Lucrative List Building Income

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Introduction: Lucrative Email List Building?

Email List Building is creating a list or a collection of emails of people who have a similar interest online. The very action of creating a list, in and of itself, does not create viable income, but when the act of list building is employed strategically, high incomes can be created.

So when I talk about building a list, I am generally talking about building a lucrative list.

Because for me, that is the only type of list to build. For me, if you want to be financially free, and I believe that the way to do that is through list building.

For you, if you have been building a list but are not really making money, then you need to learn the art of **lucrative** list building.

Lucrative list building employs very specific strategies to convert subscribers into paying members of your list, into subscribers who buy from you, in short, buyers.

Lucrative list building is the act of creating a list based on predetermined goals, with the primary goal that of making money off the list.

Lucrative list building means streamlining and targeting every effort that you make online with your list in such a way that a predictable number of people spend a predictable amount of money with you every day.

Why do You Want to Build a List?

I think this is one of the most important questions to answer.

If you want to build a list for the purpose of making friends online and sharing information online, and you have no desire to make money on your list, that is probably what will happen.

If, on the other hand, you have as your primary goal the act of making money as you build your list, then you will be much more likely to do things that lead to making money, as you build your list, and as you create systems to monetize the value of your list.

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So why do you want to build a list? Why have you been building a list?

Perhaps you have been building a list with the goal of monetizing that list, of making money with that list, but you haven't really made any money with it.

My guess is, what has happened is that you have associated building a list with making money, so you have simply built a list, thinking that just the act of building a list would make you that money. But that has probably not been the case.

You see, you have to employ specific strategies in list building to make that list building truly lucrative.

You have to set things up so that they make you money from the very beginning, so that your subscribers are conditioned to spend money with you.

You have to write emails that are created specifically for the purpose of compelling your subscribers to spend money with you. You have to set up backend marketing campaigns in such a way that once people spend money with you, they continue to spend money with you.

Why You Need a Blueprint

Imagine that you are building a new house. If you are building that house without a blueprint, what is going to happen?

Perhaps you are going to dig a big hole for the foundation, and then you are going to pour the foundation.

Then you are going to begin to build the walls. You are going to call a plumber to come out and put the pipes in so that you have running water. And he is going to tell you that it is going to cost $5000 more because he is going to have to break out some of the foundation so that he can lay pipe underneath your house.

If you had worked with a blueprint, you would have seen that you needed to have some of the plumbing pipes put under the foundation, and you would have had the plumber come out and put those pipes in before you poured the foundation.

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It is the same way when you are list building.

There are specific steps that you need to follow as you build your list so that when the list is built it will make you money.

For example, if you want to build a big list of people who are interested in buying a big manual from you, but you create the list by giving away cheap samples of something that isn't really related, what are you really building? You are building a foundation of subscribers who are willing to accept cheap stuff for their harddrive, not subscribers who are willing to pay big money for a manual that will teach them how to make big money online.

So you must build your list with the end result in mind, and the only way to really do that is to work with a blueprint. You must know exactly what you want from your list and then create a blueprint that spells out exactly what it is going to take to create a list that will do that for you.

Why You Must Be Success-Minded to Have Success List Building

List building success will not just happen on its own.

Sure, you can build a list without having a clear purpose in mind. It will likely be a conglomeration of different types of people who have different types of needs. Your marketing efforts to that list will be hit or miss, because you have no idea what that list wants.

To truly succeed in building a lucrative list, you must have a specific mindset about your list. You must decide that your list is going to have a specific purpose, for example, the purpose of making you money. The purpose of buying tools from you that will enable the buyers to achieve some level of success in their own lives.

And to do that, you must have a mindset of success.

You must decide what you want out of your list building, and simply go out and get it, build your list so that it reflects that goal of yours. Your list will generally do what you tell it to do, if you build it right, but to do that you have to want it. You have to have your own success in mind, and then build the list so that it meets your needs.

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You must have an idea of what that success will look like for you. What do you want your list to do for you?

What are your goals for success with your list?

Measure everything you do online with your list against your goals for success with your list. If something you are going to do does not measure up when compared with your goals, don't do it. Instead, formulate a plan to do something different that will get you the accomplishment of your goals.

Outline of Blueprint

Now that you know that you need a blueprint for list building, and you know that you need a mindset of success to make that happen, you need a blueprint of success for your list building. You need a blueprint of what you are going to do to make that happen.

When you have finished reading "Lucrative List Building", you will have a clear picture of what that blueprint should look like.

But for now, I simply want you to see an example of what a blueprint for lucrative list building would look like.

For example, your blueprint might look like this:

1) Decide on a niche out of which you want to build your list. A niche is extremely important to your list building efforts – if you build to a niche, then you will be able to tightly market to that list, and the effort you spend marketing will be much more productive.

2) Decide on a method of traffic to drive visitors to subscribe to your list. This method of traffic will very tightly control the types of people who opt in to your list.

3) Decide on an incentive with which to entice people to join your list. This incentive should be carefully chosen or created in such a way that the incentive compels the highest number of people to join your list, but that those individuals joining your list are buyers, not freebie-seekers.

4) Decide how you will structure your regular emailings so that they create relationship with the subscribers on your list, and so that your subscribers feel compelled to purchase from you. You must also decide what are the very best offerings for your subscribers that create the maximum amount of value for your subscribers, while creating maximum value for you.

5) Decide how you will monetize your backend, and create additional profits from subscribers who have already purchased from you.

Setting Your Lucrative List Building Foundation

Once you recognize that you must have a blueprint for creating a lucrative list building campaign, you can begin to build the foundation for that list building.

Remember, you cannot do this until you have chosen the direction you want your list to take.

At this point, I am assuming that you want to make money off your list.

I am assuming that one of your primary goals is to monetize your list. And maybe monetizing your list is a goal, but it is not a primary goal for you. And that is okay, as long as you recognize that. Your list will probably make you money, but probably not as much money as someone who is building a similar list with making money as the primary goal.

One of the things that is most important when you are building your list is deciding what is the niche which you want to dominate.

You might ask, well what if I don't want to limit my list to a specific niche? Well, that is okay too, but it is unlikely that you will make as much money with a list that is not tightly niched than if you build a tightly targeted niche list.

The reason is that when you have a tightly targeted niche list, you can more effectively target the emailings you do to that list.

For example, if you have a list of pet owners, you can alternatively send out emailings promoting dog products and cat products.

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You will make sales of both dog products and cat products to that list. However, if you had split that list in half, with dog owners on one minilist and cat owners on another minilist, you would be able to make more money.

Why, because if the only offerings you made available to the lists were dog products to the dog owners list and cat products to the cat owners list, you would be able to make twice the offerings of products to each list – yielding something like twice the sales as if you only had one list.

What is a Niche?

A niche is a specific area of a certain market that is comprised of individuals who are tightly selective in their purchases.

For example, using the pet products example, a niche would be the products. Rather than send out mailings to the entire pet products list, you can send tightly controlled and targeted emailings to the dog products niche list.

That tightly controlled niche will generally be much more responsive to the niche offerings of dog products than the entire pet products list as a whole.

So the idea with niche marketing is that you break your lists down into the smallest niches possible, so that you can squeeze the most amount of money out of your lists.

If you have a large, unsegmented list, one of the things that you can do is cut that list into several niche lists.

One way to do that might be to offer your subscribers the opportunity to unsubscribe from the general list and subscribe to a more tightly themed niche list. The benefit to the subscriber for doing this is that they will no longer receive goldfish supplies emails if they are a dog lover only, and the advantage to you is that you will be able to make more money on the niched lists and niched subscribers.

Just be careful when you do this that you don't start giving people the option to unsubscribe. A better way to structure this would be to give them the option of opting in to a more tightly controlled list, and then using automation to do the unsubscribing – in fact, the subscribers don't

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even need to know that they are being unsubscribed, that can be something that you do behind the scenes.

Choosing the Demographics of Your List

What do you want the demographics of your list to be?

Do you want a huge list of readers or do you want a more tightly themed list of buyers?

You have the ability and the power to choose who opts in to your list and what their responsiveness will be.

One example that I have used before, and that I think is highly expressive of the idea here, is this: Imagine that you are selling deep sea diving equipment.

You want to expand your online market, so you create some free online brochures about the fun aspects of deep sea diving.

Now, if this is colorful and well put together, you can build a huge list very quickly. However, you might find that the bulk of the people downloading your free gift are people who are land-locked, do not have the money to take deep sea diving trips, and are unlikely to purchase deep sea diving equipment.

However, if you were instead to create a free online brochure about tips to keeping deep sea diving equipment working longer, who would become members of your list?

Generally, only people who already owned deep sea diving equipment would be likely to download your free brochure and subscribe to your list. Now, your list would be much smaller, but it would consist of highly targeted deep sea diving equipment owners who are much more likely to purchase additional deep sea diving equipment from you.

So you can see by this example, that the initial incentive to join your list can be used to drive the demographics and the propensity to spend, of your list.

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Making Your Website Lucrative List Building - Ready

Now that you know what you want the demographics of your list to be, you can focus on making your website lucrative list building - ready. This is important, because your website is your visitors' second impression of you (the first was your advertising or traffic method). This impression will help determine whether you add freebie-seeking subscribers or money-spending subscribers to your list.

Your website has to be especially tweaked so that it is conducive to pulling in the types of people who will spend money on your products, and spend money with you.

One of the things you need to do is to put opt in boxes on your webpages so that visitors can become a part of your list.

You might also choose to create a squeeze page where you specifically direct new visitors, so that the first thing that they do when they get to your website is to opt in to your list. That way, if they do not buy on the first visit to your website, you can send them additional opportunities to visit your site in the future.

This will also give you the opportunity to build a stronger relationship with them over time, stronger than the one you can build in the few minutes you have online with them on their first visit.

You must design a campaign that makes it easy for visitors who fit the demographics of your target customer, to opt in to your list. You must make your website conducive to compelling these visitors to opt in to your list.

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Importance of Opt in Forms

In order for your visitors to be able to opt in to your list, you must have an opt in form on your web pages. This might seem so simple that it should not even be included in this writing, but think about this.

If you have a web page that converts at, for example, 1%, then for every 100 visitors that comes to your website, you will get 1 of them to buy from you. Now the other 99 visitors will probably never buy from you. They will leave, and even if they wanted to buy something from you, would probably be unable to remember how they got to your web site in the first place, so they could buy from you if they wanted to.

Now imagine that instead of losing your visitors like that, you could have a percentage of the visitors who leave your website, opt in to your email list, and be emailed a reminder to visit your site in the future.

Of course, you would be building a relationship with them, too, but for the sake of the example, they would be opting in so you could reintroduce them to your website in the future.

Imagine if 10 % of your web visitors were to opt in to your list, and over time, 25% of them were to purchase from you. That would mean that your total conversion rate on your website would be around 3.5 %, a 250% increase over just letting the visitors leave without giving them a chance to opt in to your email list.

What is a Squeeze Page and Why Should You Use One?

A squeeze page is a web page that is specifically designed to compel visitors to opt in to your web site. A well-designed squeeze page can convert as many as half of the people who visit it, into opt in email list subscribers.

In order for the squeeze page to be able to do its work most effectively, there must be no other way for the visitor to get into your web site without opting in first to your opt in email list.

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So the squeeze page will have an opt in box that leads to your autoresponder, and that is the only action that someone would be able to do at that point.

Now, you may be thinking, but what about all the others that didn't opt in to the list? What if they would have bought something from me?

Well, let me ask you this. If they don't trust you enough to opt in to your list, to give you their email and name in exchange for a free gift, do you really think that that person is going to whip out their credit card and give you their credit card number to make a purchase? Of course not.

How to Create a Squeeze Page

I am assuming here that you have a basic understanding of how to create web pages and I am generally guessing that if you do not have a web site of your own, that you realize the importance of getting one.

So I am going to start with the premise that you already have a web site.

So to create a squeeze page, you need to have a headline for your squeeze page that will go on the top of the page. This headline should be directly related to the benefit potential subscribers would receive by opting in to your email list.

For example, if I were creating a dog-owners' email list, my headline might read "How to Train Your Dog to Sit in 10 Minutes Flat". This is going to guarantee that the people who are most likely to read this page are dog owners or dog lovers.

Next, you will create a list of bullets that tell what joining the list would do for the subscribers.

For example, sticking with the dog example, this bulleted list might look like this:

In my weekly newsletter, learn top dog training and nutrition tips, such as:

- How to potty train your new puppy in days, not months or years

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- How to feed your new dog so that he grows to be stronger faster
- How to supplement your dogs nutrition so that he never gets any cavities
- How to teach your dog a new trick every week for a year – imagine how smart your dog will be when he knows 52 unique tricks!

After this, you will tell the reader to opt in to your email list, and offer an additional incentive to do so, such as the free guide "How to Train Your Dog to Sit in 10 Minutes Flat".

Below this, you will include the opt in script to your autoresponder. You can generally get this from your autoresponder company, and your autoresponder company should give you specific instructions for adding this to your web page.

It is extremely important on this squeeze page to not include any links out of this page, except for the opt in box. That means no pay per click ads, no sales pages, nothing. Your goal on this page is to gain subscribers, and the easiest way to do that is to give visitors only one option at your opt in page – and that option is to opt in.

In terms of creating the page, there are many software available such as:

ClickFunnels
OptimizePress 2.0
Lead Pages

What to Offer to Get Visitors to Opt In

In addition to your squeeze page script, you need to think about how you want to incentivize your visitor to compel him to opt in to your list.

I use a number of different squeeze pages which contain a number of different offers. Most of them use a free gift like an ebook as the incentive to opt in. I find that my opt in rates are the highest when I use a free gift like an ebook as the incentive.

What to Do With Subscribers Once They Opt In

Setting Up Immediate Income From Subscribers – Structuring Your Thank You and Confirmation Pages so That New Subscribers Buy Immediately

One of the most valuable things that I have done with my list and opt in procedure has been to add an opportunity for my customers to purchase immediately after they have opted in to my list.

Where to Place the Immediate Sales Page After Opt In:

The way I structure my immediate backend sales page is on the redirect page that my autoresponder company provides after my visitor opts in to my email list.

I include copy at the very top of the sale page that reads much like this:

Thank you for subscribing to my newsletter (or requesting the free ebook, whatever the case might be). An email is being sent to your email address to confirm that we have your correct information, simply click on the link in the email and you will be directed to the download page (or other situation-appropriate page).

While you are waiting, take a moment and check out this incredible new resource that will aid you in your article-marketing efforts:

And then at that point, the sales page begins.

Now, you could also have another backend sales offer after the confirmation in the confirmation email, and have the download link be sent to them in an email.

How to Write an Email Campaign

This is probably one of the trickiest things to do when you are getting started, because you obviously don't know what to say.

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This is also tricky because it gets into the age-old question of how much content versus how much sales material in the first 10 emails or so.

If I were to answer this question outside of the scope of this book and the obvious topic of this book, maximizing your total income, and I were just focusing on subscriber loyalty, I would give you a recipe for the content versus sales pages concept that would look a lot like this:

Send content the first 3 emails, then send a free gift, then send 2 content emails, then send a sales offer, then some more content, then a free gift, then a sales letter…and so on.

I think that is a perfectly good email campaign, especially for someone who is just getting started online and is likely to make lots of mistakes with their email copy. (Not that experts don't make mistakes too, just that as you gain experience, and you test, your mistake propensity should go down).

However, through intense testing using my autoresponder service, I have discovered that even with that formula (or at least a campaign very similar to that in nature), email open rates and click through rates go down significantly after the first 5 or so emails.

So the problem with that is that just when I am beginning to offer the sales material, people are not opening as many of my emails!

Now bear with me here.

Think about another scenario. There is a concept called the 'period of buyer intensity'.

To illustrate that principle, let us assume that your wife (or husband) has compelled you to go to a rhythm and blues concert to which you did not want to go. Now, after arriving at the concert, you find that you did enjoy the music, so much so, in fact, that you decide you want to learn more about playing the guitar, for example.

So when you get home you go online and look for information about playing the guitar. You subscribe to my fictional newsletter, and I send you free content information, and some free gifts (perhaps an ebook on how to learn to play the guitar). Now, over the next week, you purchase a guitar online, several sheet music books, several manuals on how to

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learn to play the guitar online. Now, simultaneously, you are receiving my informative newsletters, and I am building a relationship with you.

About a week or two down the line, you have tried to learn, unsuccessfully, and are becoming frustrated with this entire process. You stop opening all of my emails, because you simply aren't interested anymore.

What has happened here?

You went through the period of buyer intensity while I was following the pattern I showed you earlier about building a relationship with your buyers. While I was creating a relationship with you, you were buying either from some one more aggressive than me, or from a site you found while using a search engine.

Now, perhaps several more aggressive emailers pushed you to the point of opting out of their list, but only after you purchased something they recommended.

I, on the other hand, have created a reader who does not unsubscribe from my list – you like me, but you have bought from the other vendor, not me.

Are you seeing this idea here?

I built the relationship, the other guy made the money. I was respectful, the other guy made the sale.

I am in this game, on the internet, to make money, not to build relationships. Now, don't get me wrong, I build relationships. But my purpose is not building relationships. My purpose is making money. And I am building relationships with the purpose to making money. But I cannot let the action of building relationships interfere with my ability to make money.

So what have I done myself to rectify this situation, and make money and build relationships simultaneously?

I literally do both!

I send out an email campaign that builds a relationship, while simultaneously sending out sales emails!

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Yes, I get a lot of unsubscribes too. But the important thing here is that I catch people when they are in their period of buyer intensity.

I am able to capitalize on the period of buyer intensity and at the same time build a relationship with my subscribers.

So what does that mean for you?

You must remember that I am doing this at the very beginning of my relationship with these potential buyers.

This is when they are experiencing that period of buyer intensity. If you read what I just wrote and try to apply two emails a day to an existing list, you will probably lose most of the list.

You are stuck with your existing list.

There are things you can do to supercharge your existing list, like sending free gifts, and opening up lines of communication. But the 2 a day method I use will probably not work on your existing list.

So these thoughts only apply to a new list that you are building. And before you begin to implement a strategy like this, ask yourself if you really have the time. I work this business fulltime. I have the time to create two offers a day and still have time left to create things like this, and write articles. If you are only working this part time, a couple of hours a day, you probably do not have the time to prepare a couple of offers per day.

Now, in the long run, if you prepare one offer a day for awhile, and begin loading things into your autoresponder, you might eventually be able to add a second email to your email campaign without stretching yourself too thin, or add it when you go fulltime online, if you choose to do that.

Another creative way to tackle this problem, which I have not tried personally, would be to create an email campaign with content one day and a sales letter the next, alternating between the two. (If you do this and track your results, perhaps against a control group of some campaign, I would love to see your results).

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How to Write Emails

One of the hardest things to do when you are online and list building is writing fresh emails every single. It is hard to keep them personal, hard to come up with fresh, catchy titles that don't take away the personalized feeling. It is hard to come up with new ideas every single day. But if you are going to make a living, you have to learn to do it. And I really mean, learn.

I doubt that very many people online were born knowing how to write emails.

There are many formulas online for how to write an email, but I believe that if you wrote an email every day according to the very same formula, your list would soon get bored. So I don't believe you should write according to the same formula everyday.

In fact, I don't think you should write much from a formula anyhow, except one that says to get their interest, keep their interest, and send their interest to a sales page. And I think you should probably mix that up some too.

I am going to dare to say here that you should not use a formula, that you should write from the cuff everyday.

The reason I suggest that, is that I think these emails should be personal in feeling (not in nature; I am not much of a fan of getting a play-by-play of an internet marketing housewife's day or of the vacation), and that they should be written according to your mood that day.

Sure, some won't sell as well, but I think that if you are sending frequent emails that your subscribers must feel as though it is one friend to another, if you are going to get long-term response and purchases.

Making Your Emails Personal

One of the most important things when you write emails is to think about writing the emails to a specific person.

Each person on your list is just that, a person, not a number, not an email on your list.

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So when someone reads your email, it should read like you have personally addressed it to them. And I am talking about more here than using your autoresponders' personalization feature. I am talking about writing the email as if you were talking to one person and one person alone.

One way to make this work (and I really believe this starts in your head, and is not a one-two-three formula like you might like me to give you) is to envision one person to whom you will write every letter.

If you have to to make it real, have a good friend of yours join the list, and have him agree to read every one of your emails when it comes out, and reply to you on each one.

Tell him to imagine that he is a reader, not your friend, and to respond to you the same way he would if he wrote someone he didn't know personally.

Now your responsibility here is to not take anything personally that he writes to you.

But what this will do is put you in the right 'friend' frame of mind when you write, and you will get a feel for how others are viewing your letters.

How to Write Winning Subject Lines for Your Emails

I am going to give you some subject line suggestions that are basically the types of subject lines I would write.

This should give you a jumping-off point, so that you can brainstorm some of your own subject lines. And when I say brainstorm, that is really what I mean. I do that a lot when I am writing subject lines. I write them and rewrite them and when I send myself a test email, if I don't get a good feeling, if I don't think that I would have opened that email myself, I will generally work on the subject line some more.

So keeping in mind that my subject lines are designed to arouse interest, here are a few:

Who else wants to build a big list?

Do You Know How to Write Articles?

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Do You Know the Best Way to Create a Web Page?

How Write an Effective Ebook Effortlessly

3 Keys to Success Online

I Need Your Help…..

What Do You Think of This?

Have You Seen This?

Have You Missed This?

Did You Miss This?

Why Do You Build Your List That Way?

Do You Know What You Are Doing?

Why Do You Do It Like That?

Do You Do It Like I Do It?

How to Write an Article That Sells

How to Write Effective Emails

The idea here is that you want to create subject lines for your emails that compel your readers to open them, that create a desire, a curiosity in your readers' minds and hearts that drives them to open your emails.

Your title should create interest and perhaps even stimulate an emotion or feeling, like happiness or anger or surprise.

My Secret Formula For Writing Winning Emails

I like to have my very first line in my email match or be the same as my subject line. Why?

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I figure that the reason they opened my email was that the subject line stimulated them, that it interested them.

So if I want to create interest, why not use the very same line that is already proven to create interest in this reader, for my opening line? So, for example, if my subject line was: Can You Build a List Like I Can? , then my email might open like this:

Dear {!firstname-fix},

Can you build a list like I can?

Are you getting 10 subscribers a day, or are you getting 50-100 like I am?

Next, I have to back up what I say. So my email might continue like this:

I have recently written a book that teaches you exactly what I do to get 50-100 subscribers.

I guarantee that if you read my book, I will give you 3 times your money back, if you don't triple the number of subscribers you get everyday.

I really believe in this technique – look, it works for me, and makes me a lot of money.

(insert URL here)

Here's the deal. I really believe in you. I want to see you succeed. I want you to have the same exact techniques I had when I got started.

To download everything, go here: (insert URL here)

To your online success,

Your Name

I went ahead and continued with the email, so that it is not really broken up, but now I will dissect it.

After I say something that backs up my initial subject line and leading sentence, I use something to compel the reader to click the link.

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Notice that I am not selling the book here, the sales letter does that, but that I simply give them an incredulous reason to click the link: *I guarantee that if you read my book, I will give you 3 times your money back, if you don't triple the number of subscribers you get everyday.*

Next, I include language that makes this really personal:

I really believe in this technique – look, it works for me, and makes me a lot of money.

(insert URL here)

Here's the deal. I really believe in you. I want to see you succeed. I want you to have the same exact techniques I had when I got started.

Now you can do this lots of different ways. Without writing a whole bunch of emails here, I will give you a mini-formula to follow:

1) Create interest

2) Give them a good reason to click

3) Be personal

That's it! Notice there is nothing in there about selling. The sales letter does the selling.

Why Should You Never Sell or Use Hype in Your Emails?

So why not sell in my emails?

Here is the deal. You might be excited about something. And you make a big deal about it. You are all excited. You get your subscriber excited about it by writing in exciting language. Your subscriber clicks through to the web page sales letter and is very disappointed.

What just happened?

That subscriber just lost faith in you, that's what happened.

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The next time you hype something, even something he might normally respond to, he is going to be less likely to open it, or click through, or if he does, then he does so with doubt.

But let's look at another scenario.

Let's say instead that you use language like this:

Hey, I came across something I thought you might like. No big deal. Take a look at it. Let me know what you think.

Your name

Now, how is that different? Well, first off, his expectation is different. He is thinking, well, I will check this out – awful nice of Sean to send this my way.

So when he gets into it, if he doesn't like it, he thinks, well Sean meant well – and my relationship is preserved.

And if he gets there and likes what he sees, then what does he think?

He thinks, wow!, I really appreciate Sean sending me here.

I really believe that your long term open rate and long term click through rate is a lot higher if you do not use hype. You always want to give the reader the opportunity to make up his own mind – you cannot do that for him.

How to Write Compelling Emails

I think that one of the most compelling things we can do in our emails is to create long term trust. If there is long term trust, if the reader trusts you, then the very fact that you recommended a sales page is compelling.

I think of it as the difference between going to a new car dealership to buy a new car and some kid with slick hair is all hypey about the new car he wants you to buy. No matter how compelling he tries to be, no matter what kind of bonus he offers, you really don't want to buy it from that kid.

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But if your best friend worked at the dealership, and you walked in, and he poured you a cup of coffee, and you sat outside and drank it for awhile, and finally you asked, hey, friend, anything new come in from Detroit today?

Then your friend says, yeah, there's one orange one here – that's your favorite color isn't it? – yeah, I thought of you when it rolled off the truck, what do you think? --- What do you think? Who makes the sale?

I say the friend. And that's the attitude you need in your emails.

They will buy from you based on your relationship, not based on your hype and excitement.

The biggest thing you can do to compel is to always be honest, to be truthful, to over-deliver. Then they trust you – and that is compelling.

How to Create a Strong Bond With Your Subscribers

There are a number of things that you can do to create a strong bond with your subscribers.

I think that one of the most basic is to offer your subscribers an incredible level of respect.

Always tell the truth to your subscribers, and always offer exceptional content. If you do not have something worth sending, something you would be glad to receive, just do not send out the email. Wait until you have something worthwhile.

Another thing that I think is incredibly important is creating communication with your subscribers. One of the things that I will do is send out a letter with the subject line, "I need your help" and in the email I ask my subscribers what it is they want to learn about. I will tell them that I am writing a new book on a specific topic and ask them what they would like to see in it.

This creates an incredible amount of loyalty, and I think that when the book comes out, they want to buy it because they thought that they were in some way a part of it – and they were!

Once I have the questions in, not only will I use them to help make my book complete, but I will answer every question I can. If it is a narrow question, one that would not have much appeal beyond the person that asked it, I will answer that question personally. If the question has a broad appeal, as many of them do, I will use a 'mailbag' approach.

I will send out an email with a subject line like this: "Questions from my mailbag…" and then the email will start out something like this: "A few days ago I asked you what you thought about (whatever) and I have been inundated with questions. I thought that I would answer the most popular ones in one email and I have combined some of the questions that were most similar in nature."

Then I will list the question, and then answer it. I will usually answer at least 3 or 4 in one email.

Now, what this does is create an incredible level of family, or relationship, not just with me, but with the other subscribers. When people see that all these people have responded to me, they think that I have a highly responsive list. And maybe 10 out of 1700 is responsive, who knows! But when they see 10 questions, I think they think the list is really interactive, and they feel comforted by the fact that so many people have asked the same questions they have been thinking.

Another thing that I use to help solidify that bond with my subscribers is to offer them free gifts. At least 3 times per week, I will generally send out an email with a free ebook in it. Now this ebook does not have to be worth $97, but it should offer real value to the reader.

When to Give Away Free Items

I give away a lot of free stuff, primarily ebooks.

I usually give away a free gift to induce someone to subscribe, and then I usually give away a few more free gifts in the first few days that they are on my list. I simply load them into my autoresponder and then they all get the gifts and I don't have to think about them, of course.

How to Make Money Giving Away Free Items

Now there are several ways to give away free items. One way that I will do it is by simply placing the link directly in the email, so they can download it.

However, one thing that I have been experimenting with is putting a backend sales offer in the free gift configuration.

You see, some of my highest open rates and click through rates are for the free gifts, so I can get incredible exposure to a sales page if it is tied in with the free gift.

The way that I structure it is when they click through my link to go to the free download page, they get a script like this at the top:

Here is the download link for (whatever the product is): (the download link). But wait! Take a look at the offer I have put together just for you. Read this page entirely:

Then put the sales page here.

Now you see what has happened. Nobody feels cheated, because they can immediately download the free gift. Now, I am not sure how many are reading the sales page, but if I converting at about 2% (and I think that is a pretty close estimate), then I am surely getting a few reads.

Understanding the Big Picture

List Building for me is critical to my internet marketing business. I have built my entire business on this model, and believe very strongly in it.

The big picture itself is recognizing that to make big money online, you have to find one thing at which you become very good, at which you literally become an expert. You cannot get rich online trying something new everyday, or jumping on a new get-rich-quick scheme everyday.

There is no such thing as get-rich-quick online – there is only hard work, and online, if you focus on profits and nothing else, that hard work will pay off.

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As you are building your online business, focus on consistency. Which would you rather, a site that makes a once a week sale of $70 or that makes a sale a day for $10? I would much prefer the once a day sale. Why? Because it is consistency.

When I have consistency, I can grow. I can make adjustments, I can track what works and what does not.

Focus on making $10 a day, if you are starting from scratch. Then make the necessary adjustments to get that to $20 a day, then $50 a day, then $100 a day. The sky is the limit, from there.

But the key here is that you have to have a starting off point, and you have to have something to strive for.

And the easiest way to do that, so that it is the easiest to work with, is to come up with daily metrics.

That might be a goal of x many subscribers per day or y many downloads of a free report, or z many sales of a $10 product.

Once you have consistency, you can begin to grow.

If you are selling 2 books a day, double that to 4 books a day. If you are getting 10 subscribers a day, you can double that to 20 per day. As long as you are tracking, so that you know why you are getting the results you are getting, then it becomes relatively easy to simply double your efforts on the things that are working, and stop putting any effort at all into things that are not working.

The Importance of Simply Doing the Work

One of the hardest things online is simply getting the job done. You are working at home, online, where there are multiple distractions. There is no boss to whom you report. There is no deadline for when you have to have things done. You are on your own.

I think that one of the biggest barriers to getting rich online is the constant negativity from those around you.

You have to simply block it out. Do not let it affect you. Tell people you don't want to hear the negativity. If they don't respect you, stop

spending time with them. If they asked you not to talk about something in their life, you would respect that, wouldn't you? So don't feel like you have to keep spending time with them if they won't respect that.

I think another big barrier to success online is the tendency to jump on every new bandwagon that comes along, to join every new program that comes along. I can tell you this, there is no get rich quick scheme online that will really get you rich quick.

And if you join a new program everyday and promote a new scheme to your list everyday, you will not succeed and your list will quit opening your emails.

Commit to building a solid business online, and do not be swayed. Simply refuse to get involved in anything unless it fits into your plan.

One of the strongest things that you can do online is to create a plan and stick with it. Take this report and create a plan from between its pages. Decide how you spend your time is determining what your time is worth on what activities.

This is actually a deeper concept than time management. You see, time management is prioritizing your time and then using some discipline to keep on target.

But you have to know what your time is worth on particular activities, then you can use time management to allocate your time on the right things. Determine what it is that makes you money. Then you can factor in how much time you spend on that one traffic source, and how much that traffic source makes you.

So all of this to say to you – find out what your time is worth, and then spend more time on the things that make you the most money online.

TOO MUCH WORK TO BUILD YOUR LIST?

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