



EMAIL MARKETING: FROM HOT MESS TO MEGA SUCCESS IN 7 DAYS



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Email Marketing is King- 7 Reasons You Need a List

Hello and welcome to Email Marketing: From Hot Mess to Mega Success in 7 Days. This is a no-nonsense course that will help you get your first (or next) 100 subscribers in the space of a week. Now, for any business looking to sell products and services; email marketing is absolutely essential.

Here are seven reasons why you need an email list:

Automatically Follow-Up – An email list allows you to multiply your time in a way that would require a cloning machine! With autoresponders you can have a follow-up system in place that makes sales for you twenty-four hours a day, seven days a week.

Constantly Build Your Business – New prospects can be signing up to your email list automatically, every day, without your help or involvement. This is a way to be constantly building your business, automatically.

Capture Visitors – You've put tons of work into your website. If you're not capturing visitors, they're coming and going, possibly never to return again. If you capture their information, you can keep in contact with them and build the relationship.

Stay on Their Minds – Most of your potential customers or clients won't be ready to buy from you right now. Through email marketing, you can stay on their minds through your email autoresponders and broadcast messages. Then, when they are ready or in need, they'll look back for your emails or remember your website and they'll order from you.

Save Yourself Time – Instead of sharing your message one on one, over and over again, you can now reach one too many. This is going to not only save yourself time but also leverage your time into long-term profits.

Be Super-Human – It's simply not humanly possible to connect one-on-one with all your prospects and customers the way you can with an email system. The great thing is, if you set it up right your message can SEEM very customised and personal even when they ARE completely automated.

Increase Your Sales – Of course the goal here isn't just to be awesome (though that's a good goal in itself). What you're really looking for is an increase in sales and profits. An email list can help you do this.

List building is such a powerful marketing tool that will make a huge difference to your business.

The only problem is that building a massive email list isn't as easy as you think.

That's where this course comes in to help you build a massive and relevant list

quickly. In just 7 days, you'll have set up an email autoresponder and opt-in landing page that will attract subscribers and EVERYONE on that list will be a potential buyer who will be interested in everything you have to say and everything you have to *sell*.

So here is What You Will Learn on This Course

Throughout the course you will learn several things that will help you create and leverage powerful mailing lists.

This will include:

- How to set up and create an autoresponder and opt-in
- How to encourage people to sign up with an opt-in form, incentives and landing pages
- How to drive traffic to your site to drastically increase your numbers and your conversions
- How to communicate with your list to get them hanging off of your every word
- How to monetise your list with your own products or affiliate sales
- How to get people to actually *buy*

Some people start email lists, get a few people and then give up. They get discouraged because they don't really understand the true benefits of building a large, responsive email list.

The challenge is that if you give up too soon, you'll never see these benefits. Yes, email marketing starts out slow, but don't give up!

Every marketer – even those with hundreds of thousands on their lists – started with one subscriber, then two, then ten.

Yes it takes time and yes it can be frustrating waiting for the rewards but be patient and you will see your efforts pay off over time.

Coming up next we will take a look at the email marketing terminology you need to know.

Email Marketing Terminology You Need to Know

When you start the process of email marketing and trying to build your own list of subscribers then you have to get to grips with the terminology.

Check out the SIX things you really need to know about and understand in order to have a successful email marketing campaign.

Email List: An email list is simply a collection of email addresses. Most marketers will also collect the person's first name with the email address so that the email can be personalised through automation software. I.e. Instead of just saying 'Hi', you can say 'Hi, Tom' in the emails. It's also possible to collect information such as location or phone numbers so you can further segment your list and market to them based on certain criteria.

Opt-In Form/Squeeze Page: An opt-in form or squeeze page is an online form where visitors to your website or blog fill in their contact information to join your email list. With services like AWeber, that information is automatically added to your email list with no action on your part automation is great!

Subscriber: Someone who has joined your email list, typically by filling out an opt-in form. They are now part of your list, and you can contact them via email with offers, information, updates, and more.

Email Service Provider (ESP): A company that provides the email software you can use to send out emails. There are a few good ones you can use including AWeber, GetResponse and MailChimp.

Autoresponder: A list of email messages that goes out in sequence, automatically. For autoresponders, it doesn't matter how many people sign up to your list or when they sign up. They'll get message #1 automatically, then message #2 a set time later, message #3 a set time later again, etc. It's a great way to automate parts of your business.

Broadcast: A broadcast email goes out at a specific date and time. It's different from an autoresponder as it's a one-time deal. Everyone on your list receives this broadcast message at the same time, regardless of when they joined your list. These are often used for sales notifications, special offers, time-sensitive announcements, and the like.

Like any specialty, email marketing has its own vocabulary. Knowing the basic terms will help you understand what people are talking about.

Coming up next we will take a look at autoresponders and I'll help you choose one that suits your needs.

Autoresponders- All You Need to Know

With an autoresponder, you can send emails in a few different ways, including email newsletters, broadcast emails, and even automated blog broadcasts.

Blog broadcast emails are messages that are auto-generated and go out to your readers when you update your blog.

Sending out regular “broadcast emails” – meaning you send an email to your list today and it goes out to everyone who is subscribed - is a great way to market time-sensitive offers. And it’s a good way to profit from your list and generate some income right away. A weekly newsletter is a great example of a broadcast email, as is a “solo email” with an offer to buy a product or service. Maybe you have a coupon that will expire in a few days. That’s the perfect time to write and send a solo, broadcast email.

But there is also something called autoresponder messages, and that’s where the real fun starts. The big benefit of autoresponder messages is that you do the work once and benefit from it for months and years to come.

Here’s How it Works

You set up your email list, write a series of 5 emails, and then load them into your autoresponder service account. To make things simple, let’s say you set the emails to go out a day apart – so 5 emails to be sent over the course of 5 days.

Your first subscriber, let’s call her Debbie, signs up on Monday. She’ll get the first email on Monday, the second email on Tuesday, etc.

Your second subscriber, let’s call him Dave, signs up on Wednesday. He gets the first email on Wednesday, the second email on Thursday, and so forth.

Why is this significant? If you had sat down on Monday and sent out a regular broadcast email, Debbie would have gotten it, but Dave would have missed it.

And what happens to everyone who signs up to your list next week or a year from now? They would never see those original emails you’ve spent a lot of time and effort on writing.

But, if we set up the emails as an autoresponder series, each and every person that subscribes to your list will receive these five emails over the course of the following five days. Even if they sign up months from now.

In other words, you put in some work today and benefit from it for weeks, months, and

even years to come. As your list grows, your readers get a chance to know, like, and trust you. And as they start receiving relevant offers, you'll continue to see sales going up and money coming in.

Choosing an Autoresponder Service

We've discussed what an autoresponder is and how your business can benefit from it. Your next step will be to choose an autoresponder service.

Here is a list of three of the more popular services out there. Each of these will allow you to build your list and then email them both broadcast and autoresponder emails.

- **Aweber** – Good reporting, extensive template database, and excellent customer support.
- **MailChimp** – Easy to use, best pricing for smaller lists, not a lot of customer support.
- **GetResponse** – Good data, great split testing options, and integrated landing page designs.

With any autoresponder service that you choose, make sure that it's easy to import email addresses and contact information from your own database of leads and customers. Most services make this easy and will even do it for you.

Coming up next we will look at 14 ideas for list building freebies.

14 Ideas for List Building Freebies

Everyone wants to build an email list quickly and the best way to do this is to give something away for FREE that provides a lot of value to your potential subscribers.

Don't worry if you've no idea of what kind of FREE gift to give your sign ups because here are 14 of my favourite ideas:

1 – Make a simple PDF. OpenOffice, Word and most other popular spreadsheet software programs have a "save as PDF" option. This makes turning any text-based resource into an opt-in bribe quickly and easily.

2 – Use Jing, Screenr or Screencast-O-Matic to record video screen-shots. Videos enjoy a much higher perceived value than text-based opt-in gifts.

3 – Record an MP3 file. The growth of podcasts means more and more people are listening to content rather than reading or viewing it.

4 – Create a buyer's guide, walking someone through every step of a particular buying or shopping process.

5 – Why not give out a valuable coupon which substantially discounts the price of one of your products?

6 – Create a short 5 or 7 day problem-solving course to be delivered by email.

7 – Free previews work great as list builders, and presell your e-book or product. Give away a free chapter or module of your e-book or how-to course and you entice your new list member to purchase the entire product.

8 – Purchase PLR products. Text-based, video and audio content and products with public label rights (PLR) can be purchased inexpensively on PLR websites. This removes the product creation process, as the content is created for you.

9 – Build a mobile app or piece of software that solves a big problem in your marketplace.

10 – Checklists are simple to create, and people absolutely love them. I use a lot of them to help build my list.

11 – Perform a video review of a product or service. Show yourself actually benefiting from or using the product. Include your link to buy your product, and your new list member might just become your newest customer as well.

12 – Give away a free consultation. It sounds crazy but this is an awesome way to build your list. You are perceived as a caring expert when you give away your valuable time to help someone else.

13 – Interview an expert or guru in your field. Expert interviews make excellent opt-in bribes.

14 – And finally Access to a webinar or teleseminar usually leads to high conversions as far as email sign-ups are concerned. Aside from building your list, webinars are also excellent for selling products and services too.

Using the right language also helps a lot. Refer to your subscribers as your 'VIP members' and make sure to keep offering them extra bonuses and benefits that your other members can see.

Make it sound exciting, exclusive and important to be a subscriber and therefore a member of your gang.

Coming up next I will show you the top ten ways to boost your opt in on your website.

10 Ways to Boost e-mail Opt Ins on Your Website

There are various ways you can try and boost your number of subscribers- here are some of my favourite which are easy to implement.

1) Make It Visible

This may sound like common sense, but make sure your opt in box or form is visible. You could have an avalanche of traffic dying to subscribe to your e-mail list But if you don't tell them what action you want them to take in an opt in form that stands out on your site, then you are leaving money on the proverbial table.

2) Put it Everywhere

Make sure that your opt in form is located on every page of your site. Many times when websites are built, a highly effective opt in form is placed on the right hand side of the homepage, and then forgotten elsewhere.

Remember that Google and other search engines will send you generic traffic to every blog post and page of your website, not just your homepage. That is why it is extremely important to make sure that your opt in form is present wherever you have content on your site.

3) Use Pop Ups

Regardless of how you personally feel about them, they really work! So always, always, always use pop-up opt in forms on your site. These can be in the form of an overlay, a side-sliding form or a traditional pop-up box.

Research from eConsultancy shows that a typical overlay pop-up can increase opt ins by up to 400%.

4) Facebook

Facebook can boost your business in many ways and list building is one of them. If you have a marketing budget- big or small- you can create a Facebook advert that will help build your email list. All you have to do is promote a valuable freebie you have created and people will sign up to your list by clicking on your advert which will link to your sign up box.

Another way to build your list on Facebook is by putting a link to your opt in page in the call to action button which is located on the cover art of your Facebook business page. When people come to your Facebook page they will hopefully sign up to your list.

5) Show Visitors What YOU are Giving THEM!

Giving something away for free in return for an e-mail address really does help build your list. But the best way to differentiate yourself from the competition, and also earn immediate trust from your website visitors, is to give your subscriber a glimpse of what they will be getting when they sign up, either with a teaser video or screenshots of your freebie.

6) Keep on Testing

Every few years the highest converting opt in boxes and forms change. That is because site builders begin using whatever opt in form converts the highest, and before you know it, that same form is located throughout the web. Web surfers and site visitors eventually become immune to that particular opt in box because they see it everywhere, and it basically becomes invisible to them.

So what not try something different every now and again, try using different text fonts, styles and background colours which harshly contrast those colours found on your website. The human brain craves order, and something out of place on a website that interrupts the regular pattern immediately draws your visitor's attention.

7) Use In-Text Links

Most autoresponders not only give you a piece of code that will produce an opt in form on your website, but they also give you a URL link that when clicked on will take you to your opt in form.

Grab this link and embed it into some of the text on your blog posts.

When text in a piece of content is bright blue or is underlined, it is usually clickable, delivering your visitor to some subsequent web page or site.

These new opt in links look exactly as a typical in-text link, but instead of taking you off site, they trigger a pop-up opt in form where you can then grab your visitor's e-mail information. If you do this you will get better conversion rates if this text linking opt in form is located closer to the top of your web page than towards the bottom.

8) Ask for Less Information

The best converting opt in forms have simply a space for your visitor to enter his or her e-mail address, and then a button below that box that says something like "Get your free report". Ask for a minimal amount of information, e-mail address only, and you will find that your conversion rates across your website will go straight up.

9) Collect Buyer Emails

Also, any time that you sell anything, get an e-mail address. If someone comes into your store and buys something then ask them for an email address and tell them you will give them some sort of discount in return.

If you are selling products directly on your website, make sure that a part of the purchase includes recording the buyer's e-mail information.

10) Let Customers Share Your Page

Finally, have your customers do your list building for you. There are plenty of opt in forms which give your website visitors the option of sharing your information with Facebook, Twitter and other social networks. If you create a truly valuable freebie that raises your visitor's eyebrows, the chances of them sharing this information with the web are extremely high.

Make a promise to yourself that you will implement as many of these top 10 ways to boost e-mail opt ins on your website as soon as possible, and watch your profits grow right alongside your e-mail list.

Coming up next we will look at how to structure the perfect email.

How to Write a Cash Converting Email

Hello and welcome to the part of the course where I show you exactly how to structure your emails to get the best results from your marketing campaign.

First of All You Have to Start With the End in Mind

Before you sit down to write each email, look at your plan. What is your goal with this particular email? Is it to gain their trust with a personal story? Is it to share social proof? Is it to overcome an objection? Or is it to close the sale?

Knowing what your goal is helps you frame your message well and use the language best suited for the task.

Example:

Point out a problem Present a solution Share a product that can help with the solution Show how it has helped others in a similar situation Make an offer for the product.

Set Expectations

If your autoresponder series is going to out to brand new subscriber, you need to set some expectations from the very start in your first welcome email after they have subscribed. How often will you email them? When will they get the emails? This helps open rates since readers know what to expect and when to look for your messages.

Example:

You can expect to hear from me every few days. Keep an eye out for the next email the day after tomorrow. I look forward to share with you how we were finally able to stop those embarrassing toddler tantrums.

Keep It Short and Sweet

As you write the emails, keep them short. Use brief, simple sentences, and keep the paragraphs short as well. The whole message should be quick and easy to read. It's much harder on the eyes to read text on a digital device than it is on paper, thus the need to keep it short and sweet.

Pay Attention to the Subject Line

Craft your subject lines carefully. Your first goal for all your emails is to get subscribers to open the email. If that doesn't happen, nothing else you do matters. Spend some time coming up with a good subject line and test to see what works best with your audience. Some audiences may be more receptive to shorter subject lines while others respond to longer ones with more specifics. Find out how to split test headlines in your autoresponder service and try out different types.

Examples:

Subject: Ready to put a stop to toddler tantrums?

Subject: Toddler Tantrums...no more!

Subject: I was mortified!

Let Your Personality Show

Be personable throughout your communications. Your goal is to give your readers a chance to get to know you so they can feel a personal connection and start to like and finally trust you.

Example:

Here we were in the middle of dinner at a restaurant at the end of a long day. We were both exhausted and just wanted to grab a bite to eat (since neither of us felt like cooking...) and get home.

*And that's when our 2-year-old decided to throw a **full blown tantrum**...*

Use Formatting to Make Your Emails Easy to Read

Use formatting like bullets, headlines, bold phrases, and even images to make it easy to scan through the email.

Example:

Some of the reasons your toddler may be having a tantrum are:

- • *Anger*
- • *Frustration*
- • *Anxiety*
- • *Stress*
- • *Overstimulation*
- • *Exhaustion*
- • *Sickness*

Grab Their Attention with a Strong Image

Speaking of images, they are a great way to grab your reader's attention as soon as you get them to open the email. The saying "a picture is worth a thousand words" really holds true. When you use images in your emails, be sure to use "alt" text when you're setting them up in your autoresponder so people will see the text if they don't display images in email.

Make it Flow

Make sure your content flows well. Read through it after you write it and check to see if it's easy to follow along all the way down to the call to action.

Have a Strong Call to Action

A Call to Action (CTA) is a precise instruction to your readers meant to elicit an immediate action. Usually that action is to click a link in the email.

Example:

*Ready to learn how to stop temper tantrums in their track once and for all?
CLICK HERE to learn what you need to recognize to know a tantrum is coming
on.... and what you can do to keep it from happening.*

Use Foreshadowing to Increase Open Rates

Wrap up your mail (where applicable) with a little “foreshadowing” about what’s coming up next. This will make your readers anticipate your next email and improve open rates, as we’ve discussed earlier. It’s also perfect content to put into a postscript (P.S.), which is one of the most-read parts of an email.

Example:

P.S. Not sure if this can work for you? Tomorrow I’ll share with you the story of a mom of toddler twins who thought she would be stuck in the house for the remainder of the toddler years.

Emails: What to Send and When to Send

Hello and welcome to autoresponder sequences and how to get the best out of your content.

To maximise your conversion rates you want to involve a little build-up and excitement to build buzz around your product...

When Do You Bite?

Normally then, you don't want to launch straight into a sales pitch. Instead, you are going to build trust and authority first. The best way to do this is by providing value in the first few emails and by that way gaining your audience's interest and trust.

You need to create an e-mail 'sequence' that will go from delivering value and building trust, to mentioning an exciting opportunity, to building up the excitement for your launch day.

Essentially this is the 'AIDA' strategy – Awareness, Interest, Desire, Action!

An example of this in action might be to send the following four emails:

Personality Email

Here you spend the majority of your time introducing yourself, talking about how you're excited to meet everyone, thanking them and even talking about your recent experiences. This makes you seem human and that increases engagement and trust. Mention the product only very vaguely here.

Value Email

Next up you're going to give some value. This could be a completely free eBook, a report or just a powerful tip in the email. Show people that it is possible to get something other than spam in their email and demonstrate just how much you know about your topic.

Mention that for more value like this, you have an exciting product coming up. You can also mention your launch date and ask for feedback and ideas.

Product Email

Now you're going to focus more on the product. Talk about how it is in limited supply, what it does and who it's for. Another added tip is to say who it is not for which is good for building trust and also increasing desire.

Sales Emails

Finally, go in for the kill – with a few emails tell people why the product rocks and warn them that time is running out for them to buy! Give them the direct link and mention after the launch that you still have a few available.

One-Time-Offers and Upselling

There is an exception to this rule however and a scenario where you will deviate from the normal process. This is when you are offering 'one-time-offers' that will be time sensitive. And a good time to offer these?

Either:

- Straight after someone has signed up to your mailing list
- Or straight after someone has bought one of your other products (called upselling)

This works incredibly well because at this point the person has shown an interest in what you're talking about and they have also overcome the psychological barriers of taking the time to fill out the form and sharing their information with you. In other words, they are susceptible at this point in time and as such this has been shown to be one of the most successful times to make a sale.

Creating a Powerful Autoresponder Follow-Up Sequence

The most powerful feature of any autoresponder service is its ability to create follow-up sequences. This is a way to basically "pre-load" your email messages and schedule it to go out on certain times and days from when your subscriber first signs up to your email list.

Here is a sequence you can follow for an optimal autoresponder campaign:

- Day 0 (directly after they subscribe) - A welcome message to welcome new subscribers and telling them what they should expect from your newsletter.
- Day 1 - a free tip (do not sell anything yet)
- Day 3 - another free tip or share an interesting blog post
- Day 7 - more free content
- Then once a week you can choose any style of email which is explained next.

Types of Follow-Up Emails You Can Create

What sort of emails can you send to your email subscribers? Here are a number of ways to get you started:

- A tip. This is the easiest type of email you can send. Simply share one tip and expand on that. You could also share a "Top 10" with your list.
- An interesting blog post of yours or another site's
- A video
- A sales message - Promotional offer/special offer for subscribers only.
- News/updates from you about yourself/your business or news about the industry
- A rant. Let your heart speak out and let subscribers know how you feel about a

particular topic.

- A review. Why not share your thoughts about a particular product or service? Your subscribers will appreciate your opinion and look at you as the expert.

Coming up next video we'll go through the power words that get your emails making money.

Power Words That Will Get Your Emails Opened

Hello and welcome to power words that will get your emails opened.

The words you use in your subject line can mean the difference of someone opening your content or clicking delete.

Here are some words that will guarantee more conversions:

Now

Creating urgency is an incredibly effective method of getting your emails opened. The short, direct and imperative nature of the word 'Now' is an excellent way to do just that.

Use it to encourage an action by including 'open' in subject line phrases.

Examples:

Open This Email Now

Read Now

Don't Open This Now!

Welcome

Another word that's loaded with familiar connotations, 'Welcome' is the most popular word for your first contact with a new email list member.

Examples:

Welcome to Our Tribe!

Welcome, [Name]

Welcome!

Top

Use the word 'Top' when you're creating list emails. It's another quick and to-the-point word that people associate with brief and important information.

Examples:

The Top Ten Ways to [Action]

The 5 Tops Ways to Use [Product]

The Top Secret Tip for [Benefit]

How To

People love the opportunity to increase their knowledge and offering a 'How to' is another effective way to get a read. It's also a great follow-up message after a purchase.

Examples:

How to Use [Product] to [Benefit]

How to [Action]

How to Get [Result]

New

Another favourite, 'New' offers exactly what it says – something different. You're playing to people's intrinsic desire to be ahead of the game and be involved in something original.

Examples:

New Post: [Blog Post Title]

New: [Product]

Here's a new way to get [Result]

Vs.

The benefit of using 'Vs.' in an email again lies in the nature of the word itself. If you remember that people generally don't want to spend too long reading an email, using quick descriptive words are a great promise of an easy read.

Examples:

[Topic] vs [Topic]

[Past State] vs [Present/Future State]

Mistakes

Words with negative connotations are also extremely effective in catching interest. Use a word like 'Mistakes' to encourage the inquisitive 'where am I going wrong?' part of your readers.

Examples:

The Most Common Mistakes People Make When [Topic]

Mistakes You're Making When [Action]

Are you making this mistake?

Flash Sale

This one works for time sensitive offers and combines two separate ideas that readers love. The word 'Sale' speaks for itself... but adding the 'Flash' before that creates a sense of urgency that does wonders for open rates.

Examples:

Flash Sale: [Product] [Discount]

Flash Sale – 24 Hours Only!

STOP!

Hard to ignore, this kind of command with stop the casual inbox-scroller in their tracks. Just be careful not to overuse this type of subject line or your readers will become blind to it.

Follow the command with an action for maximum effect.

Examples:

STOP! Read this before you [Action]

STOP [Action]!

Proof

You're competing against a barrage of other emails to get opened, so it's good to remember that your reader has probably seen a lot of it before... and might well be wary. Use a word like 'Proof' to validate your email content before they've even opened it.

Examples:

Proof That [Product] Really Works

Social Proof to [Validate Claim]

Your proof is inside...

You/Your

Using the word 'you' or 'your' in the subject line immediately makes people feel the email is specifically for them and personalizes it more. At the same time, avoid using 'I' or 'we', unless you're revealing something interesting and personalizing it that way. E.g., 'You'll never believe what I saw....'

If you have people's names in your autoresponder database, you can also use tags to put their first name into the subject line and take personalization to the next step!

Examples:

Did you see this?

Here is Your Tip of the Day

[Name], can I ask you a question?

For more proven words and phrases to get your emails opened then check out your business bonus section of your course where there are lots more examples to get you started.

How to Avoid Spamming People

You might be offering the very best value in the world but it won't matter a jot if they end up in a spam folder.

There are as many as 180 billion spam email messages sent each and every day. This is why Gmail, Yahoo, Outlook and other email service providers use software called "spam filters" to try to improve the quality of emails their customers receive.

It can be tough to build your list if your emails keep getting flagged as spam. When your email does get through to the intended recipient on your list, you want to make sure it is highly related to the topic which got that person to sign up to your list in the first place.

One way to ensure that your list members don't feel like you are spamming them is to let them know what to expect. Your very first "Thank You" email should deliver whatever opt-in freebie you promised. You should also let your new subscriber know how often you will be sending emails, what those emails will be discussing, and any other information you will be sharing.

This guarantees your subscribers understand exactly when and how you will be contacting them.

Spam-Free Best Practices from Email Autoresponder Services

AWeber, GetResponse, MailChimp and the other most popular autoresponder services agree that the following practices will consistently land your emails in your subscribers' inbox, instead of getting swallowed up by a spam filter.

1 – Get permission first. On your opt-in form, squeeze page or landing page, be very clear that someone will be signing up to your email newsletter in return for your opt-in bribe.

2 – Use a "From" name your subscribers will recognize. If someone signs up to your "Marketing Tactics 101" newsletter, make sure Marketing Tactics 101 is in the "From" email field. Research shows that "68% of consumers base their decision to open an email campaign on the "From" line." Make sure they recognize who you are and what is being sent.

3 – Segment your list. Buyers and non-buyers need to be receiving different emails from you. You can do this simply with list segmentation, a part of all major autoresponder services.

4 – Don't sell too much. Only 1 out of every 3 or 4 emails should be sales oriented.

5 – You should also make it very easy for someone to opt out. Believe it or not, being very open and upfront about how to opt-out of your list actually leads to higher loyalty rates.

6- Avoid keywords that are commonly associated with spam.

These include:

Download, store, shop, money back, gambling, Viagra and handbags.

Take a look through your own spam box and try to see what kind of content is in there.

Look for words that occur regularly and then avoid them.

Coming up next I will recap the course and give you 8 tips for list building beginners.

CONCLUSION- 8 Tips for List Building Beginners

So there you have it, tons of tips and strategies that will give you major helping hand with your email marketing and list building. There's a lot to sink your teeth into, but if you only take a few things away from this course, let it be these things...

1- Targeting is crucial

It's much more important to have a highly targeted list than it is to have a massive list. In fact if you are paying for subscribers then you want to actively discourage people from signing up unless they are interested in your niche, willing to spend money online, engaged and committed to your brand.

Make sure that everything from your marketing to your use of incentives keeps this objective in mind.

2 – Make Your Opt-In Freebie Valuable, and Worth Paying For

In return for an email list, you are going to be giving away something. Make sure that your opt-in bribe is something that people would happily pay for, and then give it away for free. This will raise your conversions, improve your level of integrity in the eyes of your subscribers, and make your list members anxious to open every email you send.

3 – Use a Reliable, "Big Name" Email Autoresponder Service

AWeber, GetResponse and MailChimp are well-known and respected email autoresponder services. Stick with one of those 3 to make the process as comfortable for you and your subscribers as possible.

4 – Remove Everything but Your Opt-In Box and Text from Your Squeeze Page

Your landing page, also called a squeeze page, needs to provide traffic with just one of 2 choices – opt into your email list or leave. You need to remove any side columns, headers, footers and everything else on the page. Your capture page needs to have nothing more than your opt-in form and text.

5 – Just Ask For an Email Address

Remove all of the fields in your opt-in box requirements except the email address. This has been proven time and again to increase conversions. The more hoops you ask a potential subscriber to jump through to claim your opt-in bribe, the greater the chance that person will leave without joining your list.

6 – Start Today

List building may intimidate you. Learning how to use your autoresponder service may seem difficult at first. You may be putting off creating an opt-in freebie to exchange for email addresses. Many seasoned and wealthy Internet marketers say the number one mistake they made with their online business was not building a list right away. Start today, not tomorrow, and your list building efforts will be rewarded much more quickly.

7 – Don't Start Selling Right Away

I know you want to start making money from your list. However, your first 2 or 3 emails should all be quality content only, no sales pitches. Follow-up your opt-in bribe with a "Thank You" email that surprises your subscribers with another high-quality and free piece of content. Follow that email up with at least 1 or 2 more problem-solving, solution producing emails. Only then should you start thinking about trying to make a sales pitch.

8- Promote your list

And finally make sure you are promoting your list. That means you should feature it prominently on your homepage, it means you should mention it regularly on your social media platforms and you should include an opt-in form on all your blog posts- You should also mention it to people you meet in person. Don't just leave your opt-in form on your website and hope people will find it- really push it.

If you do all these things, then you will quickly learn why a highly targeted mailing list is one of the most valuable things that any business can invest in. You'll have direct contact with a highly engaged and relevant audience and from there the possibilities are endless.

I hope you have enjoyed learning about email marketing throughout this e-course, I wish you all the success in the world with it.

Best Wishes

Lindsey