



Class 6 Supplement

Building a List

Want to know the secret to making a FORTUNE online? Here it is...

The money is in your list.

Sadly people continue to give away their hard earned leads to their Affiliate or Direct Sales Programs. I know...I did it too.

Here's the deal. It's well documented in the business world that if a company wants to increase its profits, it needs to sell more stuff to its existing clients/customers.

The reason is very simple.

It costs money to bring someone new through the door because the business has to advertise, right?

Instead of spending money to advertising to people who may or may not be interested in what you're offering, take the time to offer more stuff to the people who have already raised their hand and indicated that they want what you're offering by choosing to purchase something from you, or even just by opting-in to your list by taking advantage of your **"free offer"**.

By creating a list, you have a group of people that you KNOW are interested in hearing more from you.

The bottom line is this: if you don't have a list, you're leaving a boatload of money on the table.

You must have a list if you want to make money online.



How Do I Create a List?

To create a list, you need an **autoresponder**.

An autoresponder is a tool that allows you to “capture” people’s contact information through a **lead capture form** and then you can correspond with those people automatically through pre-programmed follow-up messages.

Below is a sample of a lead capture form that I used on my blog.

Suffering From Information Overload?
No Clue Where to Begin?

Sign Up Below For
Instant Access To My
Proven Action Plan
For Attracting
RED HOT Prospects
to Your Business

7 FREE
Training
Videos

FREE VIDEOS
Attraction Marketing
Crash Course
Learn How to Attract
Hot Prospects
To My Home Business
By Nichole Houser

First Name:

Email:

Phone (optional):

Please Send My Videos!

So, for example, you can set up a week’s worth of messages in your autoresponder and when a lead opts-in to your lead capture form, he or she will receive one email each day for a week in the order that you specify. These are known as **Follow-Up Messages**.

You also have the ability to send out a **Broadcast** to your list, which means you can write and send one message to your entire list (or multiple lists if you have them).

This is the secret (or not so secret tool) that every Internet marketer uses. It’s the only way that you’ll be able to communicate with the thousands and thousands of people who will want to receive your information!



How Do I Get A Lead to Opt-Into My Form?

Typically, most people aren't a big fan of giving out their personal information like their email address or phone number.

So, in order to get a visitor to give you permission to send them information, you need to **give them something of value**. This is known as a **Free Offer** or **Ethical Bribe**.

You can ask for any amount of information in your opt-in form. You can ask them only for their name, or their name and email address or even their phone number. The sky's the limit.

There is a catch, though.

When you're deciding what information you want to require in order to receive your free offer, keep in mind that the more information that you ask for, the lower your opt-in rate.

However, the more information you require the better the lead will be, so what you require is truly a business decision you need to make.

I typically only require a name and email address and give the option to leave a phone number.

What's an Opt-In Rate?

This is a very important figure that you'll want to keep track of when you're marketing online.

This is the number of people who choose to "opt-in" for your offer divided by the number of people who have viewed your opt-in form.

$$\frac{\text{Number Who Opt-In}}{\text{Number of Visitors to Your Site}} = \text{Opt-In Rate}$$



A good rule of thumb to measure the success of your opt-in form is this: a minimum acceptable opt-in rate for a blog is around 2%. A minimum opt-in rate for a lead capture page is 10%.

Why do you care about that figure? Well, if your objective is to generate leads and grow a big list, then you want a big number of your visitors becoming a lead, right?

So, if your opt-in rate for your blog is only .5% that means that only 5 out of 1000 visitors is joining your list. If your opt-in rate is 5%, that means 50 out of those 1000 visitors are joining your list. The higher the number joining, the better!

What Do I Say To My List?

We will discuss this more in Class 7, but you should assume that your lead has opted-in to several other lists and that their inbox is overflowing with messages.

You need to give them a compelling reason to open your email. The easiest way to do this is to have an interesting subject line.

There's one great resource that I discovered to determine how compelling your subject line is, it's the *Emotional Headline Analyzer* and it's totally free:

<http://www.aminstitute.com/headline/>

Why emotional?

Well, emotions sell!

The other way to ensure that your message is opened is by providing valuable content. One of my blog readers said this:

I get a lot of emails every day. Many I delete. But if it says "From Natasha Nassar" I open it and read it! I know it will be of value and something I NEED to read.



This is what you need to aim for. Even if your subject line totally stinks, if you always deliver the goods (by giving valuable information), your email will get opened.

But, a Subject Line and Good Content Aren't Enough

You can't write good autoresponder messages without a plan. You should have a plan for what messages your leads receive and when and how often they receive them.

You want to take your leads through your **marketing funnel**.

So, for example, let's say that you are offering a 3-day video course, and you also have a low cost product, a more pricey consulting package, a mid-priced direct sales opportunity and then a top-tier opportunity. Your follow-up series may go something like this:

Day #1: Free Offer Video Day 1

Day #2: Free Offer Video Day 2

Day #3: Free Offer Video Day 3

Day #4: Valuable Content + Offer Low Cost Product

Day #5: Valuable Content + Offer Low Cost Product

Day #6: Valuable Content + Offer Consulting

Day #7: Valuable Content + Offer Consulting

Day #8: Valuable Content + Offer High-Cost Product

Day #9: Valuable Content + Offer Mid- Cost Product

Which Autoresponder Should I Pick?

There are a ton of autoresponder services out there. Aweber, iContact, GetResponse, Mail Chimp are just a few of them.

I've personally used [Aweber](#) for years and have been very satisfied.



Most top marketers recommend [Aweber](#).

One bit of advice...

An autoresponder is holding your **most valuable business asset**, your list. Like a fire extinguisher, this is **not** one of the things where you want to try to save a buck!

You should pick a good autoresponder and stick with it.

Moving your list doesn't work well...I know, I tried. Do not make the same colossal mistake I did!

[Aweber](#) typically offers a \$1 free trial, and after the trial, the basic package is \$19.99 per month. This is money well-spent!

But...My Company Gave Me A Lead Capture Page

How kind of them!

Seriously, though, if you're generating leads into the direct sales company's marketing page, you just gave those leads away to your company.

If you decide to switch companies in the future your company typically owns those leads, not you.

Now there are some marketing systems out there that are solely geared towards your current direct sales opportunity. I made the mistake of using those too.

A good marketing system will allow you to integrate your autoresponder with their system, allowing you to own your own leads.

Otherwise, the second you stop paying for that marketing system because you change products or services (my original marketing system was geared toward the travel business) you're most likely not



going to want to shell out the monthly fee for that marketing system just so you can communicate with your leads.

But I Can Export My Leads!

Sadly, that doesn't matter. :(

Most autoresponders don't let you import contacts into your autoresponder due SPAM prevention laws.

Those that do allow you to import contacts, limit the amount per day that you can import, and those individuals must re-confirm their subscription to your list. You will lose a ton of people in this process.

Now that you know the importance of building your own list, what are you waiting for?

Let's start creating this asset!

The Marketing Funnel

If you're new to online marketing (or fairly new), here's how online marketers make money.

Step 1: We build a list.

Step 2: We market a suite of products to that list via what's known as a "marketing funnel".

What is a Marketing Funnel?

Well, in its simplest form, I want you to think of a grocery store.

When you go to a grocery you find more than one product, right? In fact, you may find several different brands of one product, right?



Well a “marketing funnel” is very similar, it allows you to offer more than one product to a “potential customer” who is interested in what you’re teaching, so that you can make lots of money.

Let’s go back to the grocery store example...

If a grocery store customer was interested in purchasing **milk** but the store only carried orange juice, the customer would leave, right?

They’d go buy their milk (a/k/a “spend their money”) elsewhere.

If, for example, you’re in a direct sales opportunity and you’re only offering your opportunity or products to your leads, you’re the grocery store that’s only stocked with orange juice.

If your lead doesn’t want orange juice, they’re out the door. If you’ve paid for that lead, you’ve just lost money. That’s bad. :(

But what IF you had a grocery store full of different products?

So that if a lead came in for milk, but once they passed by the OJ section, they decided that they also wanted OJ, you’d make money on the milk and the OJ. If they only wanted OJ, that’s cool too- you made money on that lead.

This is why you need a marketing funnel.

You need a way to make money from your leads even if they aren’t interested in your primary product or business opportunity.

Otherwise, if you keep buying leads who only want milk and your store only sells OJ, you’re going to lose a lot of money and your store won’t be open for very long. :(

Having a marketing funnel is absolutely essential if you want to make a sustainable and sizeable income online. Period.



A marketing funnel is the only way to protect yourself if you end up deciding for one reason or another that you want to leave your current business opportunity, or if your opportunity goes out of business.

This is just the beginning.

Now, a marketing funnel is far more than just having a store that's fully stocked with lots of different products, it is also a means of ensuring that you can collect as much money as possible from an interested buyer.

So, for example, some buyers that come into your marketing funnel have a lot of money to spend.

Let's say they have \$10,000 of start-up capital that they're willing to invest in starting their own business.

If your product/service only costs \$500 and you don't have any other related products or services to offer them, you've left \$9,500 on the table.

Ouch!

If you have a fully developed marketing funnel, you would have a low-cost product (under \$100), a mid-cost product(s) (\$100-\$500) and a high-cost product(s) (over \$500) to offer them, in addition to other back-end offers like affiliate programs, continuity sites, etc.

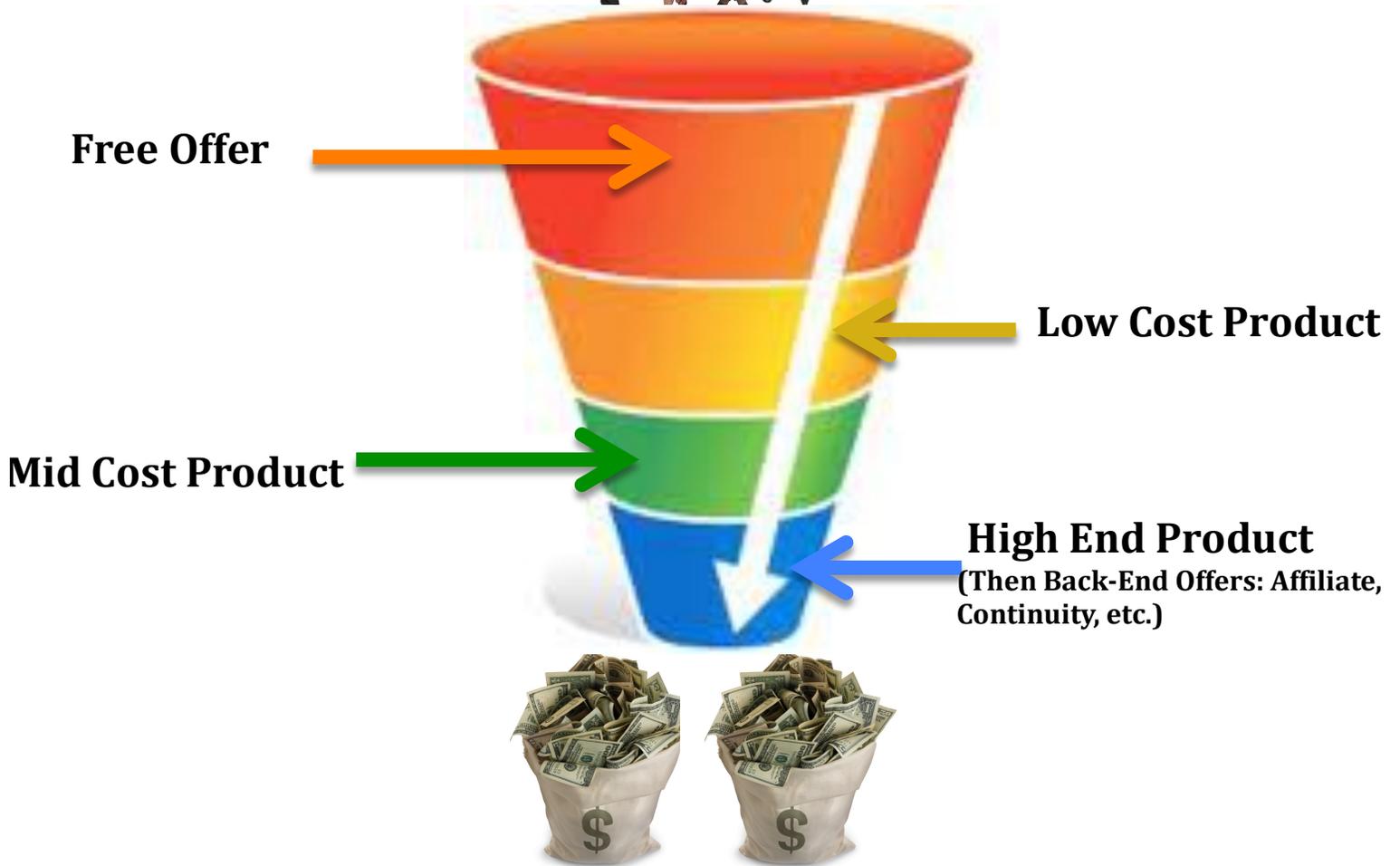
So, for example, I have products ranging in price from \$39.95 to \$40,000.

I'm not going to leave any money on the table.... are you?

A marketing funnel is the answer, my friends. This is how you ensure that you aren't leaving money on the table.



The Marketing Funnel





Provide Value Before Asking For The Sale

There's an old saying that it is always better to give than to receive. Nothing could be more true when it comes to marketing yourself online. In a "me first" world, the Go-Givers stand out.

What is a Go-Giver?

According to Marshall Goldsmith:

[A go-giver adds] value to others in a way that helps them significantly while at the same time increasing their own sense of joy which improves their bottom line, both in their business and their personal life.

(If you haven't read *The Go-Giver: A Little Story About a Powerful Business Idea* by Bob Burg and John David Mann, this is a must-read by the way!)

So what does this have to do with building You, Inc?

As you'll recall from previous classes, people buy from people whom they **know, like and trust**. One way that you can build trust and rapport with your potential clients/customers is to provide them something of value, for free.

When I say "something of value," I mean that it's something that regardless of whether or not your potential client/customer ever interacts with you again, they would say to themselves:

"Wow, that was some really helpful information. I'm really glad I read/watched that."

In other words, you have touched that person's life or business in a positive way regardless of whether or not you hear from them in the future?



There are two kinds of “value” that you can offer to your prospective client/customer. The first is **valuable content** in the form of articles, videos, podcasts, white papers, etc. that you put on your blog or website.

The second is a **valuable free gift** in exchange for your prospective client/customer’s contact information. As you’ll recall from the previous module, the place in your marketing funnel to introduce your “free offer” is on your **opt-in form** through [Aweber](#).

By providing something of value, you are giving your potential customer/client a reason to part with their private email address (and possibly phone number or other personal information). You must structure the text of your valuable free gift in a way that it is compelling.

You want to give them an irresistible offer. Put yourself in your visitor’s shoes. Would YOU part with your email address for your offer (as it is worded on your Opt-In form?)

If not, then head back to the drawing board until the answer to that question is a resounding “YES!”

One thing that you must keep in mind is this:

“Value in the Eye of the Beholder”

Here’s what I mean...

A \$20 bill does not have the same perceived “value” to a millionaire as it does to an individual who has been out of work for a year and struggling to feed his family.

So, it’s essential that you consider the needs of your ideal when crafting your valuable content and your free offer. Think about the problems that they are having and the solutions that you can provide.



Only **after** you have provided your potential client/customer with value, should you ask for something in return (i.e, ask them to buy something from you).

Another thing to keep in mind is that in the midst of providing tons of value, don't forget to "ask for the sale."

Unfortunately, many entrepreneurs are so focused on the "giving value" aspect of building You, Inc., that they completely forget that they need to be making money (or worse, they are afraid to ask for the sale.) Don't fall into this trap!

After providing your potential client/customer with value, oftentimes they cannot wait to show their appreciation by purchasing something from you. So, give them an opportunity to express that appreciation!

More On Your Free Offer

As you now know, "**The Money's In Your List.**" So this is the part where we start working on building your list.

You'll obviously need to drive traffic to your funnel (that's **Level 1**) but traffic is worthless if you don't have a funnel developed, so that's why we're starting with **Level 2**.

Once someone comes to your site, you're going to need them to give you their contact information in order to get them on your list. The way to do that is to offer a "Free Gift" for signing up to be on your list.

Many people make the mistake of just offering something, anything as a "Free Gift".

That's a HUGE MISTAKE!



It is crucial that you keep your **Ideal Client, their problems, and the solutions you can provide** in mind when creating your “Free Gift.”

This ensures that your funnel is “congruent.”

Here’s one of our Level 2 funnels:

An Example ...

Target Market: Internet Network Marketing Beginners

Problem: Information Overload- no clue where to begin

Solution: Road Map to how to begin building a business using Attraction Marketing

Free Gift: 7 Day Attraction Marketing Crash Course

What’s in it?

- Introduction to 7 basic principles of using Attraction Marketing
- Suggested tools to use.
- 12-action step checklist for beginners.



Products:

- **Gold Package: 12-part video course, e-Book and audio programs** (\$97)(Special Price at \$67 for limited time) (Low End)
- **LeadWhisperer 2.0 Mega Webinar:** 3 Hour Webinar + Lead Whisperer Gold Package (\$97) (Special Price for \$77)
- **Branded!:** 8 Part Course on Building You, Inc. (\$497)
- **Coaching Package:** Range \$997-\$1997. (Top Tier).



Do's and Don'ts of Constructing Your Free Offer Page

Do consider using Optimize Press. Optimize Press is a super easy WordPress Theme that you can purchase that allows you to create sales pages, opt-in pages, etc.

Do think about “marketing” when it comes to your offer. In order to ensure that the most leads that see your page “**opt-in**” you need to make sure that your offer “**converts**”.

Do Not Use the “Share” feature (i.e, “Share this on Twitter or Facebook). You don't want your leads going ANYWHERE other than to opt-in for your free offer.

Otherwise, you run the risk of them seeing that huge Facebook or Twitter logo and remembering “oh yea, I wanted to go on Facebook to see such and such.” It's distracting.

Do Not Let Your Insecurities Show. Constructing your first offer is a very exciting thing. It can bring some insecurities to the surface, though.

If you're like me when I created my first free offer, you're thinking....”geez, I'm not so sure that I am qualified to do this, but I know I need to.” or “I know that so-and-so has a great report on this topic, so no one will want to read mine.”

You also know the importance of being authentic, and you certainly don't want to have any hype on your page, right?

Unfortunately, these feelings manifest themselves in the form of “I'm not really an expert on this” or “I've only been doing this for a couple of months”.

Here's the BIG problem with that... Saying stuff like this is really bad from a marketing perspective! :(



To “sell” your free offer, you must exude confidence-even if you don’t have any.

Here’s an example of how someone with 3 months of experience who has an offer of a blogging report.

WRONG WAY: “I’m pretty new to blogging and I’m not really an expert, but I have learned some cool stuff that you can use.”

RIGHT WAY: After 3 months of intense research, I’ve cracked the code to blogging. I want to show you how to _____, so that you don’t have to endure the painful learning curve that I did.

See the difference? You’re being authentic. No hype.

But in the second example you’re positioning yourself with authority.

Do keep in mind that your offer isn’t just about the stuff that you put into the report, you have to MAKE people WANT the information. Logic is boring- Emotion sells.

Do hit your prospect’s hot buttons to encourage them to opt-into your site. They are overwhelmed with info, why should THEY give YOU their sacred contact information? Give them a reason in your copy!