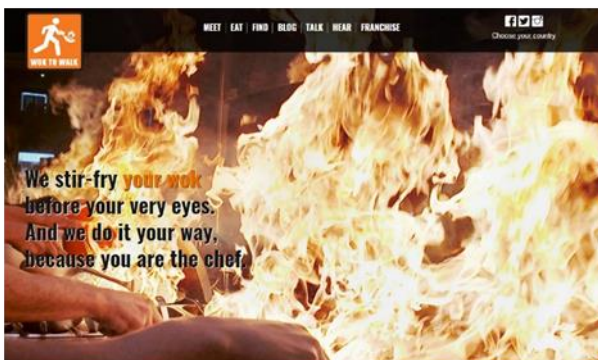


**Objective:** The company’s objective was to improve their own email open rates.

**Strategy:** Mailigen adopted a strategy known as “segmentation”, which means that they segmented their email lists according to individual customer profiles.

**Results:** They increased their email open rates from 20%, which is the industry’s average open rate, all the way up to 29%!

## Wok To Walk



“Wok To Walk” is a health food delivery company who serves people across Europe, America and Asia.

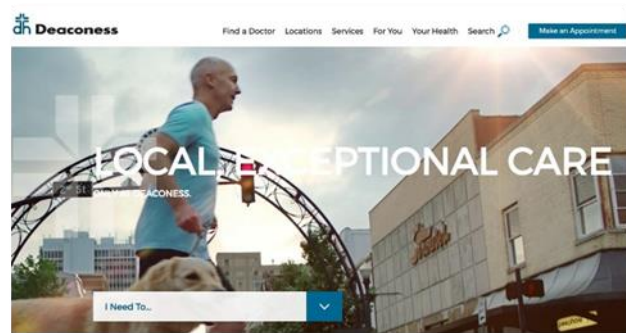
**Objective:** The company’s objective was to increase email engagement with customers in order to increase their online orders.

**Strategy:** They started sending emails that included a phone number and a call to action that invited customers to make inquiries and order, all on the subject line.

**Results:** These emails generated an open rate of 18%! Even more, some people even used the information on the subject lines to order without opening the emails!

## Deaconess

The Deaconess Health System is a multidisciplinary health care provider based in the United States.



**Objective:** The company's objective was to recover business with "cold leads", or people that were previously interested in their services yet never got around to contacting them.

**Strategy:** They teamed up with its content webmaster, David Huffman, who crafted a series of emails with new and improved content and zero marketing material, and then sent it to these cold leads on Deaconess' email data base.

**Results:** They got a 3.5% click through rate increase as well as 40 reconverted leads and 7 new enrolments!



# Chapter 20: Frequently Asked Questions

## When Should You Start Building Your Mailing List?

Smart question right there! The easiest way to answer this is that you should start building your list the very moment that you start your online business venture, whether you are starting a blog, an ecommerce site or a video blog on YouTube, as having a solid email list from the get-go will help you to reach people the best way that there is: in their inboxes!



## When Should You Start Sending Emails To Your Email Leads?

Your first email has to be sent right after a lead subscribes to your list, to welcome him or her to your email list; Which means that you have to set up a system for sending automated welcome emails right before getting subscribers, making it easier for you to send your first emails right off the bat.

## Does The Size Of Your Email List Matter?

The size of your email list really doesn't matter that much as long as it helps you to achieve your objective. If your email list has "only" 100 subscribers yet they're all qualified, converted and doing business with you, then you can consider that your list is making good strides while it grows.





## Conclusion:

We're thrilled that you have chosen to take advantage of our Free Training, and we wish you amazing success.

And in order to take your List Building even farther, we invite you to get the most out of it by getting access to the full Training [clicking here](#) (Insert your Upsell offer URL).



Thanks so much for the time you have dedicated to learning how to get the most advantages from List Building.

List Building has come to stay in the market forever.

To Your Success,

**Your Name**

# Top Resources



## Videos

- ✓ <https://www.youtube.com/watch?v=RAFjStIxolU>
- ✓ <https://www.youtube.com/watch?v=yIXMtpFz7UU>

## Tools & Services

- ✓ <https://optinmonster.com/>
- ✓ <https://www.convertplug.com/>

## Training Courses

- ✓ <https://www.udemy.com/list-building-secrets-copy-paste/>
- ✓ <http://lp.getresponse.com/lbp>

## Blogs

- ✓ <http://blog.teachable.com/list-building>
- ✓ [http://www.addthis.com/blog/2017/10/24/5-simple-tips-for-building-an-engaged-email-list/#.Wf0DM4\\_Wzcs](http://www.addthis.com/blog/2017/10/24/5-simple-tips-for-building-an-engaged-email-list/#.Wf0DM4_Wzcs)

## Forums

- ✓ <https://www.blackhatworld.com/tags/list-building/>
- ✓ <https://www.warriorforum.com/tags/list%20building.html>

## Affiliate Programs

- ✓ <https://www.jvzoo.com/>
- ✓ <http://www.cj.com/>

## Webinars

- ✓ <https://www.youtube.com/watch?v=R0yPe0Q7hl0>
- ✓ <https://www.youtube.com/watch?v=2CZGP8qtQas>

## Infographics

- ✓ [http://freshtakeoncontent.com/wp-content/uploads/10-List-Building-Lessons\\_Freshtake-On-Content.png](http://freshtakeoncontent.com/wp-content/uploads/10-List-Building-Lessons_Freshtake-On-Content.png)
- ✓ [www.nerdgraph.com/wp-content/uploads/Email-List-Building-Tips-Infographic-297x600.png](http://www.nerdgraph.com/wp-content/uploads/Email-List-Building-Tips-Infographic-297x600.png)

## Case Studies

- ✓ <http://blog.pluginmatter.com/7-list-building-case-studies-to-boost-your-subscribers/>
- ✓ <https://thrivethemes.com/3-case-studies/>

## Facts

- ✓ <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>
- ✓ <https://www.maropost.com/blog/101-facts-about-email-marketing/>



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