

# List Building **Unleashed**

Build a massive email list from scratch



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# The Money Is in the List...



It's advice you've heard probably *hundreds* of times if you've hung around internet marketing circles for any length of time.

In fact, ask any successful marketer what their most lucrative online strategy is and there's a huge likelihood they'll say email marketing and list building.

**That's because it works. Period.**

But do you know the crazy thing?

So many newbies and wannabes totally **IGNORE** it in favor of the latest shiny object or 'revolutionary' marketing shortcut being sold to the masses who are desperate to make money online.

Marketing gurus may be pushing the latest one-click 'push button' affiliate marketing strategy or must-have TikTok hack...

**But take a second to look at what those marketers are *actually* doing themselves.**

Yep, you guessed it, they're likely spending most of their time pumping new subscribers onto their email lists and making money by mailing out offers.

**Because here's the thing... For many marketers, email literally IS their business!**

Yes, they're probably also doing Facebook ads, TikTok, Twitter/X, content marketing, low-price product launches and all that other shebang...

**But ultimately their primary goal is to get as many people as possible onto their email list and build a huge following of subscribers they can market to again and again.**

**That's their core strategy that pretty much everything else revolves around.**

Every successful marketer understands that email marketing is pure gold.

Once you have a decent number of email subscribers (and you don't always even need a huge list to start generating regular sales), you're putting yourself in the position of literally OWNING an asset that enables you to generate sales and put money into your bank account on tap.

Launching a new product? Mail your subscribers to tell them about it and start generating clicks and sales almost immediately.

Found a tool or course you like and signed up as an affiliate? Send an email recommending it to your audience and watch the commissions roll in.

And the beauty of email is that unlike social media, you own your list. You don't have to worry that Facebook or any other social giant is going to come along one day and effectively shut down your entire business because they happened to not like something you posted. If necessary, you could move your entire subscriber list to a different platform in an instant because, ultimately, it's YOUR list.

Of course, email isn't a magic solution or instant money tree. If you want to get results, you'll need to keep bringing in the subscribers, build a relationship with them, spend time marketing the right products and generally put in the hard yards.

But make no mistake about it...

**We're here to make money online, and building a targeted list of responsive subscribers is undoubtedly one of the single best ways to do it.**

And if you think making money while you sleep is a pipedream, anyone with an engaged email list will tell you it's VERY possible.

That's because email marketing can be automated. You can schedule emails in advance and create automated sequences that literally sell for you on autopilot 24/7.

**While you're spending time working on your business or just quietly going about enjoying life, your email marketing machine can be working for you on autopilot.**

Once you've created the content, the process of setting up pre-scheduled and automated emails in most email marketing platforms like Aweber and GetResponse is as simple as clicking a few buttons.

That's not to say you should treat your subscribers like your own personal cash machine. Experienced marketers understand that long-lasting success comes from genuinely looking out for your subscribers, promoting GOOD products and generally being one of the good guys.

But if you're serious about online business, you really can't afford to ignore email marketing.

By the way, none of this is new or ‘secret’ information... That’s if any secret info actually exists. Email marketing has consistently been one of the best digital marketing strategies for YEARS, and most agree it continues to work just as well in 2024 as it has *ever* done.

Yes, sexy strategies, trends and so-called shortcut hacks might get all the attention (and are often being sold through email!), but it’s list building and email marketing that continue to be the cornerstone of so many online businesses.

The money is in the list. Period.

**But hang on a minute... how do you actually BUILD your list in the first place?**

We’ve all heard the stories of people bringing in thousands of dollars from a single email.

But while that *can* be the reality, it’s also true that those individuals already had a responsive list and a large following of loyal subscribers.

**If you’re starting from scratch, how do you begin getting those all-important subscribers through the doors?**

That’s exactly what we’re going to cover in this report.

The good news? It doesn’t have to be ultra-difficult or time-consuming to get started.

Like anything, it's going to take some work. There's no getting away from that.

But it also doesn't have to be prohibitively complicated or require anything that can't be learned in a relatively short space of time. You just need a few basic tools and a simple process for getting started...

**Ready? Let's dive in.**

## How It Works + What You'll Need

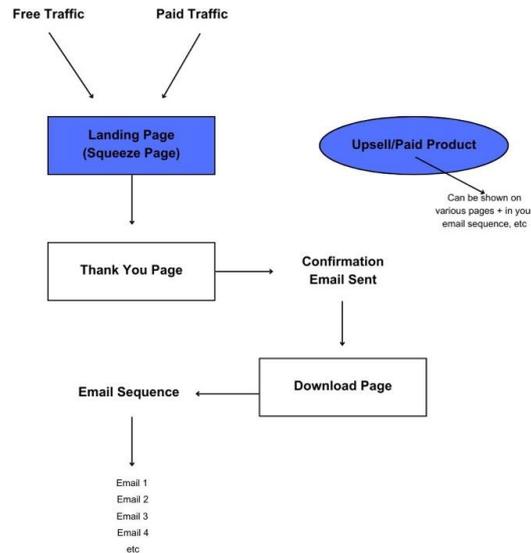


In a nutshell, we're going to be setting up a simple funnel that pulls in subscribers and then works to build a relationship with those people so that we can offer them our products and services.

We'll begin by enticing people to join our email list by giving something away for free (a lead magnet).

They'll arrive at our landing page (often called a squeeze page), check out what we're offering and, if they like it, give us their email address in exchange for our freebie.

From there, they'll confirm their subscription and see an upsell, before being taken through an automated email sequence that introduces our business and products. Typically, your funnel will look something like this:



Chances are you're already pretty familiar with this process. Unless you've been living under a rock, you've probably seen (and been through) a funnel like this many times.

But please don't make the mistake of dismissing this just because it's 'nothing new.'

If anything, the fact you've so often been marketed to in this way is proof in itself that this stuff works.

The best bit? You can set all this up in a short amount of time if you're willing to apply yourself and put in some effort.

Of course, we'll also need some traffic. There are many different options... Many of which we'll be delving into later.

The most important thing is to take action.

## What You'll Need

You wouldn't start baking a cake or cooking your favorite meal without having the right ingredients on hand, and it's just the same with email marketing.

What follows is a quick overview of the main things you'll need to have in place before you can start pulling in those all-important subscribers. Don't worry if it seems daunting at first glance because we'll be covering everything in more detail later in the report.

### Autoresponder Account

This is the email marketing software you'll use to run your email campaigns and collect, store, and manage your subscriber list. Popular examples include AWeber, GetResponse, ConvertKit, MailChimp, etc.

A word of caution here. While it's important to choose a platform that works for you, it's **not** about which tool you use but rather HOW you set everything up. Most autoresponders and email marketing platforms will get the job done, so just do a little research and go with one that you can afford and has the features you need.

### A Lead Magnet

This is something you'll give away to encourage people to join your list, like a free ebook, report, checklist, video, email course, etc.

Whatever you offer, it must be something **valuable and enticing**, otherwise people won't want to hand over their email address in the first place.

Of course, once they've put their trust in you, your lead magnet must live up to expectations and deliver what you promised. Create a great impression and you'll really begin to warm up your prospects to open and engage with your marketing emails. We'll go over all this in more detail shortly.

## **Landing Page or Squeeze Page**

This is a simple web page that presents people with a free offer and has an opt-in form to collect those all-important email addresses.

It'll contain some sales copy that tells people **WHY** they should subscribe. For example, it might 'sell' people your free ebook, downloadable report, newsletter, or whatever else you are offering.

## **Other Components**

You'll need some other things to create your funnel, like a download page, confirmation email, welcome sequence, etc. More on this later.

## Traffic

Obviously, you're also going to need to put eyes in front of your offer. That means driving targeted traffic to your landing/squeeze page. There are plenty of free and paid options here, like social media, paid ads, content marketing, etc. We'll delve into those shortly.

### **Not sure how to do something techy?**

We're going to be showing you the list-building process and focusing on some of the key things that can increase your success, but we're **NOT** going to cover the technical aspects of list-building, like showing you how to use a WordPress page builder or providing instructions for setting up an autoresponder account.

**There are just too many different tools and processes out there to cover everything here.**

Email marketing platforms, landing page builders, sales funnel tools, etc. will usually come with their own step-by-step instructions on how to set everything up.

Still not sure how to do something? A quick Google or YouTube search will usually give you all the info you need – or reach out to tech support if you still can't find an answer.

The internet is literally the ultimate resource, so don't let a little tech grunt work become an excuse for not taking action. Besides, if you *really* can't do something you can usually outsource it pretty cheaply.

**With that said, let's get into the meat of how to start building your list as quickly and easily as possible.**

# Choose an Autoresponder Tool

The first thing you're going to need is an autoresponder service.

Quite simply, this is the tool you will use to create your email campaigns as well as capture, store and manage your subscribers.

Some autoresponders go beyond email marketing and bundle tools for creating landing and sales pages, making it easy to quickly create a professional-looking offer without needing to invest in a separate website-building tool.

While there are loads of autoresponder services out there, some of the most popular ones include:

## **AWeber**

AWeber has been one of the leading email marketing platforms since 1998. Today, it has millions of customers around the world thanks to its popular list-building tools and largely easy-to-use interface.

Intuitive it may be – but that doesn't mean it's lacking in features. From its powerful email templates and drag-and-drop builder to automated tools and pre-built autoresponders, AWeber offers pretty much everything

most people are likely to need for list building and subscriber management.

At the time of writing, AWeber's free account allows you to build one list of up to 500 subscribers, with one landing page and one email automation. Paid options start at \$12.50 a month on an annual plan and rise to \$899 a month depending on how many subscribers you have and the specific features you need.

## **GetResponse**

Founded in 1997, GetResponse is another hugely popular and easy-to-use email marketing tool that again includes pretty much all the things you'll need to build and manage email lists, including signup forms, popups and landing pages for collecting contacts, plus powerful automation tools.

As of 2024, GetResponse's free account allows you to store up to 500 contacts and includes up to 2,500 newsletters a month, along with a website builder with 5GB bandwidth.

Move up to a paid plan if you need to manage more subscribers and get access to additional features. As of the time of writing, these start from \$15.60 a month, again with different plans available depending on list size and the features you require.

## ConvertKit

ConvertKit is a more recent addition to the email marketing scene and presents itself as a ‘marketing hub for creators.’ Founded in 2013 by blogger and creator Nathan Barry, it is used by many leading names in the online world – from authors and musicians to coaches and podcasters.

ConvertKit is another intuitive option and offers a broad set of features, including tools to help you grow your audience, connect with fans, and automate your marketing.

At the time of writing, ConvertKit’s free plan includes up to 1,000 subscribers, unlimited landing pages and unlimited broadcasts, as well as bundling features such as tools for selling digital products and subscriptions.

Move up to a paid plan for access to more features and support. For example, the ‘Creator’ plan starts at \$9 for up to 300 subscribers when billed annually.

**There are of course many other autoresponder tools on the market – so have a look around and see what might work best for you.**

Our advice would be to do some research into the features and pricing that best suit your individual circumstances – but PLEASE don’t spend

two weeks researching different autoresponders. Quite honestly, it's just an excuse for not getting started. Don't overthink it!

# Create or Source a Lead Magnet



To start building your email list, you're going to need something you can give away for free to entice people to subscribe.

The golden rule when it comes to creating a successful lead magnet?

**It must be something truly valuable to your audience.**

Gone are the days when you could throw together any old 3-page report and have people clambering over themselves to download it just because it's free.

The simple truth is people are increasingly choosy about what they *will* and *won't* sign up for. This means you'll need to spend time creating or sourcing something GOOD to give away... Something that looks

valuable on the outside and IS valuable on the inside... Something your audience will love.

Put yourself in your prospective subscriber's shoes and ask yourself:

### **What would YOU sign up for?**

Taking the time to create something of first-rate quality does two things:

1. It'll tempt more members of your audience to sign up, resulting in a higher conversion rate on your landing page.
2. The people who DO sign up will love you from the get-go. If you manage to impress them with what you're offering for free, they'll probably be more likely to engage with your other content and (ultimately) buy your paid products. That is of course exactly what we want.

On the other hand, have you ever signed up for a freebie and then realized it's complete garbage? As in, it's obviously just been hurriedly thrown together in the hope it'll be enough to tempt a few subscribers into their sales funnel...

Not a good look.

Now compare that to a time when you've gotten something for free that you could easily have paid for. In fact, imagine if it was *better* than many paid products on the market...

You can bet your bottom dollar you'd be much more likely to buy something from the second person.

## So, what should you offer?

Some ideas to get you started:

- **A free downloadable ebook or report** delivering value to your audience.
- **Checklists or cheat sheets** that help your audience solve a specific problem.
- **Templates and worksheets** that simplify a complex task or process.
- **A video or audio course** on a hot topic in your niche.
- **An email course** – delivered as a series of emails over a set period (e.g. 7 days).
- **Access to an online webinar or workshop**
- **Access to a private community or group**

If you run a blog or content site, another popular option is implementing **content upgrades**, where you ask people to opt-in to carry on reading your article – or for access to an extra resource that compliments your main piece.

This can be a highly effective strategy because your readers are highly likely to subscribe if they've already been enjoying reading your content.

Think of it as being a bit like a paywall, only you're asking the reader to pay with their email address rather than cash from their pocket.

Still stuck for ideas? Perhaps you're in a niche where those methods might not work?

Other common tactics include offering **exclusive discounts or coupons** for your products or services (great for e-commerce), or a **free trial or sample** so they can try your product/service out for themselves (great for SaaS).

**Whatever you offer, make sure it's something that'll be virtually irresistible to your target audience.**

Also, be doubly certain it actually lives up to its promise.

For example, if you're offering a downloadable eBook, it must genuinely provide high-quality information. Pick a hot topic in the first place and back it up with solid, actionable content.

The same goes for any content-based lead magnet.

If it's a discount, make sure it's worth having, not \$1 off something that costs \$1,000.

**Impress them from the outset and you have the basis of a strong and long-lasting relationship.**

They'll see you as someone who looks out for them, a source they can trust – and someone they want to carry on following.

Keep that relationship going through the emails you send and they're likely to become a raving fan who is ready to hit that buy button time and time again.

# Create Your Landing/Squeeze Page

Your squeeze page (also known as a landing page or opt-in page) is undoubtedly one of THE most important parts of building an email list.

It's the page that will convince people to hand over their prized email address, so it needs to do a good job of grabbing the visitor's attention and effectively selling whatever you are offering.

Notice we say *selling*, even though we're going to be giving something away for free. That's because you still need to convince people to opt in, not just sit and hope for the best.

Ultimately, you could spend hours/days/weeks creating the most amazing lead magnet in the world... but if your landing page sucks, it's all going to be for nothing.

What's more, you'll want to make sure your landing page converts as highly as possible.

## **Consider this...**

If 1,000 people see your offer and 200 of them actually join your list, your conversion rate is 20%.

Simple enough, right?

Now imagine if you tweak the page and increase your conversions to 30%. That means, on average, if the same 1,000 people land on your free offer, you'll now pull in 300 subscribers, rather than 200. So, that's an extra 100 subscribers from the same traffic.

When you start upping the traffic volumes, this can make a massive difference to your results. Over time, increasing the conversion rate by even just a few per cent can result in hundreds or even thousands of extra subscribers joining your list.

That's why it's so important to make sure your lead magnet and landing page are as good as they possibly can be.

## Tracking Your Metrics and Testing

Before we go any further, let's take a minute to also talk about the importance of tracking, testing and tweaking...

**Buckle up, because this is important.**

Before you even think about driving significant volumes of traffic to your list-building funnel, you'll want to make sure it **converts** at a decent rate.

Ultimately, you don't want to waste time and money sending people to something that doesn't work. You'll want to test it and prove it works before scaling up.

That's why it's critical to closely track your metrics (e.g. with Google Analytics) and then tweak your offer and landing page depending on the results you get.

For example, if you're using paid ads to promote your offer (covered later), you might start by testing a very small-scale campaign to get a few hundred people to your funnel.

Once you know the numbers stack, you can then ramp things up and increase your spend. But only once you have enough data to reasonably assess whether it's profitable to do so.

Ideally, you'll also test different versions of your landing page and get real-world data to help you improve your stats. For example, you might split test your page using A/B testing. This is where half of visitors automatically see one version of a page, and the other half see a different version. You could experiment with simple copy and image tweaks – or even test a different page or lead magnet entirely.

## **What makes an effective squeeze page?**

So, what does a squeeze look like?

You've probably seen landing or 'squeeze' pages many times before. Typically, it might look something like this:

50% Complete

Enter your email address below to get access to this 100% free report!



## **“FREE Report Reveals How to Get Your First 100 Subscribers!”**

**The money is in the list – so start building yours today. Grab our free guide and start your email marketing journey.**

**Get Instant Access!**

We hate spam as much as you do! Your details will never be shared with anyone else.

© Your Name Here [Privacy Policy](#) [Disclaimer](#) [Terms and Conditions](#)

## **Heading and Subheading**

First and foremost, you’ll need a compelling headline that really grabs the user’s attention.

The headline is the first thing the visitor sees, so it must instantly communicate the value you are delivering and tell people exactly WHY they should take advantage of your offer.

Your headline is critical because if it sucks, they’re probably not going to bother reading the rest of the page!

You can also include a compelling subheading to further emphasize the key benefit of your lead magnet and/or provide additional context.

For example, if you're offering a free downloadable report covering Facebook ad strategies, your headline might be:

*Revolutionize Your Lead Game with Simple Yet Wildly Effective Facebook Ads That Bring You a Constant Flow of Fresh Leads Each and Every Day*

And then your subheading:

*Download Your Free Report and Catapult Your Results to Unprecedented Heights with Proven Strategies and Game-Changing Tips.*

*Instant Access... Start Reading in Minutes!*

Sounds much better than something boring like:

*20 Facebook Ad Lead Generation Tips*

Above all, make sure your headline copy is snappy, concise and benefit-driven.

Of course, it's impossible to know what's going to convert until you make it live. The most effective copy is very much going to depend on different factors.

As we touched on earlier, try experimenting and testing different things.

Don't want to write it yourself? Consider hiring a professional copywriter, or simply ask ChatGPT to give you some ideas.

## **Additional Text or Bullet Points**

You might also want to consider including some bullet points or additional copy that dives deeper into exactly what they're going to receive.

The key here is to really think about what your audience is looking for and why they should opt in.

## **Engaging Visuals**

Images and videos can often enhance your squeeze page's effectiveness. Use high-quality visuals that relate to your offer and create a sense of anticipation.

For example, a mockup eBook cover can increase its perceived value.

If you have a personal brand, why not include a headshot? This can help create a more personal feel and connection with the visitor.

Of course, video is another great option. For example, your page might showcase a simple animated explainer video, or an on-camera presentation that tells the viewer about your offer.

## **Social Proof**

Including testimonials, reviews, or trust badges to build credibility and trust with your visitors is a great way of increasing engagement and opt-ins. At the end of the day, people are more likely to share their information if they see that others have had a positive experience.

## **Compelling Call-to-Action**

You'll also want to include a strong call to action.

Your CTA button is the linchpin of your squeeze page. It should be visually distinct, use action-oriented language (e.g., "Get Started," "Download Now"), and clearly communicate what will happen when the user clicks it. Make sure it stands out on the page.

## **Sign-up Form**

Of course, a landing page must also include the all-important sign-up form where the visitor enters their email address!

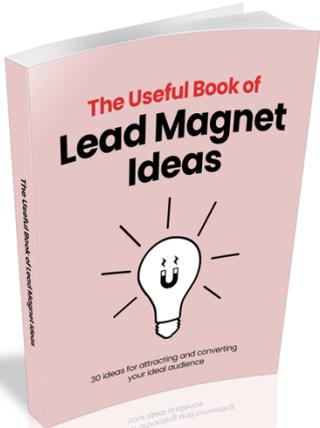
Most autoresponder platforms offer a range of options such as standard website forms, pop-up forms, lightbox and pop-over forms.

To create and publish your form, it's usually just a case of selecting a template within your autoresponder account and then pasting some code onto your website or landing page. If you're using a website platform like WordPress, you may also find that your autoresponder offers a plugin for building sign-up forms and landing pages.

The actual process will depend on the autoresponder tool you're using, so we're not going to include actual instructions here. Most platforms include step-by-step tutorials found in places such as the [Aweber Knowledge Base](#) or the [GetResponse Help Center](#).

**50% Complete**

Enter your email address below to get access to this 100% free report!



## “Grab Your Free Report – The Useful Book of Lead Magnet Ideas!”

**30 ideas for attracting and converting your  
ideal audience. Never be stuck for inspiration  
ever again!**

**Get Instant Access!**

We hate spam as much as you do! Your details will never be shared with anyone else.

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*Above: Another landing page example*

## GDPR Compliance / Privacy Assurance

Address privacy concerns by including a statement about how you'll protect and use the visitor's information. This can also alleviate potential anxieties about sharing personal data.

It's also a good idea to include a full Privacy Policy. Always ensure you have the visitor's full consent before adding them to your list.

**Important:** We are not legal experts and the information in this report is not legal advice. Always conduct due diligence and fully research your legal responsibilities before implementing anything.

## Single or Double Opt-In?

One thing you might also be wondering...

Should you use single or double opt-in for users signing up to your list?

In a single opt-in process, visitors simply provide their email addresses and are added to your email list without any further confirmation.

Double opt-in, also known as confirmed opt-in, requires an additional step after the initial sign-up. Once users provide their contact information, they receive a confirmation email containing a link they must

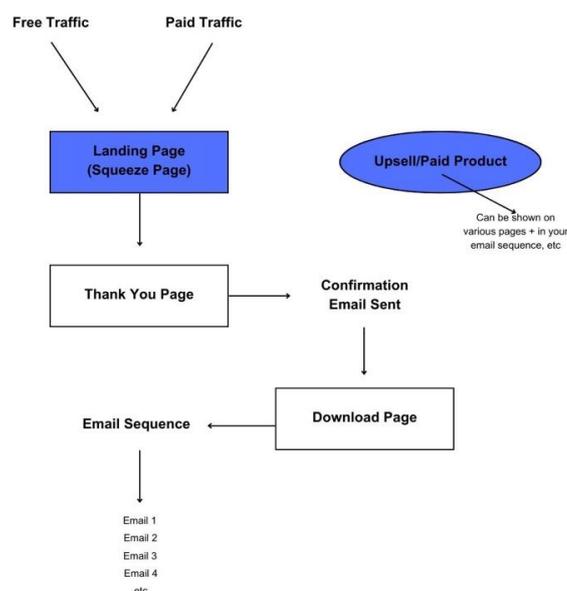
click to verify their subscription. This method ensures that subscribers genuinely want to receive your emails.

It is generally recommended to use double opt-in because it helps ensure you have the consent of the subscriber and means you are less likely to be reported for spam, which may have a negative impact on your sender reputation and hurt the deliverability of your emails.

**Important:** Always check legal requirements and best practices in your country or region!

There's another good reason for using double opt-in and that's quite simply you're likely to build a more engaged list. Because those subscribers have had to confirm, you know they really wanted to sign up.

**Before we move on, here's another quick reminder of how all this fits into our funnel:**



# Going Beyond the Landing Page



You've built your squeeze page or landing page, but why stop there?

Here are some other places you can promote your offer and generate more subscribers.

## Website Header

Place a subtle email sign-up form in the header of your website. It's one of the first things visitors see, meaning it'll be highly visible and accessible.

## Website Footer

Including an opt-in form in the footer of your website is a great strategy because it'll appear on every single page. Visitors who scroll to the

bottom are often interested in learning more and may be willing to subscribe.

## **Blog Posts**

Add opt-in forms within your blog posts or at the end of them. This is a good way to capture the interest of readers who are already engaged with your content.

## **Content Upgrades**

We touched on this earlier but it's worth repeating again. A great strategy for bloggers is to offer a content upgrade, where the reader must opt-in to continue reading the rest of a blog post or get access to extra resources. This usually works best with long-form content – either by unlocking the rest of the article, or by delivering a PDF download with additional content.

## **Pop-Up or Slide-In Forms**

Consider implementing timed pop-up or slide-in forms that appear after a certain period or when a visitor is about to leave your site. Make sure these are not too intrusive to avoid annoying users.

## **Contact Page**

Why not include an opt-in form on your website's contact page? Some visitors may want to subscribe while reaching out with other enquiries.

## **Social Media Profiles**

Promote your email list on your social media profiles. Include a call-to-action in your bio or post updates that encourage followers to subscribe.

## **Exit Pop-Ups**

Use exit pop-ups to capture visitors who are about to leave your site. It's true some people find them annoying, but they can also be highly effective in mopping up some additional subscribers.

## **Thank You Page**

After someone makes a purchase or completes another significant action on your site, direct them to a thank-you page with an opt-in form. They've already shown interest in your brand or product, so it would be pretty crazy not to try and capture their details for follow-up!

## **Webinars and Events**

If you host webinars, workshops, or events, include an opt-in form during the registration process.

## **Email Signature**

Add a subtle email opt-in link or CTA in your email signature to capture subscribers from your regular email communications. This is a great way to boost your subscriber numbers from actions you'd be taking anyway.

# Create Your Confirmation and Thank You Pages

After a visitor submits their information, the next page they're going to see is a **thank you page**. As the name suggests, this is a simple landing page that thanks the user for subscribing and tells them the next steps they need to take.

If you're using double opt-in (see earlier chapter), this is where you'll tell them to check their inbox and look out for an email from you to confirm their subscription.

For example:

*Thank you for grabbing my free report!*

*IMPORTANT: Now check your inbox and click the confirmation link in the email I just sent to confirm you wish to join my list.*

After the user has confirmed their subscription, they'll then go to another thank you page that confirms they are now a subscriber.

This might say something like:

*Thank you for signing up! You have successfully joined my list and will start receiving emails from me soon!*

**Most autoresponder tools include default pages for both the above – but it's well worth mentioning that you can also replace them with your OWN pages.**

The default pages offer an easy way to get started, but we'd highly recommend creating and using your own pages as soon as possible...

**That's because you can personalise those pages and use them to promote paid products!**

For example, you might offer your own product as an upsell – or link to an offer you're promoting as an affiliate.

Let's talk a bit more about this because it's pretty important...

## **Upsells**

We're building a list to make money, right? So, it certainly makes sense to monetize the actual opt-in process...

In fact, the thank you, confirmation and download pages are the **perfect** place to promote products or services your new subscriber can buy.

For example:

1. Someone opts in for your free report on productivity strategies.
2. They are immediately taken to a thank you page telling them to confirm their subscribers. **On this page, they are also shown an offer promoting a \$17 ebook about beating procrastination.**
3. They are also shown the same offer on the download page.

You already know the subscriber is interested in productivity, so it's not a huge stretch to think they might also be interested in buying a product on procrastination.

Low-priced products often work best for immediate upsells and one-time offers. In all honesty, it's probably a huge jump to ask someone to grab your free lead magnet and then, for example, immediately purchase a \$997 course!

Of course, launching and testing in the real world is the only way to know what actually works. You'll want to experiment and try different offers/price points to see what generates the highest conversions.

You can of course also promote your paid offer(s) in your welcome or autoresponder sequence.

## Download Page

If you're offering something for them to download like a report, ebook or video series, you'll also need a URL or page for them to download it.

Don't forget, you can also include another paid offer on your download page!

# Email Deliverability Changes – February 2024

Before we go any further, it's worth also touching on the email deliverability changes that came into effect at the beginning of February 2024.

What's it all about?

Essentially, Google/Gmail and Yahoo now require all bulk email senders to adhere to a few basic rules:

- Stay below a spam rate threshold of 0.3%
- Allow one-click unsubscribes
- Authenticate your sending domain name with SPF and DKIM
- Publish a DMARC Policy

The rules apply to all senders, no matter what email marketing platform you are using.

These rules have caused some confusion online – but the reality is these have all been best practices for some years now.

Thankfully, most of the major email marketing platforms have published detailed information on what you need to do to comply, for example:

- Aweber: <https://help.aweber.com/hc/en-us/articles/19827128387867-How-to-comply-with-Google-Yahoo-s-new-sending-requirements-before-February-2024>
- GetResponse: <https://www.getresponse.com/blog/gmail-yahoo-authentication>

# Create an Email Welcome Sequence



Once each subscriber has joined our list, we want to send them an automated series of emails that:

- Introduces you/your business/your brand
- Tells them what they should expect to receive
- Promotes your products or services

Ultimately, what we're aiming to do here is establish an amazing first impression and hook the subscriber into regularly opening our emails, engaging with our content and (ultimately!) buying our products and services.

For example, it might work something like this:

**Email 1 [Sent Immediately]:** Welcomes the subscriber and tells them the download link/page for your lead magnet.

**Email 2 [Sent After 1 Day]:** Introduces you and what you stand for, what the subscriber can expect to receive in their inbox, etc.

**Email 3 [Sent After 2 Days]:** Provides some juicy information and reminds them about your upsell offer.

**Email 5 [Sent After 3 Days]:** Introduces your blog and links to some of your most popular blog posts.

**Email 6 [Sent After 5 Days]:** Promotes your coaching program.

Obviously, this is just an example. Each email can be on a subject of your choice, and you may want to experiment a little to see exactly what works best.

What's more, you can of course create an unlimited number of emails. For example, just imagine if you lined up a whole year's worth of emails in advance...

**You'd basically have an automated selling machine ready to engage your subscribers and sell your products 24/7 without needing to lift another finger!**

# Crafting Compelling Emails

## Providing value through content

Delivering valuable content right from the first email is a great way to engage your subscribers and hook them into wanting more.

Generally, we want to always give people a reason to open our emails – ie. Providing value and not just pitching all the time. So, really take the time to think about what your subscribers want to receive.

## Storytelling

Another powerful engagement strategy is storytelling. Incorporating storytelling into your email marketing not only makes your messages more engaging but also enhances your brand's storytelling identity. Over time, subscribers will come to associate your emails with compelling narratives, creating a sense of anticipation for your next email and fostering a stronger, more loyal subscriber base.

Share a brief and relatable story that connects with your brand or the purpose of your emails. Storytelling really helps to engage and resonate with readers on a personal level.

## **Engaging Subject Lines**

You can write the best emails in the world, but it counts for little if nobody actually opens your emails in the first place! So, be sure to spend some time perfecting your subject lines...

Start by creating a sense of curiosity or urgency. This could be by posing a thought-provoking question or using a teaser approach that leaves your audience wanting more. For example, "Are you making this common mistake with your finances?" or "You WON'T want to miss this!"

Avoid clickbait, but make sure your subject lines reflect the value of the email.

Additionally, be sure to keep your subject lines concise and to the point. Most email clients display only a limited number of characters, so make every word count. Use action-oriented language and power words that evoke emotion or excitement. Words like "exclusive," "free," "new," and "urgent" can be attention-grabbing. Just be careful not to over-do-it because they can also trigger spam filters, which is the last thing we want!

## **Personalization**

Consider personalization by including the recipient's name or referencing their previous interactions with your brand to create a sense of relevance and familiarity.

An example of a personalized subject line might be, "Mary, your exclusive offer is waiting!"

You can also include personalisation within the body of the email – like 'Hi John' or 'Hey Michelle.'

### **Keep it Short and Scannable**

People tend to skim emails, so use short paragraphs, bullet points, and headers to make your content super easy to scan. The most important information should be near the top so it doesn't get missed.

### **Use Images**

Incorporate images or graphics to break up text and make your emails visually appealing. Just be sure they aren't not too large (dimensions and file size) as this can make your emails slow to load. Top tip: Try compressing your images using something like TinyPNG, which is free.

### **Test, Test and Test Some More!**

Remember what we said earlier about the importance of testing your landing page and experimenting to find what works best?

The same goes for your emails. Continuously monitor the performance of your emails and make improvements based on subscriber engagement and feedback.

### **How long should my welcome sequence be?**

The short answer is it can be as long or short as you'd like, which is probably not the helpful answer you were looking for!

**Remember that you can keep adding to your welcome sequence over time.**

For example, you might start out with five or six emails – but as you begin to create more products and services you can add to your sequence over time.

Also, and this point is often overlooked, you only have to stay just ahead of your first subscriber...

What do we mean?

Well, if you want to line up a whole year's worth of automated selling emails (something many marketers do very successfully), you don't need to create all the content upfront before you start building your list.

Instead, you could simply start with four or five emails and then write new emails each week to add to your sequence. That's going to be far

easier and way less daunting than trying to write hundreds of emails before you even get your first subscriber through the door.

# Traffic Generation



Wow, we've covered a lot so far!

By now, you should have created your lead magnet, built your landing page and set up all the additional thank you pages, confirmation pages, download pages, etc. You should also have written (or at least started writing!) your automated email sequence.

Now it's time for the really exciting part...

**Getting eyeballs on our landing page and adding subscribers to our list.**

Of course, traffic generation is a HUGE subject and there are tons of both free and paid methods you could use. We're going to take you through some of those strategies together with some top tips for maximizing your success.

## **Free Traffic Methods**

Everyone loves something for free, right?

The reality is that free traffic methods DO still cost something... Your time!

Yes, free traffic strategies don't require you to shell out money from your bank account, but you will need to put in quite a bit of time and effort before you start seeing any results.

Ultimately, free strategies are going to require you to get your hands dirty - and you probably won't see incoming subscribers as quickly as with paid methods. That doesn't mean they don't work or aren't worth it, though!

### **Social Media**

The first go-to free traffic method must be social media. Build a following through engaging posts and you'll have a ready-made audience you can also turn into email subscribers.

### **Facebook**

Facebook is sometimes overlooked in 2024 - but it remains a useful platform for list-building and promoting our squeeze page.

Start by creating engaging posts that provide value or tease the content on your squeeze page. You can use attention-grabbing headlines and high-quality visuals to capture your audience's attention, making it more likely they'll want to grab our lead magnet.

Be sure to also join Facebook groups related to your niche and share your content there, ensuring it's genuinely helpful and not overly promotional. You can of course share your landing/squeeze page directly within a group... Just be sure to check it's allowed first. If necessary, seek permission before posting.

We know this section is about free traffic, but it's also worth considering running targeted Facebook ads to reach a wider audience, using demographic and interest-based targeting to connect with potential subscribers.

## **X/Twitter**

Twitter (or is it X?!) is another fantastic place to promote your free offer and start getting eyes on your landing page.

Firstly, ensure you craft a compelling bio that includes a link to your squeeze page. It's a good idea to also use keywords and hashtags related to your niche/market/audience.

As with all social platforms, the key to success is regularly sharing valuable content, including blog posts, videos and tips your audience will find interesting. Again, you can also include relevant hashtags to expand your reach. By the way, some of the best Twitter content is more on-the-fly stuff, so don't be afraid to experiment, try new things and see what works best.

Finally, remember that Twitter is a social platform and that means it's super important to engage with other people. Actually, it's often said that engaging with other users is more important than the stuff you post yourself! That means responding to comments, retweeting relevant content, and actively participating in conversations. Building relationships can also lead to more traffic through word-of-mouth recommendations.

## **TikTok**

We couldn't include a section on social media and not talk about TikTok!

TikTok is all about short, engaging videos, so use it to post engaging and informative videos related to your niche, making sure to include a call to action encouraging viewers to visit your squeeze page. You can also use trending hashtags and challenges to boost your video's visibility and reach a wider audience.

Another great idea is to consider collaborating with TikTok influencers to promote your content to their followers (sometimes hard but not impossible!), or make use of TikTok's ad platform for targeted advertising to get your message in front of even more potential subscribers.

## **Pinterest**

Pinterest is easy to overlook – but for many niches, it can be GOLDEN!

Pinterest is an excellent platform for promoting visually appealing content and driving traffic to your squeeze page. Create eye-catching pins related to your niche and then link them directly to your squeeze page. You should also organize your pins into boards with keywords and descriptions that resonate with your target audience.

In addition, join group boards to expand your reach and consider running Pinterest ads to target users who are actively searching for content in your niche. As we said, Pinterest can be awesome for so many niches.

## **YouTube**

Ah, YouTube and video marketing. This could be a whole book in itself – but let's quickly cover some actionable ideas to help us build our email list...

At its heart, success on YouTube is about creating informative and engaging videos that offer value to your target audience. That's a given, but what about list building?

Our first tip would be to include a clear call to action in your video description, directing viewers to visit your landing page for more information or resources.

You could also include a link to your lead magnet in the comments section and then pin the comment so it stays right at the top for everyone to see.

Don't forget to also optimize your video titles, descriptions, and tags with relevant keywords to improve search visibility.

## **Blogging and Content Marketing**

Blogging and content marketing can be time-consuming – but it's also a great way to get free traffic to your landing page.

The idea is to create high-quality blog posts, videos, or other valuable content related to your niche and then share this content on your website and social media channels. It's also worth investigating guest posting, where you write content for someone else's blog or website.

Within this content, you'll link to your lead magnet in order to attract organic traffic to your landing page. Don't forget to also use SEO to

optimize your content for search engines, which can help you get a LOT more eyes on your content.

Again, blogging and content marketing is a whole book in itself – but you can find plenty of amazing information about it online.

### **Other Free Traffic Generation Methods**

- **Adswaps:** This is where you contact another marketer and ask them to promote your lead magnet. In return, you promote their lead magnet to your list.
- **Email Signature Marketing:** Include a link to your landing page in your regular email signature.
- **Webinars and Online Workshops:** Organise an online event and use it to tell people about your lead magnet.

### **Paid Traffic Methods**

If you're willing to invest money, paid traffic methods can provide a huge shortcut when it comes to boosting your list-building efforts. Generally, you'll see results much faster than with free strategies alone, but the downside is obviously that you're risking money with no guaranteed end result.

## **Start Small and Scale**

Our advice? Start small and scale up from there. For example, if you buy a paid ad, perhaps limit your spend to \$20 or \$30 and then analyse your results. Closely track your metrics and if you're getting decent conversions from your test, you can then, and only then, increase spend – but again we'd always advise taking things slow and steady.

Ultimately, you don't want to spend hundreds or even thousands of dollars on traffic only to discover your landing page doesn't convert very well and you're not actually getting new subscribers onto your list. Equally, your ad might not get the clicks – or you may find you're reaching the wrong people.

**It's critical to keep on top of your metrics through tracking, testing and tweaking.**

This can make a huge difference to your results and reduce the risk of losing money that's never recuperated.

With this said, we'd also recommend only moving onto paid traffic methods when you have the business infrastructure to support it.

**For example, do you have a solid backend funnel in place?**

A marketer who has a portfolio of paid products and offers for subscribers to buy may feel a lot more confident in paying for traffic because they have lots of opportunities to make sales.

Consider a marketer who has five low-priced info products, a variety of done-for-you services and a \$2,000 coaching program, versus someone who has just one product to sell...

It's going to be hard for the second marketer to make the numbers stack, whereas the first marketer may even be comfortable losing money upfront because they know from their metrics that they will recoup the cost over time – and then some.

Ultimately, it's about keeping a very close eye on the numbers across your entire business and controlling your spending accordingly. If you know you can spend \$1 and make back \$1.50, you'd do it all day long, right?

On the other hand, if you have no idea about your stats and you're simply *guessing* then it's probably not going to work out very well for you.

**All this isn't to put you off paid traffic strategies. Far from it.**

But you definitely *should* approach with a degree of caution until you're confident you are getting a successful outcome.

So, what are some of the main paid strategies to consider?

## Solo Ads

Solo ads are a very popular traffic method in the internet marketing niche. Essentially, this is where you pay someone else to promote your landing page and lead magnet to their own email list.

Solo ads are in vogue with many internet marketers because they offer a quick and simple solution for driving traffic to free offers and lead magnets. They are relatively simple, especially when compared to traffic channels like Pay Per Click (PPC) advertising or Search Engine Optimization (SEO). You simply find a solo ad seller in your niche, provide them with the details of your offer and they send you a guaranteed number of clicks.

Of course, the clicks might be guaranteed – but, as with any strategy, it's NOT guaranteed that any of those people will actually join your list. That's why it's important to buy solo ads from vendors with a proven track record of sending **quality, targeted traffic**. As we said, you'll also want to closely track your metrics and monitor your conversions and other key metrics on your landing page, lead magnet and funnel.

You can use sites such as [Udimi](#) to find solo ad sellers, with most such platforms allowing you to check seller ratings and reviews before you buy. Remember: quality traffic is far more important than volume. You don't have to be a marketing expert to understand it's better to have 100

people who are highly targeted and engaged vs. 1,000 people who have little interest in your niche or market.

## **Social Media Ads**

Social media advertising is a huge topic and can take some learning. But take the time to build and refine your strategy and there's massive potential to grow your list fast. It's certainly no secret that platforms like Facebook, Instagram and TikTok boast a massive user base, making them great for reaching a diverse and extensive audience.

What's more, these platforms are designed to help you reach specific audiences, allowing advertisers to target highly specific demographics, interests, behaviors and more.

Most platforms also have tools to help you increase the effectiveness of your ads and ensure you stay within budget. For example, A/B test ad variations mean you can see which variation of your ad performs the best before increasing spend. You'll also be able to set a budget (e.g. daily or lifetime) to ensure you don't exceed the amount you have allocated for your campaign.

The keys to success with social ads? You'll need a well-thought-out strategy, compelling ad creative, and ongoing optimisation. We're repeating ourselves but make sure to closely track your metrics and stay on top of your numbers, then refine and tweak as you go.

It's also important to choose the right platform for the audience you are targeting. For example, if you're targeting a young market, TikTok might be your go-to site, whereas someone targeting a corporate audience will want to research LinkedIn ads.

In all honesty, social ads are too big of a subject to cover here – but you can find plenty of other books and information online if it's an area you're considering.

# Final Words

We hope this report has made you excited to build your list and given you some solid actionable strategies to get started.

As we said at the beginning, most successful internet marketers understand the power of building their email list. Once you have a list of targeted and engaged subscribers, it's possible to make sales virtually on tap – providing of course that you look after those subscribers and treat them well!

The main key to maximizing your results and getting a solid flow of subscribers into your funnel is having an effective lead magnet + a highly converting landing page. Get that right, add a regular stream of highly targeted traffic, and you're basically good to go.

We know we keep banging on about this – but don't forget to keep a close eye on key metrics, including your conversion rates and cost-per-click if you're utilizing paid traffic strategies. Test, monitor and tweak as you go. Start small and scale up. This advice is absolutely imperative.

Above all, you just need to do it. You'll never build a list if you don't take any action! Put the work in, carefully plan and tweak your strategy, and refine things as you go.

**Happy list building!**