

MEMBERSHIP AREA

NET LEARNING

ACADEMY

Lesson #6

The Quick And Easy List Setup-Attracting Buyers

By
Robert Puddy

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Introduction

This where we set up the dynamics of building a targeted customer base rather than just another list...As you already know –

The money IS in the list.

That's why some of the world's best marketers focus so much of their attention on growing their lists. And that's why I've created this section for you.

Over the next 4 days you'll discover some of the very best list-building *tricks*, *strategies* and *secrets*. And you'll also learn the formula for building a big responsive list:

To make this formula even easier for you to follow, I've divided each part of the formula into multiple steps.

Quick Tip: You can complete one step each day – and since there are 4 steps in all, you'll be well on your way to building a huge, responsive list after just one week!

Let's get started...

GIVE Prospects a Reason to Join Your List

Before you can actually start building your list, you need to prepare your lead-capture page (also known as "squeeze page") and autoresponder series.

As you'll discover in a moment, just posting a newsletter subscription form on your site isn't enough –

**You need to actually give your prospects
a REASON to join your list.**

Conventional wisdom suggests that because your newsletter is free, people will come in droves to join your list... but that's simply NOT true.

Indeed, now more than ever –

**People are actually somewhat afraid to
give their email address to a stranger.**

And that's because of the fear of having their address shared and spammed. As such, taking the time to write good sales copy will increase your conversion rate.

This part of the formula covers four days, where you'll learn:

- ☛ Day 1: How to create the squeeze page.
- ☛ Day 2: What sort of "bribe" you should offer prospects.
- ☛ Day 3: How to create an autoresponder series that builds a relationship with your subscribers.
- ☛ Day 4: How to avoid freebie seekers that are unwilling or unable to buy anything.

Day 1: Create a Compelling Squeeze Page

Your first step in building a big list is creating a lead-pulling squeeze page.

To do that, you need the following elements:

- 1) A headline with a big benefit that also (preferably) arouses the reader's curiosity.
- 2) Body copy and a list of benefits that gives the reader a strong reason why they should join your list.
- 3) A strong call to action.

Let's look at each of these separately...

1) A Compelling Headline

Your headline is the most important part of your entire squeeze page. That's because if the headline doesn't do its job – which is to get the prospect to read the rest of your copy – then your entire squeeze page might as well not even exist.

Too often, marketers make the mistake of trying to sell their products, services and even free newsletter subscriptions in the headline. Don't even attempt it... you don't have enough room to do that anyway.

Instead, tempt your prospects with a compelling benefit and arouse curiosity in an effort to make them keep reading. Grab them by the shirt collar and drag them into their copy. If your headline "sucks" them into the rest of your copy, you'll have plenty of time to use your best persuasion tactics to get their subscription.

Example: "Discover FOR FREE How a 45 Year Old Waitress Lost 30 Pounds Without Dieting... And How YOU Can Too!"

This example includes a benefit and uses the word "free" (which is a trigger word, and arouses curiosity).

2) Reason-Why Copy and Benefit List

Once you've pulled your prospect into your copy, then you need to sell them on joining your list. That means giving them strong reasons why they should join, with a strong emphasis on a bulleted benefit list that catches the eye.

Think of your bulleted benefits like mini-headlines: Each of them should promise a benefit and, preferably, arouse curiosity.

Example: "* Turn to page 12 to discover the common herb that wards off the common cold!"

In this section of your squeeze page you'll want to include proof of your claims as well as social proof such as testimonials from your other newsletter subscribers.

3) A Strong Call to Action

Finally, your squeeze page should end with a strong call to action. This is where you specifically tell your prospects exactly what you want them to.

Common sense suggests that if you have a strong headline and strong, benefit-laden copy, then prospects would be eager to join your list – and they'd know exactly what to do. But tests have also repeatedly proven that telling prospects EXACTLY what to do increases your conversion rate.

Example: "Fill in your first name and email address below and click "submit" to join get your free weight loss report now!"

Note: There is an instruction video in the member's area showing you how to create a lead sucking squeeze page in more detail

Day 2: Create a Freebie to Encourage Prospects to Join Your List

The second thing you'll need to create is some sort of extra incentive for people to join your list.

Naturally, the newsletter itself should be a big draw (and thus you should focus on the benefits of receiving the newsletter). However, ideally you should offer some sort of bonus – a freebie – to make signing up for your list a "no brainer."

What sort of freebie might you offer?

The answer rests with your target market:

What do THEY want?

- What sort of problem do they have that you can solve?
- What sort of information are they desperate to get their hands on?

You see, just because you're offering a freebie doesn't mean the value of the product should be low...Quite the opposite.

Instead, you should be offering high quality content – something you could sell for at least \$50. That way people will say, "look at what he's offering for free – just imagine what his paid products must be like!"

Here a few suggestions for freebies you can deliver immediately when someone joins your list:

- A free ebook or report.
- A free multi-day ecourse.
- Valuable software.
- An audio interview or other audio product.
- A valuable video.
- Tools like calculators or spreadsheets.
- Useful products like blog themes, screen savers, and similar.
- A free teleseminar.
- Free access to a "private membership site."
- A free 10 or 15 minute consultation (be careful with offering services, unless you have a good paid upsell in place).

You may also consider requesting a physical mailing address alongside the email address. In order to easily get a physical address, your freebie may be something like a CD or DVD shipped in the mail.

Insider Tip: One of the best ways to create a more responsive list is by knowing as much as you can about your list members. If you know, specifically, what each of your subscribers prefer then you can easily segment your list and send out highly targeted offers.

One way to segment your list is to make a short checklist as part of the newsletter sign up. Simply ask your subscribers to check their interests from a list.

Example: Let's suppose you run a travel site. Your instructions might say, "What type of vacations interest you most? Please select all that apply from the following list:"

- Beach vacations
- Mountain vacations
- Ski vacations
- Luxury vacations
- European vacations
- US vacations
- Asian vacations
- Volunteer vacations
- Green vacations
- Cruise vacations
- ...and so on.

Now you have the ability to write highly targeted emails. For example, if you're offering a discount vacation package on a choice of ski vacations or cruise vacations, you can use your segmented list to speak directly to your ski fans and your cruise fans.

You send one email to ski fans offering them a discounted ski vacation and you send another email to the cruise fans offering them a discounted cruise. Then you send a general offer to the rest of your list.

End result?...Higher conversion rates!

Test it for yourself and see how segmenting your list can boost your profits.

Tip: Once again here is a perfect example of how using our software and the new responsive list building techniques make things so much easier. Segmenting lists using our software is a simple procedure

Day 3: Create Your Autoresponder Series

If the freebie that goes along with your newsletter is a multi-part (multi-day) ecourse, then you already have this step covered. If not, then you'll need to create a series of at least 7-12 autoresponder messages for starters.

The reason for creating a series of messages is twofold:

- 1) It helps you start building trust and a relationship (automatically) with your subscribers. People buy from those they know, like, and trust.
- 2) It also creates a stream of income for you, as you can start pitching products immediately in your autoresponder series.

As mentioned, you'll want to start with at least 7-12 messages. However, each week you should commit to adding a few more messages to your series.

That way you can have months of content – or even a year or more of content – all sent out AUTOMATICALLY to your subscribers.

Indeed, you can get to the point of having a nearly hands-free list (save for a live broadcasts that you send from time to time).

Because you are sending out content that may not be seen by your subscribers for months or even a year or more from now, your content needs to be "evergreen."

That means –

It needs to be just as relevant a year from now as it is right this month.

Example: Talking about the latest "fad diet" or about specific diet pills are NOT evergreen topics. However, talking in *general terms* about fad diets and diet pills – without mentioning any specific fads by name – would qualify as evergreen content.

Of course you can mention specific products (and link to them using your affiliate link) if they're time tested and likely to be around for a while. In other words, if the product themselves are evergreen.

Example: A good example of that is a copywriting book that goes over the basics of how to write a sales letter. While copywriters are always coming up with new ideas and spins on old ideas, the basics

have stood the test of time and will be evergreen for as far into the future as you can see.

What Should You Include in Your Series?

The first thing you should include in your series is whatever you promised subscribers on your squeeze page. That's your most important consideration initially – because if your subscribers don't get what they expect and what they were promised, they won't be subscribers for long.

Beyond that, your autoresponder series should be used to solve your market's most pressing problems.

- 1) Some of the problems you can solve for free via the content in your newsletter.
- 2) Other problems you can solve by recommending paid products.

In many cases you'll do both right in the same article.

Example #1: Let's suppose you have an article about how to correctly use diet pills to lose weight. The article itself is informational and in-demand by your market. But the article could also pitch a specific brand of diet pills, vitamins, or supplements through your affiliate link.

Example #2: Let's suppose you're writing an article on how to optimize a website for the search engines. The article could go through the basics of how to do it and yet it could include links to SEO (search engine optimization) tools like a paid subscription to WordTracker.

Here's the take away point: You don't have to "hard sell" in every email. Instead, weave recommendations and links for paid products into some of your free content.

A "Common Sense" Tip: NEVER recommend a product or service that you wouldn't recommend to your mother or your best friend.

It doesn't matter how high the commission rate is, how amazing the conversion rate is, or how much money you can stuff in your pockets recommending it.

If the product stinks, do NOT recommend it. Your reputation – and your future sales and income – depends on this.

Day 4: How to Avoid Freebie Seekers

So far you've learned how to set up your squeeze page to ensure the highest conversion rate possible. And in the coming pages you'll discover how to send hordes of eager subscribers to your newsletter.

All of that results in you having a BIG LIST.

But just as important as the size of your list is the RESPONSIVENESS of your list.

After all, a list of 100,000 people doesn't mean a thing if no one ever responds to your offers. On the flip side, you can lead a decent live simply from the income coming from a small, highly responsive list. (Just imagine the kind of life you'll lead with a big, responsive list!)

The responsiveness of your list is dependent on a combination of several factors, including but not necessarily limited to:

- ✓ **How well you've attracted a niche market** (rather than a general mass market group of subscribers). The more focused your niche, the better your response.

Example: If you're running a dog training site, then you need to attract dog owners (whose dogs need training) to your site. Simply attracting "pet lovers" won't do. Nor will attracting dog lovers who don't have dogs that need training.

- ✓ **How targeted your mailings are.** If you've attracted a niche market and you're sending out niche-oriented offers and emails, then you can expect a good response.
- ✓ **How well you've built a relationship with your readers.** People buy from those they know, like and trust.
- ✓ **How well you write your offers** (e.g., your copywriting skills). If you write good copy, you can expect a better response.

There is one important (yet sometimes overlooked) subcategory that's related to focusing on your target market.

Namely –

You need to be sure that you're attracting actual buyers as opposed to freebie seekers.

Think of it this way:

When you're targeting your market, part of your pre-qualification should be that your buyers are able, willing and even eager to buy products that solve their problems.

Otherwise you'll have a list of freebie seekers who drag down your conversion rate. And the true freebie seekers (those who want something for nothing) will even waste your time peppering you with questions (though they don't intend to buy) or they'll buy with the full intention of refunding instantly.

So how do you avoid freebie seekers?

Here are a few suggestions:

- **PULL in buyers, not tire-kickers.** If you're pulling in search engine traffic based on search terms with the word "free" in them, and if it seems like the whole focus of your site revolves around "free stuff," then your visitors will expect freebies.

While it's OK to offer freebies for your prospects, In fact we positively recommend it as a list building strategy; just **make sure the emphasis of your site is on the solutions you offer**, rather than just the FREE solutions.

- **PUT the emphasis of your squeeze page on your newsletter and less so on the freebie.** If your emphasis is on the freebie itself, the freebie seekers may be tempted to give a "throw away" or temporary email address just to get the freebie.

***Tip:** This is also a good example of how the old style list building falls down, by requiring people to login to get their products you reinforce the need for a good email address*

Instead, put the focus of your squeeze page on the benefits they'll receive from the newsletter. That way your subscribers will actually be eager to open and read each issue – and of course that increases your conversion rate.

- **PREPARE your prospects and set expectations.** Let potential subscribers know that your newsletter offers things like product reviews and comparisons, discounts coupons on products and similar. That gives potential subscribers a "heads up" that your newsletter isn't all about the freebies – and it gives buyers a huge incentive (benefit) to join your list!

- **PITCH paid products in the very first email you send out.** You don't have to hard sell in your emails. Instead, weave product recommendations into your content as described previously.

Conclusion

Bottom line: You don't have to "fear" freebie seekers as most of them are harmless. But neither should you go out of your way to attract them – especially if you're doing any postal mailings (which of course require a cash outlay in order to contact your prospects).

Tip: *As an upgraded member we have a video tutorial series designed to get the maximum conversion rates from any list you build.*

Plus an exclusive video tutorial on how to make sure your emails are delivered, If your emails aren't getting delivered, neither is your sales message which means that you are going to have a very hard time making The Cash You Deserve from your list!

Appendix: Tools, Resources, and Valuable Information

Ecommerce/Membership Site Software

- [Best Membership Software.com](http://BestMembershipSoftware.com) This is a very powerful CMS based all in one solution that offers a range of software to manage your Affiliate Program, Digital Products, Articles, Video, Audio, Link Tracking, Email Marketing, Bonuses and More for your Online Business & Marketing Needs. If you want the cream of the crop, this software is the way to go - we use it on all of our own sites.



PLR Resources: <http://membershipsitgoldmine.com> Specially Designed Membership Content That Makes Your Members Want To Login And Spend Money and Keeps Your Members Active For Months After They Would Have Normally Cancelled Their Subscription

Tracking & conversion tools:

If you measure and track the performance of your advertising campaign quickly and accurately, it can help you to make smarter decisions

hitsviral.com 's ingenious Web Site Trackers calculate the "ad profitability" for every marketing campaign you launch. You'll know which ones to keep, and which ones to dump

Hosting services

[LFM Hosting](http://LFMHosting.com) provides shared and dedicated hosting solutions. Their services are designed for both beginners and professionals. All of their shared plans include a 99.9% uptime guarantee, 24/7 support and a 45-day money back guarantee.

Autoresponder Services

- Aweber.com is a hosted autoresponder service which offers a number of features at a low cost. Fairly user friendly, it is a good solution for

beginners.

- **Geniuxs** a software plugin for the [Best Membership Software.com](http://www.bestmembershipsoftware.com) which we call the godMod because it not only acts just like any other autoresponder it also monitors your sales and sends out pre made sales promotions on auto pilot when your sales drop off.

Outsourcing Tools and Resources

- Get a Freelancer, <http://www.getafreelancer.com/>, enables users to bid out for jobs of every kind and every software program on the internet.
- Elance, <http://elance.com>, is perhaps the most well known site worldwide for outsourcing tasks. Users post jobs and tasks and freelancers bid. No fee to post jobs.
- Guru, <http://guru.com>, like elance enables users to post jobs and receive bids on them however guru appeals to the more technical side of freelance and is more appropriate for software development tasks and design work.



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