LIST LAUNCH PAD

HOW TO GET THOUSANDS OF SUBSCRIBERS QUICKLY

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ATTENTION: FEEL FREE TO SHARE THIS REPORT!

Art Direction/Design: MANN

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Introduction

A mailing list will always be one of your **most valuable business assets.** With it, you can connect with your target audience, build brand awareness, tap into hot niche markets, and maximize your income through affiliate marketing and product launches.

What you want to do is build a mailing list that is organized and segmented so that you are able to **communicate your message clearly** and to the right audience.

I'll show you exactly how to do that in this report, as well as how to increase opt-in rates as well as open-rates so that your emails are seen by thousands of subscribers who want to hear from you, will respond to your messages and most importantly of all, buy your products.

Are you ready to start building a **profitable, laser-targeted mailing list** of your own? *Then let's get going!*

NOTE: This report assumes you have a site or blog ready (preferably hosted Wordpress), as it does not cover setting up same.

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Building A Solid Foundation

One of the biggest mistakes that new email marketers often make is in **pushing every subscriber** into the same mailing list funnel.

Rather than segment their audience so that each subscriber is sent into a specific mailing list based around their interests, they build massive mailing lists filled with subscribers from every walk of life.

Not only does this make it incredibly difficult to later target subscribers with offers that are tailored around them, but it becomes **virtually impossible to personally connect** with prospects!

Don't make this mistake. Create the foundation for a profitable mailing list campaign by segmenting your list from the beginning.

Here's how to do that:

Create multiple email lists within your mailing list account. Every list you create within your account should have a **strong focus around a specific topic.**

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If you don't yet have a mailing list provider, you can visit Aweber or GetResponse These two are among the most commonly used providers online, and are, in fact, the "industry standard" providers for the MMO/ IM (Make Money Online/Internet Marketing) space.

One advantage GetResponse now has over Aweber, is that it has **integrated landing pages into it's service.** Accessing them is an additional charge, but it offers a couple of advantages over other providers. First, the email marketing service and landing pages are **100% compatible and integrated** (so there are no tech issues). Second, this allows you to run full-on lead capture and even marketing campaigns (i.e. funnels) **without needing anything else** (your own site or an additional service). Third, it may, for this reason (and a few others) be **the #1 service of it's kind.** But in our experience, you can't go wrong with either company.

TIP: We highly recommend you stick with either of these two as **you'll always be compatible** with new softwares and plugins. There's nothing more frustrating than finding a "killer app" you desperately need/want

to use -- or have even bought -- only to find out it **does not work** with your email service provider. Trust us on this; it's happened too many times to count!

Rather than have the same ol' subscription box on every page of your site, **create dedicated opt in forms** for specific sections of your site.

Why do this? Because ad blindness is a real and ever-growing problem on the web today. People will often not "see" your opt-in box when they first hit your site, and then they're blind to it later because it's the same on every page, and it recedes into the "background noise."

When you hit someone up for an opt in, make sure it's at a **moment they're ready and interested,** such as at the end of an article.

For example, if your blog offers tips and information on writing, you might want to create a mailing list around each of the sub-sections of your niche: Self-Publishing, Ghostwriting, Freelance Writing, etc.

Your opt-in box should direct subscribers to a different mailing list based on the page they are reading. That way, **subscribers choose for**

themselves what mailing list best suits them by being able to subscribe to specific offers.

TIP: Most email service providers, like the ones we've recommended, will allow you to "send out a blast" to all of your members, or even just some of them, at once. There are times you will want to do just this very thing.

Ideally, every opt-in page should **feature a different incentive** that speaks directly to that specific audience, and connects with what is most important to them.

Using our earlier example, on a blog for writers, an incentive offer on the "Self-Publishing" blog page might include a free eBook template, while on the "Freelance Writers" page, it could feature a checklist for Freelancers. Subscribers receive the freebie after entering their name and email address and joining your list.

If you aren't sure how to add opt-in boxes to your Wordpress blog or website, check out ConversionGorilla where you can create customized, dedicated opt-in boxes easily.

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NOTE: You *can* build your opt in forms in either [Aweber](#) or [GetResponse](#), but they are generally pretty ugly, overused and lacking the features a professional marketer needs.

You'll be able to change the color, overall appearance as well as when and how the opt-in form appears. You can even go so far as to have the opt-in code triggered only when someone attempts to exit your page.

It's also a "killer app" which allows you to do all kinds of stuff to increase opt ins and conversions. We recommend you check [ConversionGorilla](#) out.

Another fantastic option which has been in use and under constant development for

several years now (and made specifically for Wordpress sites), is [OptinMonster](#). It has some totally unique (even patented) features not found elsewhere, and you can **try it for two weeks 100% free!**

Laying The Groundwork

The next step is to create your autoresponder sequence. This is another area that new email marketers often overlook as not being an integral part of their sales funnel.

So, they create their mailing list, generate the opt-in code and place it onto their website in order to capture leads, but they **haven't done anything on the back-end** to keep those subscribers.

Don't make this common mistake. It's important to open the channel of communication and start a dialogue with your subscribers from the **very beginning**. Your list will run cold very quickly if you fail to connect with your prospects from the early stages of introducing your brand.

Your autoresponder messages work for you 365 days a year, so if they're set up correctly, they have **the power to keep sales pouring in,** even when you're not even at your desk. They're one of your most valuable assets so don't overlook the importance of continuously working on extending your autoresponder sequence.

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Here's how to do it:

Create a series of autoresponder messages that are sent in a **carefully planned sequence.**

The first email should go out to your mailing list **immediately after they subscribe**. This message would contain the download link to the incentive offer featured on the opt-in page that motivated them to sign up in the first place. It should also introduce your brand, and highlight the benefits of staying on your list.

This is called "warming up your list" because initially your email list is cold. Those people probably don't know much about you, or what you have to offer.

Sure, they subscribed to your list because you offered them an incentive they felt was worthy of their name and email address. But that's it. That's all they know about you.

So, your first email warms them up, **introduces your brand and reminds them who you are,** and how smart they were to have joined

your list because of all the great things you have in store. That'll build excitement and anticipation, and help to keep them on your list.

The second email could go out within the next few days. The purpose is to reinforce your brand and build awareness -- *not to sell!* You don't want to bombard your subscribers with paid offers. Ever. And certainly not yet.

This is the time to **build a relationship and trust** with your audience. The objective is to become an authority in your market, and for your subscribers to turn to you for advice and guidance on products and services that will help them.

This doesn't mean that they want to receive advertisements from you just yet, though. You haven't earned that yet. While other people will argue that rapid-fire advertising campaigns can be effective, it's **always best to provide exceptional value upfront** before asking for a commitment to purchase anything through your links.

So, consider offering your subscribers an additional incentive for free. The first one got them into your mailing list. The second one will keep them there.

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Your third email can be sent within the first 7 days, and here's where you can begin to start monetizing your list.

Start by **conditioning your audience to open your emails** by combining an equal balance of useful and informative content (that doesn't sell anything), with paid offers and promotional campaigns.

One thing you will want to do is **direct your subscribers to your website** or blog whenever you can.

Instead of filling up your email with all the information they need, tease 'em! Break it down so that your email **only features the most important nuggets** that'll capture their attention and motivate them to click your link to find out more.

You can also use your social media accounts to further connect with your audience on a more personal level.

Send them links to photos or memes on Instagram and Pinterest that they may find amusing.

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Don't be afraid to **be personal and real** with them. The more laid-back and genuine you are, the better your subscribers will respond to you – and the more likely they'll remember your brand.

Make sure to test out your entire sequence by forwarding it to your own email address. Read through your autoresponder messages. Proofread. Check the links. And then continue to **build on your back-end autoresponder system** by incorporating additional emails into the sequence.

You should spend a few hours a week creating new content for your mailing list. Then, once a month go through your autoresponder campaign to update any older emails or swap out product links for newer offers.

Thanks for Reading!

This excerpt contains **only the first three chapters** from the full report. We hope you enjoyed it to this point and want to continue reading. After all, you won't get to the **really good stuff** unless you do. ;-)

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Karl Stevenson
MARKETING DIRECTOR • WEBMARKETINGSVC.COM

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