

DOUBLE YOUR EMAIL LIST IN 30 DAYS!

THIS FREE COURSE WILL SHOW YOU HOW
GEARED FOR ENTREPRENEURS, SMALL BUSINESSES, BLOGGERS, AND MARKETERS

SOME TOPICS WE WILL COVER IN THIS COURSE:

- Where to find your target market and find the solution to their problem
- What to create to get people to opt-in to your list
- Different Traffic Channels to find subscribers
- How to write great content to develop credibility, trust and sales.
- Opt-in forms for WordPress
- Your Email manager:
 - How to set up your follow up sequence to put on auto-pilot
 - How to get higher conversions and lower your bounce and spam rate
 - The perfect sequence to build trust , promote and sell
 - The best time to send out emails and how frequently

INTRODUCTION

CONGRATULATIONS ON GETTING THE FIRST STEP TO BUILDING A PROFITABLE COMPANY! BUILDING YOUR LIST IS THE #1 THING YOU CAN DO TO CREATE A PROFITABLE BUSINESS.

The email list is where it all starts. This is the foundation for your business. It's great to see my students take what they've learned from me and watch them become successful! It's been really cool watching my students succeed in almost every market you can think of, just by building a list!

From my own experience, while managing lots of personal and client blogs and lists, I know this stuff really works. The problem is, most marketers are lazy and implement only one or maybe a few of this tactics. I challenge you to be different than 99% of other marketers and use techniques described in this little ebook today!

Starting to deliver what I promised with this ebook right away. There's no better way to start than from the beginning, and to make it even easier for you, I've created a Facebook Group dedicated entirely towards building a list.

www.Facebook.com/listbuildingwithliz.

In the group, you can receive templates, and engage with like-minded list builder like yourself. I'll also answer any questions you have in the facebook group as well as my personal email. If you follow these actions in the course, you will get results to easily double your email list. Your first step in to join the group and to become accountable, post your email subscriber goal.

Looking forward to watching your progress!

Liz Conlon
HighestConversions.com
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P.S. If you got this ebook and are not a member of my email list, please do so and get on board, you can do so here. I send super useful stuff only and won't spam you ever, I promise.

CONTENTS

PART ONE: YOUR TARGET MARKET

1. Avatar/Target Market

Send as many emails as you are providing value. But to you need to KNOW your client's biggest challenge and figure out how to provide value to them. How can you demonstrate that you can provide value to prove to them before you even ask them to buy anything.

- Characteristics
- Where to find them

PART TWO: REELING THEM IN!

Overwhelmed. 8-/20 Rule

2. Traffic Channels

- Free vs. Paid
- Facebook
- Wordpress
- Youtube

3. Blog - keep them engaged, facebook groups

Contests, wp-plugins - contest giveaways
layouts for opt-in bars and pop pup windows
tracking , A/b testing, Google analytics
opt-in windows

4. Sales Funnel

- Lead magnet for your audience
- Opt-in window
- Facebook

THE IMPORTANCE OF LIST BUILDING

In this class I'm going to show you how to stay focused on growing your list. Email list building is the MOST important marketing tool you can use for your business. I am grateful you took the steps to help your business grow and I'm looking forward to showing you how to get there. The #1 regret of every smart marketer I know is not focusing on their email list sooner. You are now ahead of the race. Building an email list absolutely essential for any business.

WHY?

#1 Email allowed you to build a trusting relationship to your customers

People will only buy from people they trust.
Therefore. Relationship = Buyers.

#2 Your list is YOURS

No one can shut it down. Not Facebook. Not Youtube. You have total control.
Got drunk and sent some "JunkMail" to your subscribers?
Not a problem! Your site is still up. And now you can see how forgiving your target audience is.
And maybe get a date!
Who knows? The point is that you are not shut down, suspended, and have to build a list all over again.

#3 The more you build your list, the less you have to pay for traffic

Initially, ever new business needs to be seen quickly and the fastest way to do that is by buying advertising. This is effective to get new subscribers yet in the long term can be costly.
The long term goal is to build you or your business into a brand, by establishing yourself as an expert in your field.
The best way to do this is email marketing!

#4 You are creating an automatic system

In our future lessons I will show you the exact systems of growing your list with an automated systems to include sales funnel techniques and follow up sequence in your email manager . You can set this up just one time and continue to collect emails while your newsletter and campaigns are active.
In our future lessons I will show you the exact systems of growing your list with an automated systems to include sales funnel techniques and follow up sequence in your email manager. You can set this up just one time and continue to collect emails while your newsletter and campaigns are active.

ASSIGNMENT OF THE DAY:

- 1)** Join the email listbuilding group, www.facebook.com/groups/ListbuildingwithLiz/
This is a safe place to share our email list goals and become accountable.
If you take these actions, you will result in becoming laser focused in setting goals, building your list, and hopefully having fun in the process. You also have access to all of the files and share with the community your ideas, or questions.
- 2)** Set your goal for email list and post in the Facebook group. www.facebook.com/groups/ListbuildingwithLiz/
- 3)** Download the excel templates and doc from the Facebook group to track your progress and make a plan.

1. AVATAR

BEFORE YOU START PROMOTING ANY OF YOUR PRODUCTS, YOU FIRST NEED TO KNOW WHO YOUR IDEAL CLIENT IS FOR PURCHASING YOUR PRODUCT OR SERVICE?

In the marketing world, this client is called your avatar. This is the internet's slang for your target market.

To define your avatar, ask yourself these questions:

- How old are they?
- What is their demographic?
- How much money do they make?
- What are their challenges and frustrations?
- What keeps them awake at night?
- What problems do they need to solve?

Now get out your Evernote, Word document, or an old-school notebook and take some time now to answer these questions before we get to the next step.

1. AVATAR

SO HOW DO I FIND THIS INFORMATION?

The best way to find this is in related Facebook groups, blogs, and forums.

Here is as an example:

Let's say I am a business coach, and I have a new marketing coaching program I want to introduce.

In Facebook, I would do a search for a marketing niche, and see what come up.

I would the join facebook groups for marketing and see what the common threads are.

I would also post directly in the group and ask what they need. So simple, right?

You still show credibility and they would be happy to contribute because you are someone who wants to help them.

Observe your niche in all of social media. What are the most popular discussions?

By reviewing the forum threads, what are some of the common problems you can solve?

TRENDS

Look at some of the trends and hot topics that are coming up in your industry.

Search blogs like Reddit, Quora, Huffingtonpost.

Search feeds in Social Media: Twitter, Facebook, Instagram, etc

Search Google and use keywords like "Common Problems to... (your niche) , "Trends in... (your niche)"

join Facebook groups related to your niche, contribute regularly and from time to time share your article with other members.

YOUR NEXT ACTIONS TO TAKE:

- 1) Make a list of your ideal avatar.
- 2) Google Forums, facebook groups and social media that are specifically for your niche.
- 3) Make a list of what problems they have.
- 4) Make a list of what solutions you can provide them.
- 5) Look at trends on some community posts

2. MARKETING STRATEGY/TRAFFIC CHANNELS



The most simple way to create a seamless marketing strategy quickly is to target all of your social media sites, websites, and landing pages to your email list. So many people eat up all of their energy eating up hours building up their brands with a blog here ...and a company website there..and practicing SEO methods for each website, when all they have to do, is focus on their list! **(Assuming that it is all in the same niche)** This will give them the best return on their investment. We will discuss each of these traffic channels in further lessons.

2. GETTING SUBSCRIBERS: FREE

Below are some Traffic Channels that you can use to generate leads to your email manager (i.e. aweber, mailchimp, etc)

FORUMS

Find top forums (community boards) on the same topic as your blog and become a regular and active member there, with a link back to your blog in the signature of course. Find social hubs where experts and like minded people connect online. For internet marketers that's for example Inbound.org », GrowthHackers.com » and similar.

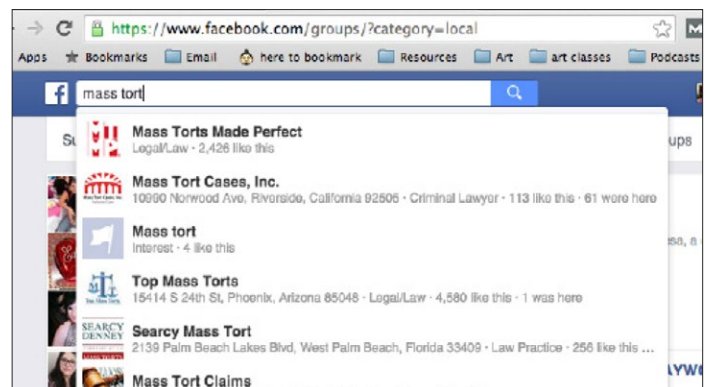
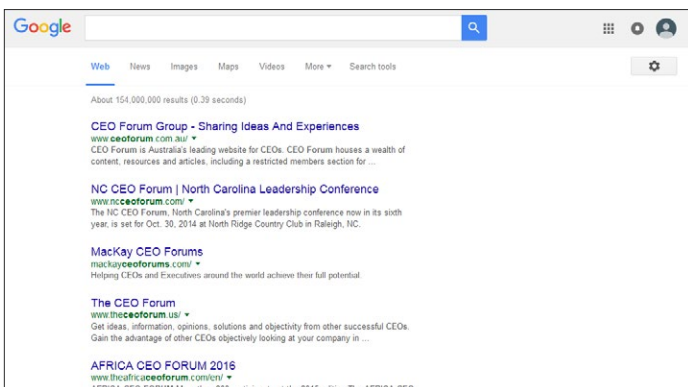
START POSTING!

Find top forums (community boards) on the same topic as your blog and become a regular and active member there, with a link back to your blog in the signature of course. Find social hubs where experts and like minded people connect online. For internet marketers that's for example Inbound.org », GrowthHackers.com » and similar. Don't miss on possibly high traffic from Reddit » and Hacker News » too. Or, if you have some extra money, invest in online advertising on Facebook, Twitter and/or StumbleUpon, Facebook , Forums (Groups, and Comments) Start to comment on posts always showing your credibility by posting your experience and creating a signature url with your blog. (Also great for SEO purposes)

Where to find your targeted forum:

To find a forum, you can simply type "forum:keyword" into Google.

To find a Facebook Group, type in Groups Named Keywords in the search bar at the top of Facebook.



CONTEST AND GIVEAWAYS

CONTEST, GIVEAWAYS, TIMING, AND SENSITIVITY. OH MY.

These are essential ingredients for building any type of list.

We'll go over copyrighting in more detail with subject headers in a later lesson but for now, understand that everyone loves free things and especially contests. Why? They feel that they are part of something and if they win, then they feel lucky.

On my wordpress site, I use a contest giveaway plug-in called **"King-sumo"** (Yes, Another sumome product). I love that company. It's easy to use and add contests or giveaways in a flash!

I recommend it. I think it's \$150 now but very well worth it.

Time Sensitivity and Scarcity:

I'm jumping the gun a bit because we are going to talk about Headlines of banners and landing pages later, but this is relevant to this "contest" theme.

When you create a contest, you want to put in some **"timing"** and **"scarcity"** psychology here.

An example would be: **"Only 5 Ipads available!" enter to win before this Friday!"**

This converts so much higher than **"Win your Ipad today!"**

Why? Because they know they know they have to do a certain action before the deadline. There is also some sort of rush that over takes people when they find out there is only a certain number of items left. They want to be the first ones in line.

Hey, don't judge. I don't make the rules.

Also, this is a good time to really narrow in on your target market and weed out the tire kickers. If your target market are IOS developers, and your contest is to get a free copy of SWIFT, the iphone developing software, you KNOW that the only people jumping on this contest are IOS developers. Easy, right?

Now go, get 'em!

Let me know how you do!

Put your results or feedback in the facebook group!

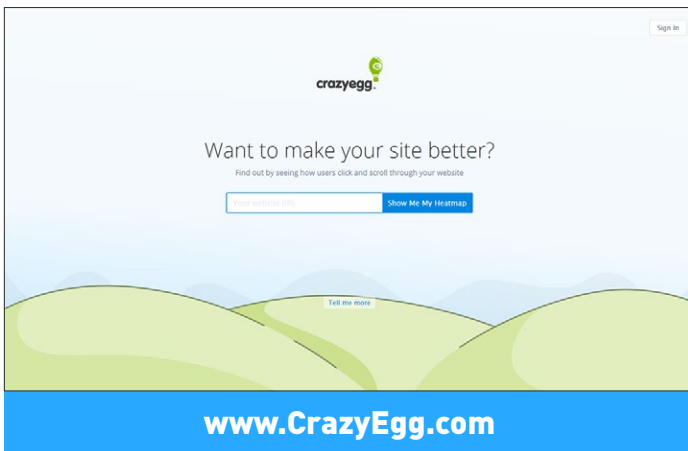
<https://www.facebook.com/groups/ListbuildingwithLiz/>

3. OPT-IN WINDOWS FOR WP

16 different opt-in placements possible on your WP blog (and 2 as a bonus), which will be described further below, but please try to refrain from using them all at once. Not only would it create a really bad experience for your readers, it would probably hurt your blog reputation as well.

The new trend on Opt-in Windows in Index page/splash page is a layout similar to a landing page's squeeze page: There is a big photo on the page with a big opt-in window in the center, with the lead magnet being usually a pdf or a free course.

Here are some examples:



There are around 16-20 places on your blog where you can place opt-in forms. I investigated all of them, together with WordPress plugins. If you are continually providing content on your blog, it will no doubt get people to opt-in to your site.

These plugins are my favorite resources and worth checking into

- 1) THRIVE THEMES
- 2) PLUG MATTER
- 3) UPVIRAL

2. TRAFFIC CHANNELS: BLOG

**If you have a website, the best way to get more email subscribers is simple:
USE MORE EMAIL SIGN-UP FORMS.**

Yes, you can overdo it, but the truth is, even when you think you have too many, your forms may be invisible to your visitors.

The question is where do you put them?

THERE'S 7 HIGH-CONVERTING PLACES, AND NOW I'LL GO THROUGH EACH OF THEM.

#1 Contest and giveaways

#1 Feature box

#2 Top of Sidebar

If you're not placing your email sign-up form at the top of your sidebar, you're losing out on valuable email subscribers. And yes, even if you place it slightly down your sidebar, under some ads, you're losing email subscribers. I know this sounds like common sense, but even some large blogs fail to gather emails at the top of their sidebar.

#3 After Single Post

Think about this: When someone stumbles on your content, and reads the entire thing, they clearly love your work. So, why not ask them to sign up right after the post ends? It converts well, and it grabs a reader right when they're feeling great about your work. (Note, this is one of the BIGGEST leaks websites have. If you don't ask for action when people are keen on taking it, you're killing your growth).

#4 The Footer Of Your Site

#5 On Your About Page

Load up your Google Analytics... right now... and you'll see that your about page is one of the most popular pages on your site. With that kind of traffic, if you're not including at least 3 email sign-up forms on your about page, you're losing emails / fans every single day.

#6 The Little Bar Across the Top Of Your Site

Hello Bar and Viper Bar, and Sumo me

#7 The Lightbox Pop-up

SHARING

Here is a good example of sharing technique in emails :

Ramit Sethi ramit@iwillteachyoutoberich.com

Hi liz,
Welcome!

You're officially entered in my "Instant Vacation Giveaway" contest.

Here are 2 easy steps you can take to DOUBLE YOUR CHANCES of winning a \$2,500 travel voucher plus, plus \$5,000+ in additional prizes:

1. Tell your friends

Use the Twitter and Facebook buttons on your personal contest page to tell your friends about the contest.

When they join, I'll give you another entry in the contest.

There's no limit to the number of entries you can rack up. The more you share, the more chances you have to win!

Get started on your personal contest page [here](#):

2. Rack up more than 51 entries

When you do, I'll show you how you can trigger double-counting for your entries.

That means if you bring in another 5 entries, I'll throw in an extra 5 under your name.

It pays to be a high roller.

Good luck!

Also, if you could work from anywhere, where would you work from? A Caribbean beach? A cafe in Italy?

SHARING

My favorite resource for getting shares is this plugin for sharing:

There are some good wordpress plugins out there, but this is my favorite because of the detailed tracking system and it's easy to use.

Here is more of what it does:

Create a promotional campaign that will bring you massive numbers of qualified leads

Manual or automatic winner selection

Easy scheduling to manage multiple contests

Automated prize notification and awarding

Additional custom sharing opportunities for contestants

[YOU CAN SEE IT HERE:](#)

SURVEY

Hi **{!firstname_fix}**

It's good to check in with your target audience and now and again and see how you can help them. This gives you more "Trust" points" too and shows that you care. They are willing to answer any questions you have because they cherish the opportunity to have their needs addressed. (Who wouldn't?)

I came across this recently and think this is a good example:

Hey there,

I noticed you subscribed to Authority Hacker a bit over a week ago and I just wanted to personally reach out and say "hi".

SO... Hi! ;) Welcome to the group! If you have a second, I'd love to know: Why did you subscribe to _____

What can I do to help you solve your biggest problem right now?

Just reply to this email or shoot me a quick email at: _____@_____

Thanks for joining us, I'm really glad you're here.

xxxxxx

Founder of xxx

P.S. I'm ALWAYS on Facebook & Twitter... So if you have any questions or feedback for me personally, just send me a message on there and I'll do my best to answer it.

https://www.facebook.com/pages/_____

https://twitter.com/_____

P.P.S. Points (and a special social media shout out) if you're willing to answer this question...

"What's ONE thing that we could do better?"

Nice, huh?

Another option is using survey forms. These websites below offer free surveys. You can create a customized form in minutes and find out exactly what your target audience wants! You email them in your autoresponder like the above example.

1) Surveymonkey.com

2) Google docs

3) Typekit.com

Ok, See you in the next lesson!

HOW OFTEN SHOULD YOU EMAIL?

HOW OFTEN SHOULD I EMAIL THESE PEOPLE?

If your offer is only good for 48 hours, you're gonna email every day, maybe even twice on the last day. But when it's a long standing offer you wouldn't do that.

I like to follow-up with a specific offer every 2-3 days because these are gentle reminders. I tend to do a lot of take away selling and positioning that make my offers something that people want to "qualify" for. Because of that I don't have to (and its not appropriate to) hard, in your face, sell the way an everyday email reminder about an offer does.

And I advocate for that stance no matter what your industry or niche. If you don't have a deadline associated with your Tripwire, then emailing every day stinks of desperation and used car salesman. Those poor guys get a bad rap. What a tough gig. But the image we conjure up when we think of them ultimately ends up as someone we don't trust, someone that's pushy, and isn't really on "our" side. That's not the position you want to be in to sell your stuff.

What you want is an alignment between you and your prospect that so clearly puts you and that person on the same side, that it's unmistakable that you're on the same team.

BONUSES!



Open up an Leadpages account from this link or logo, and I will personally customize 3 or your landing pages and intergrate them with your autoresponder! Get it [HERE](#)



If you purchase, a theme from Thrive themes with my affiliate link, I will upload it on to your hosting i and intretgrate your email manager , and essential SEO Plug-ins, and the Kingsumo plug-in, contest builder to start building your list! Just email me your receipt from iThriveThemes and your site will be up in less than a week.



Open up an Aweber account from this link or logo, and I will personally share my highest converting auto-responder/follow up series IM template. (12 consectulive emails for the IM niche)



Get this hosting service and I will install upload ANY Paid Wordpress Theme from Themeforest.net AND:

- intregate your email manager
 - give you the most essentia Plug-ins
 - Get your site on Google
 - Add the [Kingsumo](#) plug-in, contest builder to start building your list (\$150 value!)
- Just email me your receipt from inMotion and what theme you want from Themeforest.net and in less than a week, your site will be up!



Open up an Leadpages account from this link or logo, and I will personally customize 3 or your landing pages and intergrate them with your autoresponder! Get it [HERE](#)



Open up an Leadpages account from this link or logo, and I will personally customize 3 or your landing pages and intergrate them with your autoresponder! Get it [HERE](#)