Back To Basics

A Step by Step Guide to Building Your Very First Email List

Gabe Hoverman

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Introduction

Well hey there folks.

I just wanted to take a minute to thank you guys for grabbing a copy of Back To Basics! I really hope you find it entertaining as well as informative.

In this book, we're going to be covering the basics of how to build a successful list for email marketing, as well as a couple other things that go along with list building, such as conversion optimization and so forth.

You know, all that important stuff that you'll need to know to start your own email marketing campaigns.

It'll be a fun ride, and hopefully by the end of it, you'll have learned a thing or two about how to be successful at building a list and using email marketing. ☺

So, Why Email Marketing?

A lot of people ask this question: why use email marketing? Why bother building a list to begin with?

Well sonny, there are some obvious reasons to use it. It's efficient, it's effective, and well, everyone else is doing it too, so why not, right?

If you need a little more convincing than that, think about this for a minute. What other platform allows you to personally contact thousands (or even tens of thousands) of people all at the click of a mouse?

The answer: Nothing.

Everyone uses email marketing because of the fact that it is both efficient and effective (meaning it converts like crazy!). You don't have to spend hours upon hours trying to get traffic to your sales page for a lunch, or hunt down individuals to promote an affiliate product to. Instead, you simply send out an email to your list and BAM, there's everything you need.

If this interests you, then you have come to the right place.

An email list is an Internet Marketers primary weapon. It is the heart and soul of your online business, and without it, your success will suffer greatly.

Now don't get me wrong, there are other ways to be successful online other than using email marketing. It's just that email marketing makes it MUCH easier.

But I bet you knew that already. ☺

If not, that's okay too, we're all here to learn. And learning is incredibly important in being successful online. Can't sell information products without the information, am I right?

Alright, now that we got that out of the way, let's go ahead and get started.

Step 1: Choosing Your Sidekick

So first things first, when building an email list for the first time, you're going to need what I like to call your Email Marketing Sidekick.

The universal term for this will probably be known as your autoresponder, but whatever, I like it my way. ☺

Your autoresponder is the service you're going to use to send out your emails to your list. It is the service you will use to store the email addresses of all your subscribers. It is also going to be your most useful tool when using email marketing.

Now don't worry, this isn't a life or death decision. Now a days, there is hardly much of a difference between the autoresponder services, so no matter what you choose, you're going to be pretty set.

With that being said, I will recommend one or two different services based on personal preference, but if you already have an autoresponder that you enjoy, feel free to use it.

I'll go ahead and narrow it down to the two that I recommend you use if you plan to get the most out of your email marketing efforts.

Aweber and GetResponse are probably the two most well know autoresponders, and I recommend both of them. They are both equally great and will get the job done.

Aweber comes with a $1 trial for your first month, and get response comes with a free month long trial, so either one is a great choice (you can always try both of them for a month each and see which you like better).

I personally use Aweber, so if you want to be like me, you can click here and get started with it. ☺

If you're really having trouble deciding on your sidekick, feel free to hop on over to the wonderful Google and figure out which one is right for you.

Once you decide on one, however, you want to go ahead and learn some of the ins and outs of your service.

In this book, I'm going to cover how to set everything you need to start building your list, but if you want some more information on your sidekick, feel free to do a quick search of google to learn the basics.

We'll cover all of the essentials, but the more advanced stuff is going to be your homework.

Onward we go!

Step 2: Creating A List

So now that you've chosen an autoresponder, I'm going to show you step by step how to set up your first list.

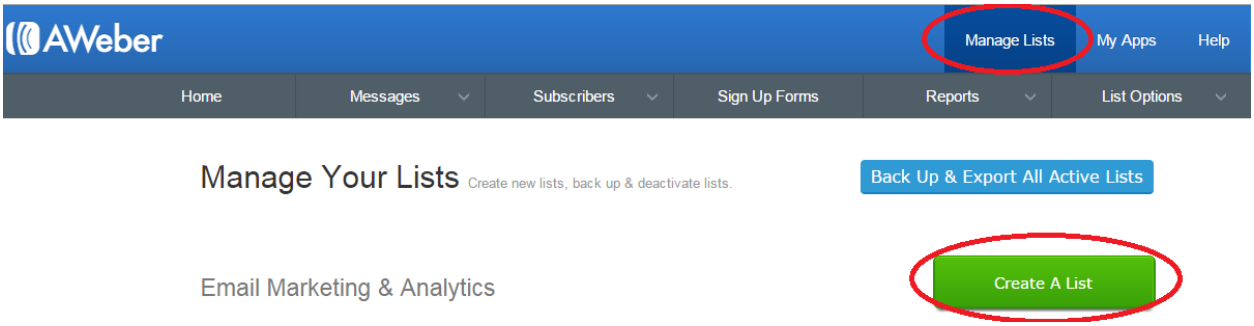
If you already know how to set up a list, feel free to skip this step. I won't be mad. Promise.

But if you're completely new to this process, I recommend you follow my lead.

I'm going to do this set up in Aweber, but feel free to use whichever Email Marketing Sidekick you chose. ☺

First step: log in (or sign up).

Once you're in, click the tab at the top that says "Manage Lists".



Under My Lists, click “Create A List”.

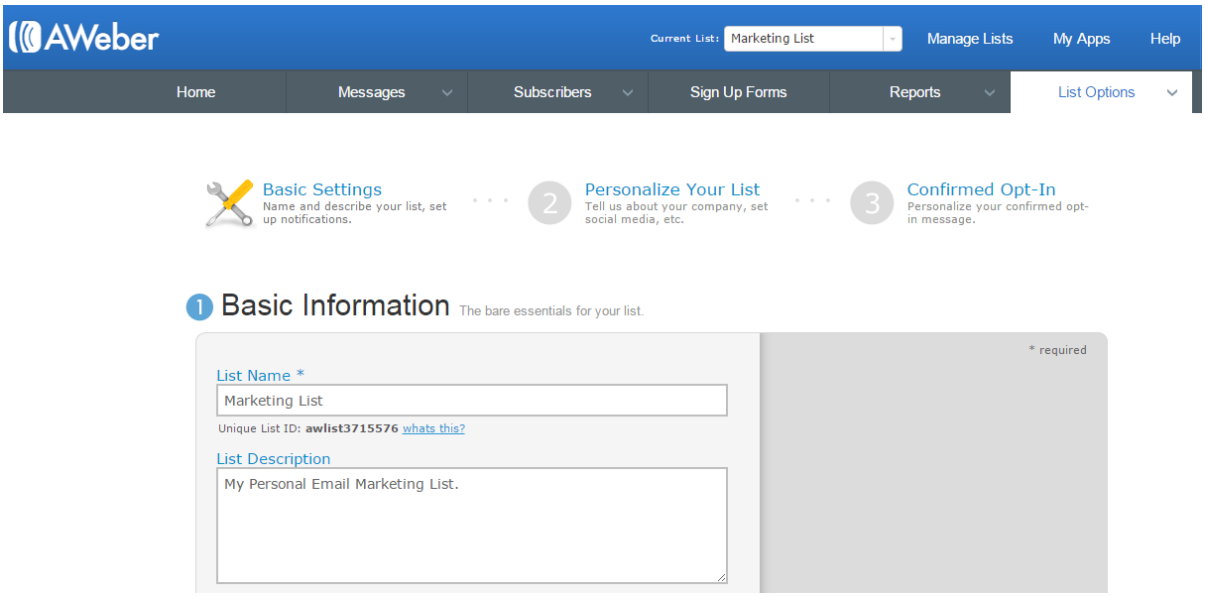
Follow through the steps of this, they’re pretty straight forward.

Go ahead and give your list a name that applies to whatever it’s going to be about. For example, if this list is going to be about list building, name it something that relates to that so you know what it is.

The description isn’t all too important, but it’s a good idea to make sure it goes along with the title of it as well.

Once you’ve set up the list, go back to your “My Lists” page and click on your list.

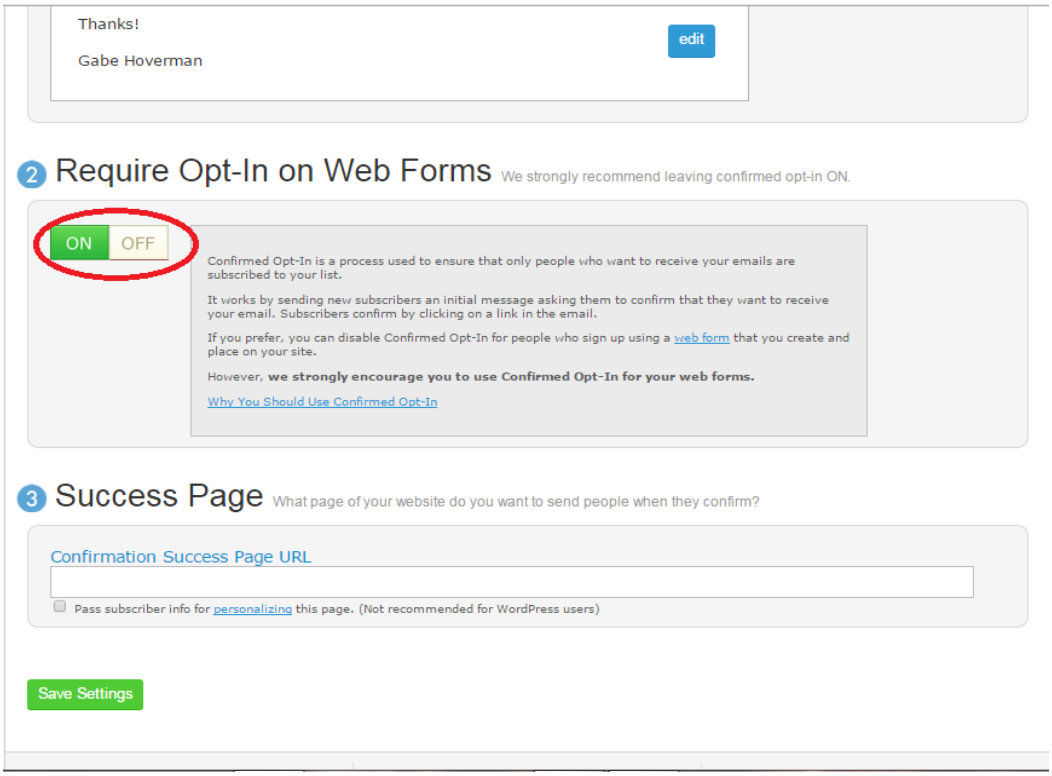
It should bring you to a page like this.



Click on the confirmed Opt-In box at the top (Its number 3).

Once you click this, scroll down a little bit until you see the second option that says “Require Opt-In Web Forms”

It should look like this.



Turn this setting off. This will allow people to Opt-In to your list without receiving the confirmation email asking them if they're sure they want to.

Some people might say this is spammy, but if someone fills out your signup form, it's safe to say they want to be on your list. ☺

If you'd prefer to leave that on, that's perfectly okay too, just know that you run the risk of getting less successful subscribers.

Anyway, now that your list is setup and ready to go, you're ready for step three.

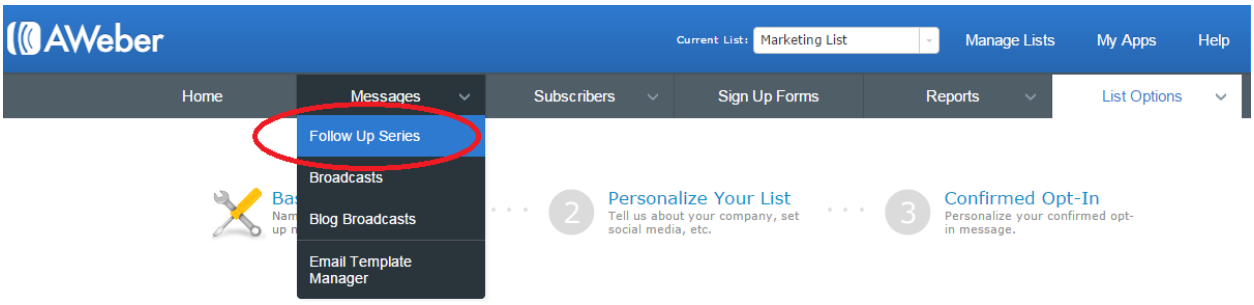
Step 3: Starting Your Email Campaign

Again, this is one of those things that you may skip over if you already know how to do this.

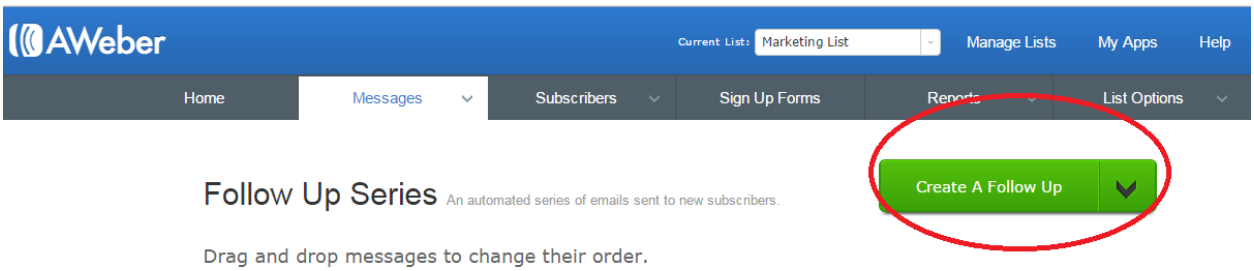
If you're completely new to email marketing however, this may help you greatly.

Make sure you're on the list you just created.

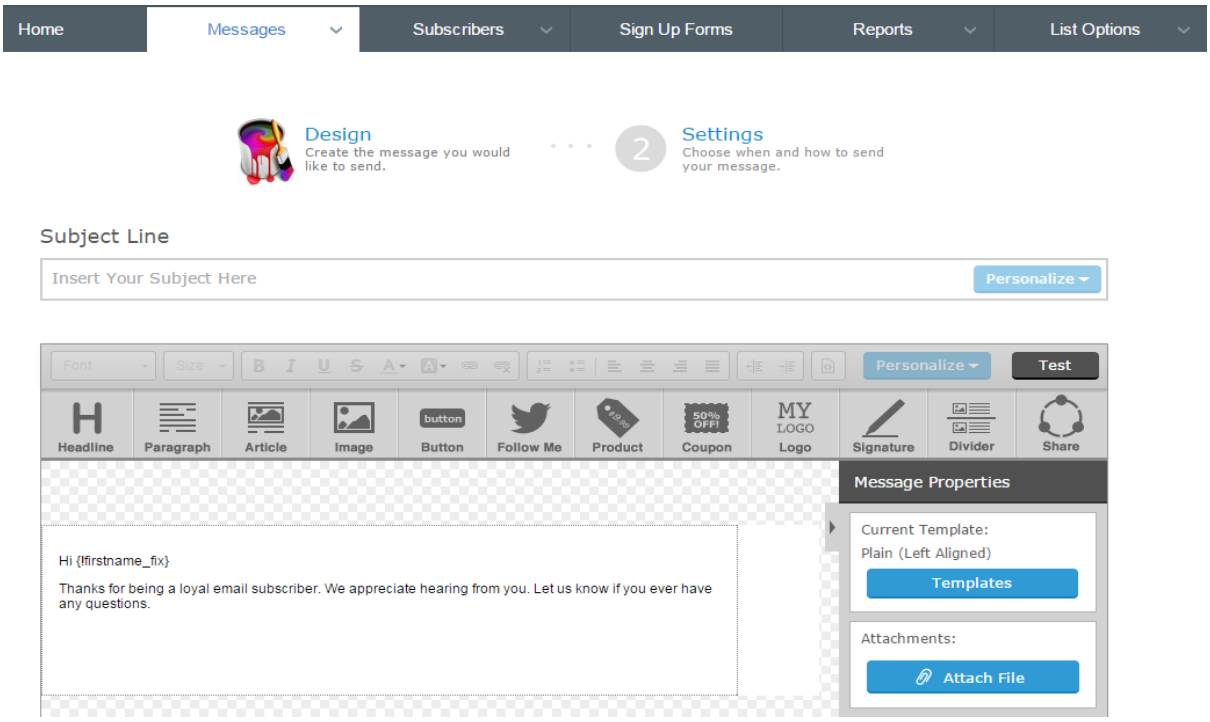
Go ahead and mouse over the "Messages" button, then click "Follow Up Series".



From here, click "Create A Follow Up".



This is going to take you to a screen where you can customize your email messages.



From here, you'll be able to set up your emails. We're not going to cover the content of all your emails in this step, but for the first one, we'll make it something simple.

A good example of your first email to your subscribers would be something like this.

Hi, (Their Name)

Thanks for grabbing (Insert product name here)!

In case you missed it, here is the download link for your free product www.yourproducturlhere.com

If you have any questions or comments on the product, feel free to email me at this address and I'll get back to you as soon as I can.

Thanks again!

Gabe Hoverman

This is simple, and it gets the point across. You're perfectly okay to do something a little more extravagant than this though, but this is a good reference for the structure of your email.

Remember, this is the first email your subscribers will get, so make sure it has a little bit of your personality in it too.

As a side note, you will generally want your first email to be something that will help to form a relationship. Avoid putting a promo into your first email, unless you want to be one of *those* guys.

After you've set up your first email, click the button at the bottom that says "Next".

From here, it'll ask you to schedule when you're message is going to be sent out.

Since this is your first email, it's going to be preset to send immediately after someone subscribes to the list. Leave it this way.

The next email you set up in a follow up will give you the option of sending it sometime after the first. This is where you will decide when to send your follow ups and how frequently to send them.

A good rule of thumb is to send one after subscription, and then another email every day after this for a month or so.

We'll cover exactly what to put in these emails later on in this guide, so don't worry about this too much for now. Onto step four!

Step 4: Getting Your Opt-In Box

Next up is going to be one of your key pieces when building your list: The Opt-in Box.

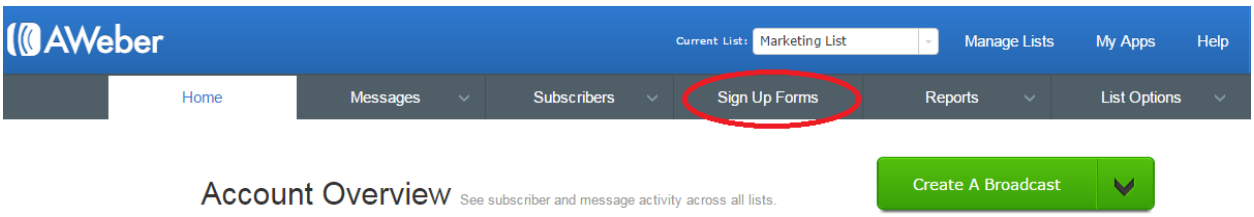
What is an Opt-In Box exactly?

The Opt-In Box is where your viewers will enter their email address and become subscribers.

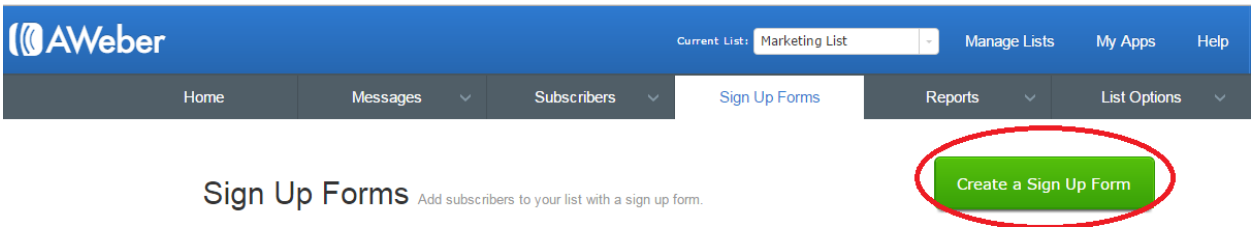
Essentially, this is where you convert your traffic into leads. It is a very important piece of the pie because without it, how are you going to build your list?

With all that aside, getting your Opt-In box is pretty simple. I'll walk you through the entire process of getting one set up for your squeeze page.

From the dashboard, click on "Sign up forms".



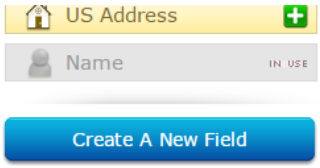
From here, click on “Create Sign-up Form”.

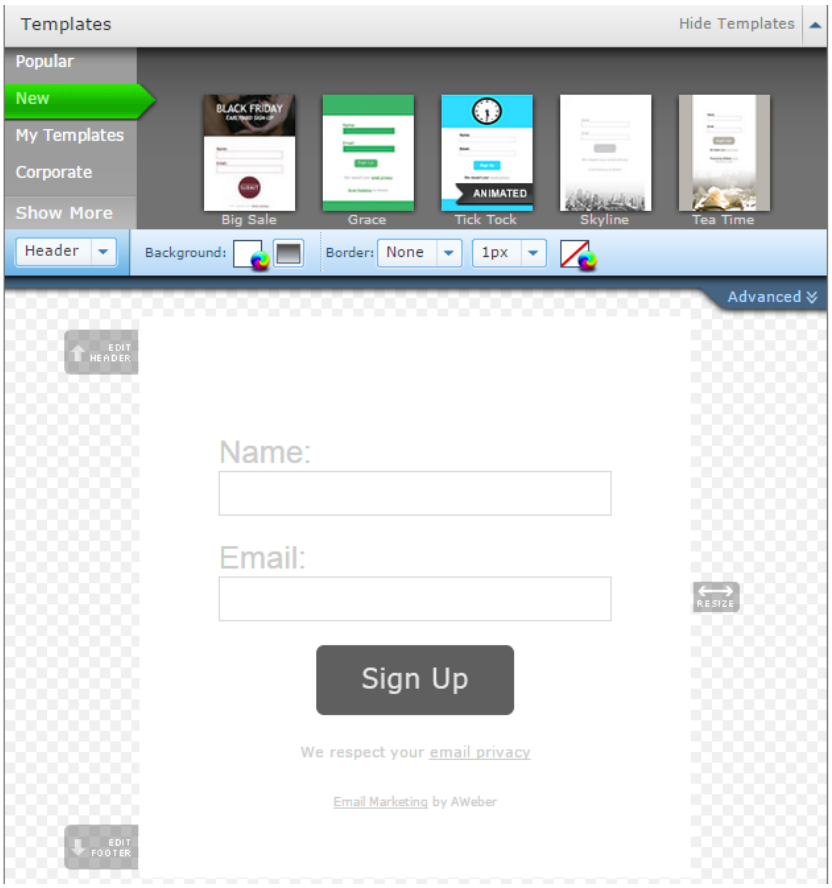


Now you’re going to be presented with a few different pre-made designs you can choose from. Depending on how your squeeze page looks, you can pick one of those.

As for me, I’m going to use the blank template that comes pre-loaded. I find this one actually converts fairly well on a squeeze page.

It should look a little bit like this.





Now depending on where your opt-in bpx is going to go depends on what you want on it.

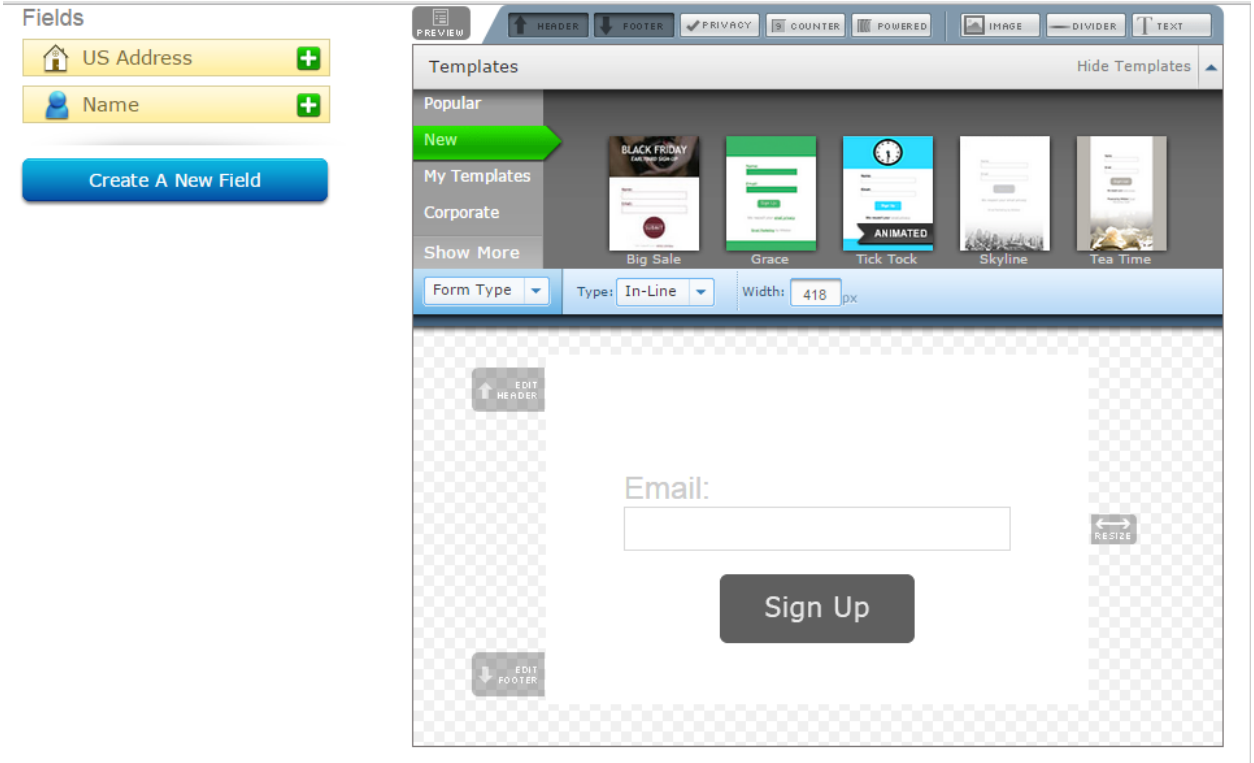
On a squeeze page, I recommend taking out the bottom two fields that say “we respect your privacy” and “Email Marketing by Aweber”.

Oddly enough, this tends to help out your conversion, so might as well.

Also, as a rule of thumb for your opt-in box, the less, the better. You don’t want your form to be overcomplicated. Just keep it to an email field and maybe a name field too.

Oh, and keep the sign up button on there too. ;)

This is how the opt-in box I'm going to be using will look.



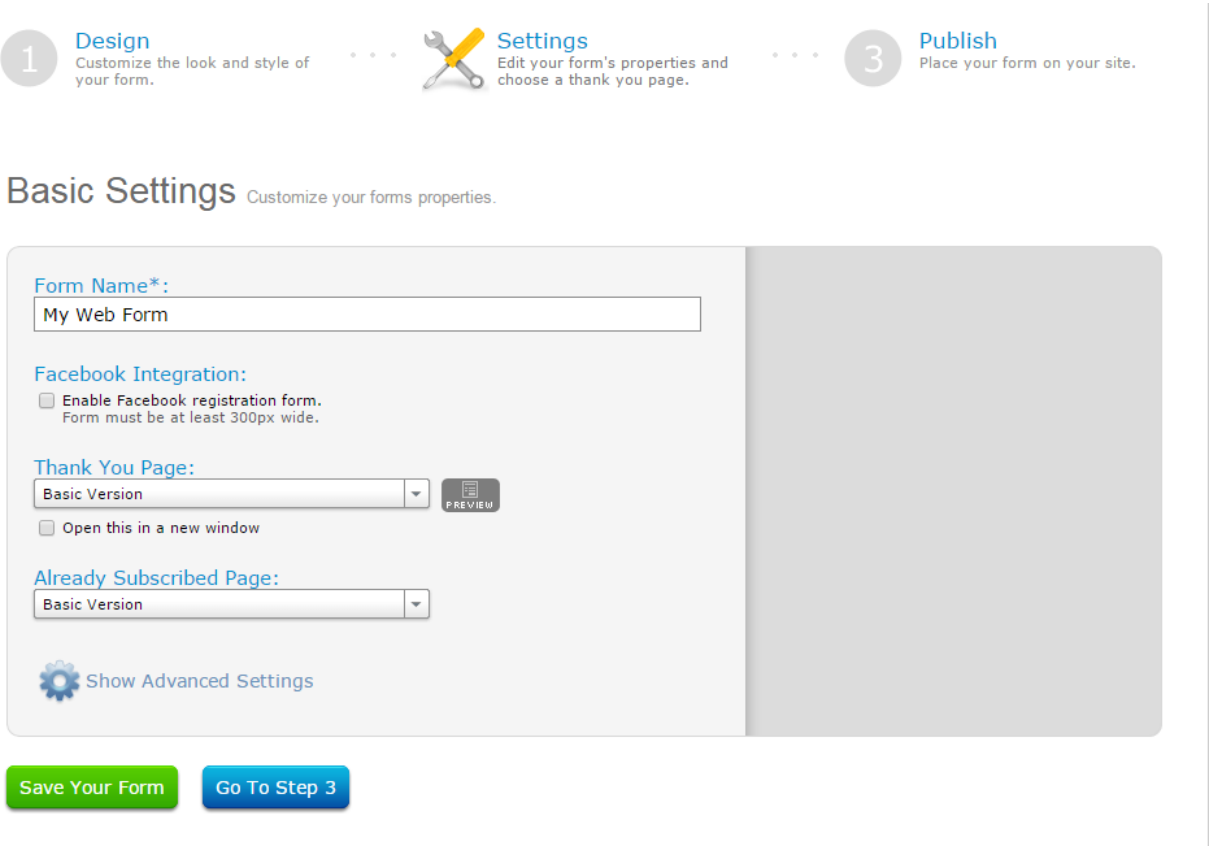
I kept the header and footer in there, just because it gives it a better feel for my squeeze pages, but feel free to take those out as well.

You can also add text into your header to give it more of an impact, but for now we'll stick with this.

Also, if you use a premade squeeze page that already has an opt-in box, you don't need to worry about how it looks, so there's that.

Now from here, go ahead and save your form, then click "Go To Step 2".

This will bring you over to this page.



This is where you will name your form, and choose where it redirects once someone has opted into your list.

I'll give you a hint, you want it to redirect to your thank you/download page. ;)

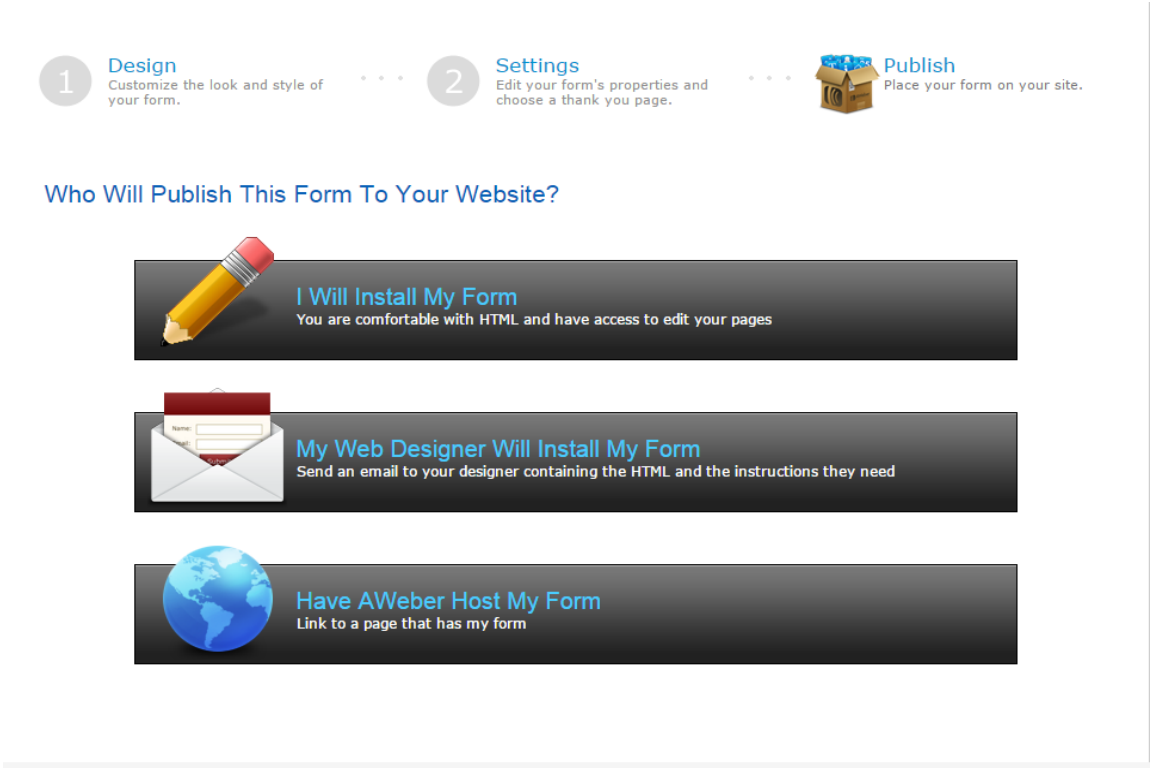
All you have to do for that is change the thank you page from the "Basic Version" to "Custom Page" and then enter the url for your thank you page.

If you don't have a thank you page set up yet or know what you're going to call it, that's perfectly okay. You can always come back to this step and change it.

If you do have an idea of what you're going to call it, go ahead and put it in there so you don't have to change it later.

From here, you can click "Go to step 3" at the bottom. This is where you're going publish this bad boy.

You're going to be presented with a few different options here. That's okay, don't freak out. We'll get through this together. ;)



Each option is a little bit different.

Choosing to install the form yourself will give you access to the raw Html and Javascript. If you're making your squeeze page yourself, choose this.

Choosing the web designer option is good if you have a web designer or a friend who sets up your squeeze pages. This will email them a link to the html and javascript.

The last option is to have Aweber host your form for you. While this is pretty cool, you can't directly edit the page it is displayed on, so it is a little limited.

So there you have it folks! Your opt-in box is ready to roll.

You're almost ready to set up your very first squeeze page, but there is one more thing we need to talk about first…

And that is…

Wait for it…

Part 5: Your Freebie

Okay, so what exactly is a freebie?

I'm glad you asked!

A freebie is what you're going to use to persuade people to sign up for your list. The reason it's called a freebie is because, well, it's free. ;)

Now the entire purpose of your freebie is to peak someone's interest enough to convince them it's worth giving you their email.

The key is to offer distinct value to them. Make them *really* want your freebie because it solves all their problems.

Now there are multiple different ways to get a freebie, and multiple different types of freebies you can offer.

The possibilities truly are endless, as long as you have a good imagination.

I personally stick to ebooks, but here is a list of freebies you can offer.

1. Ebook/Report
2. Video Report
3. Short Ecourse (no more than 10 days)
4. Free Trial
5. Resources
6. Coupon/Discount
7. Samples of a Product

Each of these are good in and of themselves, bur depending on your type of business, some can be better than others.

If you're going into Internet Marketing for example, I recommend stick with Ebooks/Reports and Video Reports. These all seem to convert very well and don't take a whole lot of time to make either.

Now here's the even bigger question, where the heck do you get a freebie?

The answer to this depends all upon you.

No pressure. ;)

There are multiple different ways you can drum up a freebie.

Numero Uno, you can make the freebie yourself. With this, you have complete control over how your freebie turns out.

This is a great option if you're experienced in a certain area and feel comfortable making your own product.

Create a report that solves a specific problem that many people have. Outline a method people can follow to solve this problem. Throw in a little bit of your personality and BAM, there's your freebie.

Easy enough?

You also get a little bit of practice creating products this way, so it's a win/win if you ask me.

For example, if your niche is SEO, create a freebie called "7 Steps To SEO Perfection", then outline 7 things that someone can do to improve their SEO.

See how this works?

Now if you're not an expert in any field, or you can't write to save your life, there are other ways to get a freebie.

Option two is to go the PLR route. PLR stands for Private Label Rights.

There are ebooks out there on the web that you can purchase PLR rights to. This allows you to take the book, modify it, rebrand it as your own, and then release it.

Pretty cool, huh?

The only downside to this is sometimes the ebooks are not high quality, or that they're outdated. You'll have to watch out for that.

If you decide to go this route, I recommend you grab an ebook that relates to what you're best at, then rewrite it.

Read through the entire book, decide what you want to keep and what you want to toss, make some changes, add in some spice (or jokes, if you'd prefer) and now you've got yourself a nice little freebie!

And we didn't even break a sweat. ;)

The last option I'd recommend is to outsource it.

I've personally never done this because I enjoy creating products myself, but if you're completely stuck on what to make, or have never done anything before, outsourcing isn't a terrible idea.

Just go look in the Warriors for Hire section of the Warrior Forum and see if anyone is looking to write ebooks.

You can also check out the website Fiverr.com. You can get everything you need from here for $5.

No seriously, it's great, check it out.

While you're there, go ahead and find the "Ebooks Covers and Packages" category. It should be under the "Graphics and Design" tab.

This is where you can get ebook covers made for you freebie (and any other products you make).

Find someone with lots of five start reviews and click on their page.

Look through their covers and determine if you like what you see, if you do, great! You just found the person who's going to make the cover for your freebie.

If not, just keep looking around until you find one that you like.

Getting a cover for your freebie is something that is often overlooked, but nothing helps a squeeze page convert better than a nice picture of the freebie.

Now if you don't want to use fiverr, that's perfectly fine, you can make the cover yourself or have someone else do it for you.

However you decide to do it, just make sure it looks snazzy. ;)

You'll want to put this ebook cover on the first page of your report so it looks like a legitimate ebook.

Okay, so now that you've got your freebie handy, and a nice picture for its cover, go ahead and pat yourself on the back, you've earned it.

But forreal, get up and stretch if you need to, grab a drink, make yourself comfy, because we're about to get into the really fun part.

And by that, I mean making the squeeze page.

Step 6: Making a Squeeze Pages

So now that you've chosen your Email Marketing Sidekick (Or autorepsonder, if you prefer), you've created your list, made an opt-in box, and know how to set up an email campaign, it's now your job to put it all together.

But where do you do that? Is it going to hurt?

No, it's not going to hurt. (It might actually, who knows)

Anywho, to put everything together, you need a Squeeze page.

What is a squeeze page exactly?

A squeeze page is the most efficient way to capture new subscribers and leads for your business. It's where all of your traffic will converge and become new leads.

It works fairly simply, but I'll go ahead and walk you through the whole process of a squeeze page.

1. A subscriber stumbles upon your squeeze page either through your website or paid traffic.
2. They are prompted to enter their email address in exchange for your freebie.
3. If they opt-in, they become a new lead.
4. Their email address is then put onto your mailing list and they will receive your first email that was set up in your follow-up series.
5. They are then given the free product they were promised, either in your follow up email, or through your download page that they are redirected to after opting-in.

See, it's pretty simple, right?

It may be simple, but it is EXTREMELY important. A good squeeze page can literally make or break your business.

Why is this exactly? Because the quality of your squeeze page will determine your conversion rate. This is crucial.

The higher your conversion rate, the more of your traffic will convert into leads. The more leads you get, the more profitable your business will be. The more profitable your business, the happier you are.

See how this works?

Now what determines your squeeze pages conversion? Many, many things.

The quality of your freebie, the way your opt-in box is set up, and how the overall page itself looks.

We already went ahead and made sure your opt-in box and your freebie are lookin good, so the last step to making a high converting squeeze page is the page itself.

Now if you don't know what a squeeze page is supposed to look like, go ahead and do a quick google search of Squeeze pages and look at some examples.

Don't worry, I'll wait.

Waiting…

Welcome back!

So now that you've seen some, let's go ahead and cover how to set one up yourself.

There are a couple different ways we'll look into.

The first is setting it up yourself on your own hosting. If you already have a hosting account set up, this is perfect because you can host it right there on your own website.

If you use WordPress, there are quite a few different themes and plugins out there that you can use to create a squeeze page on your site. Some are paid, some are free. Just do your research and find what you like best.

You can also use Kompozer or Dreamweaver to code them yourself. If you've never done any coding, I'd skip this option, although it's easy to pick up the basics.

Another option is to use a squeeze page creation service. LeadPages and InstaPage are both great choices, although they can be a bit pricey when you get down to it.

If you're ballin on a budget (like me), I recommend just creating your own squeeze page and hosting it on your website.

If you have some cash to spare and want something super easy, go with one of the paid services. They'll save you some valuable time as well.

No matter what you choose, you want it to look nice.

The approach I personally use is a large, high definition picture in the background with your form overlapping the picture.

It might look a little like this.



As a rule of thumb, exotic places such as beaches and cities tend to convert fairly well. Don't ask me why, but it happens.

Another good way to structure them is to put a picture of the cover of your freebie on there. This style also converts very well (as long as you have a snazzy ebook cover made).

They might look a little something like this.



I found this one premade on InstaPage, so if you're stuck and need some ideas, there you go. ;)

The thing with squeeze pages is that you have to test them… A LOT.

You always want to be tracking how well they do and seeing how minor changes affect your conversion.

The name of the game is maximizing your conversion, so test, test again, and then test some more!

But before we test, we need to implement one last piece of the pie.

And the most rewarding piece of the pie for your subscribers.

This last piece is none other than a thank you page.

Part 7: Your Thank You Page

Thank you pages are pretty easy to set up. This is just going to be the page where your new subscribers are taken after they opt-in to your list.

You also want to put the link to your free download on this page so your new subscribers can get their copy (unless you choose to do an upsell, we'll get to that).

To add your freebie to your thank you page, simply use the cpanel file manager option, or if you're using wordpress, there's a media library that you can upload your freebie to.

The wordpress media library will also give you a download link that you can just past onto your thank you page. It doesn't have to be pretty, just as long as it is there. ;)

Again, this is something that's pretty easy to find on YouTube, so I'll let you go ahead and do a quick search if you're unsure how to go about it.

Now this page can go one of many ways. It can be a simple page with a thank you message and a download link to your free product, for example.

OR

It can be an upsell that encourages your new subscribers to buy one of your products at an exclusive offer.

Both of these are good options in their own regards.

If you're just starting out and building a brand new list, I recommend going with the plain thank you page with a download link to your free product.

This is simple, easy, and won't overcomplicate things for you too much. ☺

If you're a bit more experienced in the marketing world, feel free to do the upsell method. This not only helps you make your money back that you spent on advertising, it also helps you build some authority by showing you're a product creator.

Either way you want to go, you want to make sure your autoresponder redirects to this page. We already set this up in step 4, but if you put in a different url for your opt-in box, go ahead and change it to the right one now.

Once you have that set up, you're ready to start testing the conversion of your squeeze page.

And test you will do! This is more important than you think. One simple thing can sky rocket your conversion, or completely kill it.

However, we have a problem… you can't test without some traffic right? So where do we get traffic to test a squeeze page?

Well my friend, I'm glad you asked!

Because that'll move us onto to our next topic.

Which is…

Part 8: Traffic Jam

So now that your squeeze page is up and ready to go, you're ready to test.

The last thing you need to do is send some traffic to your squeeze page.

Because without traffic, how the heck are you going to get subscribers, am I right?

There are plenty of ways to drive traffic to your squeeze page. Many of them are free methods, but those can be tedious and time consuming.

These include forum posting, blog posts, SEO, Social Media, and many more options.

It you would like to use some of these methods, head on over to the warrior forum and do a quick search on how these methods can be used.

We're going to skip all of the free methods and go straight to the good stuff that's less time consuming. This is the paid stuff.

What we're going to discuss first are solo ads.

So what exactly is a solo ad?

A solo ad is where someone who already owns a list mails out for you for a set number of clicks. This is a great way to get targeted traffic to your squeeze page because these subscribers have already proven that they convert.

Now where can you get solo ads you may ask?

There are plenty of places. First, check the warrior forum. See if anyone is doing a special offer on solo ads.

If that doesn't work, you can always check out a website called solochecker.com. The solo ads on here are tried and true so you know you're getting high quality leads. Safe-Swaps.com is another option.

There are plenty other places out there to get quality solo ads as well. Just make sure you're buying them from a good source and for a solid price, and you'll be all set with traffic.

Whatever you do, don't go to some scammy website where you run the risk of losing your money. Find something that's reputable before you invest in traffic.

The biggest key when buying traffic is that you want to make your money back so you can purchase more. It's not as hard as you'd think.

For example, if you spend $50 on 100 clicks, and those clicks convert at let's say 50%, there's 50 people that just joined your list. If 5 of those people buy a $10 product from you, either through an upsell or during your follow-up campaign, then you've already made your initial investment back, and can buy more traffic.

This allows you to build your list for free, or even get paid to build you list!

Pretty cool, huh?

Now I bet you're wondering how exactly to get these going and to start making money back while building your list. Don't worry, we're about to cover that. ;)

You can set up an upsell on your thank you page, like we talked about earlier. After they opt-in, you'll send them to your upsell.

They can either purchase the upsell, or pass it up and be taken to your download page. The basic principle is you want to offer one of your products at a discounted.

If you don't have any products of your own, you can always use an affiliate product and promote that.

Now if you're a new marketer, or just decided against an upsell, that's fine, there are other ways to make your investment back.

You can rely on your autoresponder sequence to promote some of your own products, or you can promote affiliate products as well.

I recommend this method because it allows you to grow your list, build a relationship, *then* make your investment back.

You can also combine both of these methods to maximize your money-making potential, just make sure you don't overdo it and burn out your list before you even get started.

Now the key to promoting to a list without burning them out is to build a relationship with your subscribers. Making them feel valuable is what building a list is all about.

How do you do this, you might ask?

Well, I'm about to show you. ☺

Part 9: Building A Relationship

Your number one goal when building your list is to create a relationship with your subscribers.

You do this through your autoresponder sequence.

Remember those follow-up emails we covered early in the book? This is where these come into play.

These follow-up emails will allow you to build a relationship with your subscribers all on autopilot.

We already set up your first follow-up email, so half the work is already done! (Okay, so not even close to half, but still.)

Your job is going to be setting up all the rest. Don't worry, it's not too hard. ☺

You want your first couple of emails to contain information about you, and about the product that your new subscribers just got.

Avoid doing a huge promo in your first email, especially in a freebie list.

As a rule of thumb, you want your first email to be solely about the product, the second one to be about yourself and the product, and the third on to be about just you so you can start building a reputation with your subscribers.

After those first three, you're welcome to start sliding affiliate links into your emails to start making some money off your list. This is where your list building efforts will start to pay off (literally).

Think about this too, the better your reputation with your subscribers, the more likely they are to trust you, and the more likely they are to buy from you. So value your reputation over your earnings and you'll be on the right track.

If you can offer them explicit value in your emails, they're going to like you more, and respect you more. AND BUY MORE.

This is exactly what you want.

Again, I would advise against sending promo emails to your list until after you've built some credit with them, otherwise you run the risk of getting a bad impression right from the get go.

I'll go ahead and outline what a good autoresponder sequence could look like. If you have something else in mind, feel free to use that, but this is a good starting point if you've never done an autoresponder sequence before.

1. Thank you email.
2. More information on the product they just received.
3. More information on you to build your reputation.
4. Ask your subscribers what they would like to hear about.

5. Give them some content on what the product was about. (If it was an SEO product, give them some SEO tips.)
6. Another content email. You can include a small promo in this email and the other emails out from here.
7. More content and another small promo.
8. Promote the product you were promoting in the past few emails. You want to build up to this as well in the other few emails so it's not just a sudden shock.
9. Thank everyone who bought the product.

   Repeat.

If you follow this method, you want to make sure you give a good mix of content and promos. If you spam your list with promo emails, you're going to burn them out.

AVOID BURNING YOUR LIST OUT AT ALL COSTS.

Burning your list out is the worst thing you can possibly because all of your hard work you put in will go to waste. You'll basically have to start all over.

Or try to revive your list, which is a whole different story.

Once you have your autoresponder set up for about 10-30 emails, you should be all set for launch.

When someone opts-in to your list, they'll get one of those emails every day until the end of the sequence. At that point, you'll want to move them over to another list so they're still actively getting your emails.

Here's the tricky part.

If they purchased any of those products that you promoted, move them over to a buyer's list (I'll talk about this later) so you can focus more effort on to them.

If they didn't buy anything, but opened and read the majority of your emails, you can keep them and move them over to a subscribers list. You can use that list for things like ad swaps and selling solo ads.

Lastly, if they didn't purchase anything, and didn't open any emails, you delete them from your list so you aren't weighed down or end paying for subscribers that don't benefit you whatsoever.

Most of this can be done automatically in Aweber or whatever autoresponder you chose.

Now, go ahead and set those two new lists up the same way we did earlier in the book. Call one your "Buyers List" and one your "Subscribers List".

What's the difference?

Your buyers list is basically just a list of people who have purchased from you. Since they've bought from you once, they're a lot more likely to do it again, so this is the main list you'll send your promos too.

Your subscribers list is people that generally like you and the content you send out, but don't necessarily purchase products very often. While you won't make a ton of money off your subscribers list, you can use them for other things.

Now don't worry, we'll cover what to send to each of those lists in the next chapter, so don't get too anxious on me yet. ☺

Part 10: Staying In Touch

Now that your autoresponder sequence has run through and you've split up your list, your last thing to do is keep in touch with your two main lists.

Some people may have different ways of doing that, and that is perfectly fine, feel free to split it up however you'd like,

If you're doing it my way however, I recommend you do go ahead and split it in two.

Now you're going to treat your two different lists differently.

Your buyers list is going to be the list where you send most of your content, promotions, and updates for your launches. You'll focus most of your efforts here to maximize your money making potential.

You will also keep your buyers list up-to-date on your new product launches, as well as quality affiliate products (remember, QUALITY).

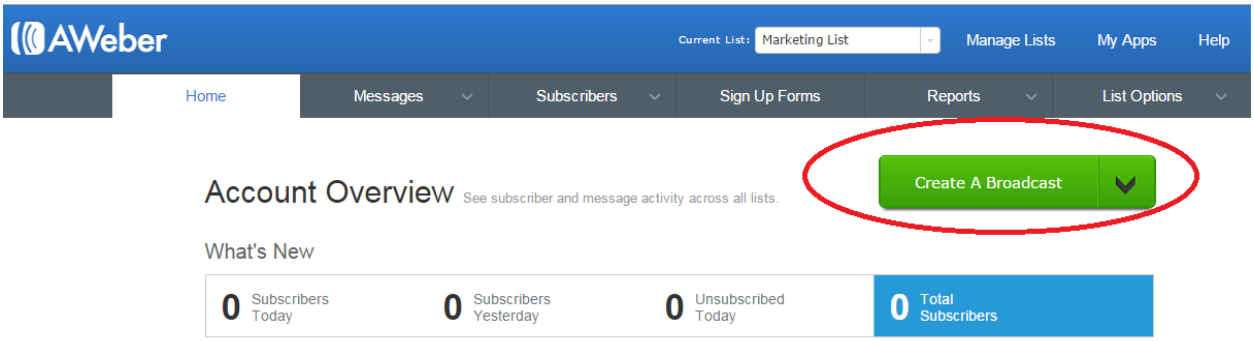
With your subscribers list, you'll want to send them ad swaps or sell solo ads from that list. You can also send them to blog posts and other things to generate traffic for ya.

You *can* promote to your subscribers list if you'd like, but you won't get the same response as you will from your buyers list.

I recommend promoting your personal product launches to your subscribers list, but stay away from promoting affiliate products to this list very often.

Now that you know what to send them, the question becomes HOW?

To send out a message to your entire list, you're going to use the broadcast feature. It's going to look a little like this.



Now you'll send your broadcast emails just like you did your follow-up emails, except instead of choosing when they send out in relation to other emails, you just choose when you want to send it out in general.

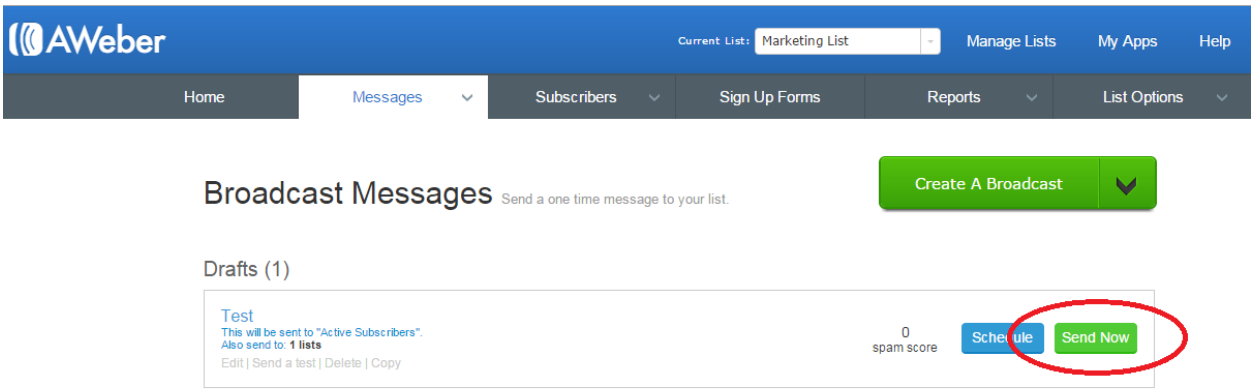
There are a few different ways to send it out and different options to use.

You can pick exactly what time and day you want it to send out which is great for pre-launch and post-launch emails.

You can also choose to just go ahead and send it then and there, which is good for content emails and promoting products that just came out the same day you wrote your email.

It'll have you save your email first, then send it from your broadcast email section which has all of your emails saved in it.

It looks a little like this.



That little send now button in the bottom is what you'll click when you're ready to send your email out.

I recommend scheduling it to send out when your subscribers are most active. This is something you'll only figure out by testing your subscribers list and monitoring your open rates.

For example, on my main list, I get most of my open rates in the evening after 6 pm so I schedule my emails to go out around then, no matter when I write them.

If I write an email at 2 am, I won't send it out then because it won't get nearly as high of an open rate, so I schedule it for around 6 pm or so.

Make sense?

It's going to be your job to figure out when your list is most active, and to do this, you'll have to test like crazy.

I know, I know, again with the testing. ☺

It will pay off in the long run though, because a higher open rate means more interaction, and more sales (and we all know what more sales means).

Think you got the hang of this whole list building thing?

Good, because now you're ready to start building your very first list. Now go out there and make me proud!

Conclusion

You now have everything you need to start building your list.

You've got your list set up, your freebie ready, your follow-up campaign in place, your snazzy squeeze page, and you know where to get traffic. The very last step is to finally take action and starting building a list.

This is where most people fail to be completely honest.

Don't get cold feet, go ahead and actually try this out. Don't be afraid to fail, because that's how you're going to learn to be successful.

If you don't take action, nothing is going to change, your list won't get any bigger, and you're efforts online will be pointless.

I want you to succeed, so please, do us both a favor and succeed, will ya? ☺

If you need anything cleared up, or need to get in touch with me, feel free to shoot me an email at Contact@IMWithGabe.com. I'll help you out with anything I can.

Good luck on your list building efforts, and I hope to hear about your success one day.

Best To You,

Gabe Hoverman.

Recommended Resources

1. Aweber – This is my favorite autoresponder service. If you don't already have an autoresponder, try Aweber for now for just $1. Click here to get started.