

List Bolt

Quick And Efficient Ways To Build A Subscriber List
That You Can Actually Monetize



Always Build A List With The End Monetization In Mind

Growth for the purpose of growth is etiology of the cancer cell which ends up killing the host. Creating a list should be purposeful and calculated so that you can properly segment it and make money from it long term.

Landing pages / Squeeze pages

- ▷ Wordpress themes like optimize press and others come with built in lead capture pages also called “landing” or “squeeze” pages.
- ▷ Leadpages is a platform that has many tested and proven high converting landing pages that you can customize to suit your needs.
- ▷ In todays marketplace it is very important that your landing page looks good AND works properly on all mobile devices.
- ▷ It's beneficial to use a 2 STEP OPTIN process where the visitor clicks a button (step 1) which opens a light box containing your form (step 2)
- ▷ Double optin IS NOT required by law and it actually HURTS your conversion and list building efforts. However you may find some benefit in making them confirm.

Free Reports / Giveaways

- ▷ The giveaway item should be congruent with the needs of your traffic. This can be anything you can deliver digitally. Text documents, image files, media etc.
- ▷ Content can either be bought or created. Ideally you want the material to be unique but you can modify pre-existing material to make it your own.
- ▷ Don't overdo it with too many flashy images on your landing pages. Simple is "usually" better for conversion but your product image should look awesome.
- ▷ When creating material to giveaway you can use our 5-5-5 template to flesh out a video or a report. Use Google DOCs for simple reports or SPC for beautiful ebooks.
- ▷ Ghost writers are an alternative for creating material when you find it difficult or time consuming. Sites like Upwork can be very helpful at finding a writer.

Viral Squeeze Funnels

- ▷ It makes sense to ask each new subscriber to invite more people in order to get more free stuff. This is all about the “perceived value” of the bribes.
- ▷ After the initial opt-in you should use a social inviter plugin like Buzzinar to incentivize visitors that attract more visitors. The reward must be worth it.
- ▷ If your prospect invites people they should be taken to a more robust download page than those that don't. You can use a unique password to reveal hidden content.

Monetization

- ▷ You should have an exact monetization strategy before you even set out to build the list. The strategy should be evergreen, not just one or two products.
- ▷ Making money from your list will depend on the effectiveness of your email copy. You must essentially sell while building trust over time.
- ▷ Building a relationship with a subscriber will hinge on the VALUE that you can provide for their lives. If you are not valuable to them they will unsubscribe.
- ▷ Broadcasting - is a transient email method whereby you can bulk mail all subscribers one time to promote a specific product or event.
- ▷ Sequencing - is a long term method of emailing whereby you queue up emails to go out at specific intervals varying from the subscription date.

Tools Resources

- ▷ The main tool for building your list will be an autoresponder service. I use and highly recommend Aweber but there are many others.
- ▷ Your list is one of the most important assets you'll ever own and you shouldn't trust it to a free service. Free autoresponders may advertise to YOUR subscribers.
- ▷ Some marketers mail from their own server or hosting account using software like "RapidMailer". This has some advantages but also some BIG disadvantages.
- ▷ You can outsource your eCover graphics to GFX-1 or you can create your own using eCoverFree.com but remember that image is everything.
- ▷ You should seek to become a great email copy writer because a list is no good with bad sales copy. I recommend Commission Machine for some great training.

Remember

Your list is way to important to skimp on tools. Everything that you do in your online business should be geared towards adding subscribers to your list.

Always build trust by providing VALUE to your subscribers.

“The more you build and mail the more money you’ll make.”

