

How to Build a Massive Email List

As I discussed in depth in my book, *Get Paid for Who you Are*TM, it's critical to capture people's email addresses so you can build a relationship with them over time. In Chapter 8 I covered the basics on how to do this, but here I will go into more detail.

Building a massive email list involves three steps:

- 1) Get massive Web traffic
- 2) Squeeze the traffic for their email addresses
- 3) Sell products to cover the cost of the traffic

1) Get massive Web traffic

I am going to cover some more advanced ways to get traffic and build your email list, building on the methods covered in Chapter 8 of book. These additional methods include:

- Friends and referrals
- Trade or buy ads
- Trade email lists
- Rent or buy email lists
- Offer Massive Commission

When you are done reading this material, you will have some cutting edge strategies to help you build your email list. You will also learn how to turn those leads in sales, so you can cover your costs and make some money too.

Friends and Colleagues

Start with your family, friends and colleagues, by inviting them to be on your email list. Send an email saying, "I'm launching a great email newsletter on X, and the benefits are Y. If you'd like to receive it, I'd love that. If you'd like to be part of my unofficial R&D team, I'd love your thoughts and opinions. I'd also love your support in forwarding it to your contacts"

Get them involved up front by asking for their feedback and suggestions on the newsletter. Then send them one issue with an introductory note, and show them how to subscribe if they would like to.

Referrals

Once you have a relationship with your readers, ask them to share the newsletter with their friends. You can even offer an incentive. For example, you might say: “If you tell 20 friends, I’ll give you and your friends this free download.” Or, “I’m donating the first 30 days of sales from all this traffic to Mental Health America.” It’s a little more complex to set up, but you will likely get more subscribers.

The simplest way to do it is just ask in an email. You can also have your Web Wizard add a “tell a friend” script to your Web site. This allows subscribers to input the email addresses of several friends and forward a note.



Ninja Dave Tip: You can set it up so that people can click and import their entire address book (e.g., google mail or hot mail address book) into the Web site and send an email to everyone they know. You just need to give them a good enough reason. Have your Web Wizard implement the scripts at www.addressbookimport.com

Trade Ads

Let’s say you’ve got a newsletter about “How to retire by age 40.” Here’s how to find ad partners:

1. Find the top sites on Google for “retire by age 40”. They don’t have to be exactly relevant, just in the ball park. Also see what companies are advertising on those sites, and visit their websites too.
2. Subscribe to their newsletters and find out which ones you like and don’t like. (You’ll also get great ideas and perhaps guest articles for your newsletter).
3. Call the good ones and ask to trade ads with them. Tell them you would like to build your subscriber base as well as theirs, and this is a free way to do it for both of you. “I’ll put an ad in your ezine, and you can put an ad in mine”.

Now, this only works when you’ve got a subscriber base of a similar size to theirs. Find out how many people they have on their list. If you have 500 people on your list, you might be able to swap with lists of up to 2,000 (you might have to two or three ads to their one). When you reach 3,000 you might be able to get a 10,000 person list to trade an ad with you.

Remember your goal is to capture leads. Here are some do’s and don’ts of lead capture with squeeze ads:

- Do not advertise your product or service for \$300
- Do not advertise your \$297 product. You only get one shot at this list.
- Do advertise something like a \$97 product, AVAILABLE FREE for the next three days.
- Do make sure your product is worth \$97. It needs to be good stuff.
- Do use a bonus product you learned to create in Chapter 8, something you compiled from other people’s sites or a teleclass. You are giving these away free to “squeeze” the subscriber list of individual names and email addresses.

Your goal, as always, is to build a relationship through your newsletters and sell products over time.

Offer Free Downloads or Articles

If you don’t have an ezine yet to trade ads with other sites, you could try offering free downloads. Tell the ezine publisher that you are offering their subscribers this free gift. You might say: “I like your e-zine. I’ve been following it and I’d like to give a special offer to your list. I have a download worth \$97 and I’ll waive the price for your

list. They can download it free for three days. Would that be of any use to help you generate good will with your list?"

Most publishers are going to say "no," because they know you're trying to squeeze their list for free. But some will say yes because the free gift is adding value to their subscribers.

You could also ask if they would like a guest article from time to time to give them a break from writing. Negotiate that you get to put a byline at the bottom that offers a free download or other special offer to subscribers.

Buy Ads

If you don't have an ezine yet to trade ads, and a publisher says no to your offer of free downloads or articles, you can simply buy ads.

How much should you pay for advertising? It depends how established your product funnel is and how much money you're likely to make from a subscriber. If your new subscribers buy your product, and ultimately your service, you can afford to pay more for advertising than if sales are few and far between. It might take a few weeks for you to work out the value of a new lead.

To begin with, I'd say 50 cents or less per subscriber is reasonable. So start with, say, a \$50 ad. If you get more than 100 subscribers, it's cost you less than 50 cents per subscriber. Build up to 1,000 new subscribers, and measure what they buy over the first two months. That will give you a sense of how much each new lead is worth to you. You can track how many people click on your ad, and how much they pay you over time, using special adtracking links such as the ones provided by Professional Cart Solutions (www.GetPaidForWhoYouAre.com/pcs).

You'll soon discover that not all traffic is equal. One \$50 might make you \$500 down the track, while another one produces subscribers who don't buy.

You can approach ezines directly as described under 'Trading Ads'. Or, you can save yourself a lot of time by going to www.EzineAdvertising.com where they list only ezines which accept paid advertising, and break them down by category.

Swap Email Lists

The greatest way to build your subscriber base is to swap email lists. They send a “solo blast” for you and you send a “solo blast for them”. A “solo blast” is an email dedicated to promoting one product, as opposed to an ad in an ezine, which can get lost among all the content.

Note that you don’t actually give the email addresses to the partner you are swapping with - you are sending email offers to each other’s subscribers.

For example, I might go to T. Harv Eker and say, “Look, you’ve got a list of 40,000 people. I’ve got a list of 70,000 people. Let’s trade. I’ll send your offers to my list, and you send my offer to your list, as long as we approve of each other’s email offers.”

Again, what we do is squeeze each other’s list. He’ll squeeze my list and get a whole bunch of subscribers for some kind of freebie. And I’ll squeeze his list and say, “I’ll give you this free teleclass.”. If they don’t want you to squeeze their list, you can have them send a straight up sales offer to their list.

Sometimes I do trades that are commission free – meaning I don’t get paid according to how well their offer does with my list, and vice versa. Or you can trade commission too: we could agree that I’ll get 50% on everything you sell to my list, and you get 50% on everything I sell to your list. I sometimes do this if it’s our first time trading and I’m concerned their list might not be very responsive to my offer; at least I’ll get commission when my list buys their offer.

This swap method is easier to do than just approaching someone’s list and offering commission on a product. This is because most list owners seem to be most interested in selling their own product, over and above just getting commission. So it’s easier to get the deal if you have a list to swap.

Rent or Buy Email Lists

Another way to build your email list is simply to buy or rent (meaning you get to send an email just one time) one. Just Google ‘rent email lists’ and you’ll see plenty of options. I haven’t tried this myself, so I’ll simply recommend you start with a small list to

test. Try a list of 10,000 people if you can get one that small, and find out how many subscribers you attract, and how much you eventually sell. Did you recoup inside two months the amount you paid to rent the list?

The trouble with this approach is you don't have a relationship with the people on the list, and there isn't a list owner you're partnering with who can endorse your product to people they have a relationship with. Also – make sure the people on the list have double-opted-in, and have expressed an interest in receiving offers related to your industry.



Ninja Dave tip: Offer teleclass recordings. One way to get subscribers via advertising is by offering a free teleclass valued at \$47. You can say: "Join me on this teleclass, and if you can't make it, register anyway and I'll send you the recording." Now you have their email address.

Give 100 percent commission

What if you don't have a list to trade? You have a product, but no email list. You can try the standard approach that everyone tries, which is to offer the publisher 50 percent commission for promoting your product to his or her subscriber base. Now you can just do a straight sales pitch to the list, but hopefully by now you've learned to get them into your product funnel with a free offer, and try and close the sale within say the first 7 days (which will keep the list owner happy because you promised commission).

A more radical approach, which I recommend if you get a no the first time, is to boldly offer 100% commission on the sale. You'll get the leads and make money down the track from other product offers and perhaps your service.

With this tactic, you generally need your own product. Otherwise, you would be obligated to pay a commission to product's creator. You can't give 100 percent commission to an ezine publisher, because you don't have it.

Here's how you might propose it to the publisher: "I'm just starting out, so I'd like to make you an offer that's just ridiculous. I will give you 100 percent of the profit from this product. It's selling for \$27 and I'll give you \$27 per sale. I'll actually make a loss on the deal. But I'm doing this because I want to build my subscriber list."

If it does really well, they might be willing to do it again and split the commission with you. I've never tried this myself, but I think that in a competitive market, this is a bold move that could get you in the door with some big partners.

Collect Hard Statistics

Too many people are trying to do joint ventures without hard statistics to offer a partner. When you do a promotion, track it over time.

- Track how many email messages were sent out.
- Track the number of sales over one week, one month and three months.

You can use this information to pitch to new potential partners. For example, you might show that one partner with a list of 50,000 made \$5,000 in commission. When you talk to another potential partner with a list of 100,000, you can reasonably suggest they might make \$10,000 in commission.

What - no email list, AND no product?

Here's a radical strategy to try if you have no email list *and* you have no product.

You sign up as an affiliate for someone else's product. Let's say you get a 50 percent commission on it. You turn around and sell that to someone else with a subscriber list, offering the full 20 percent commission to the publisher in exchange for emails of

people who buy. You don't make the money, but you squeeze the database for new subscribers to your list. So you essentially build your database for free.

For example, let's say I become an affiliate of Dream Coach University, selling their training programs for 20 percent commission. I go to one of my associates, like Travis Greenlee and I say, "Travis, I've got something here that I think will sell well to your list, and I'm happy to give you my entire 20% commission. I'm just a broker, taking zero commission. But I'll get the emails of new customers." It's like getting leads as your commission.

2) Squeeze the traffic for their email addresses

- **Squeeze Pages**
- **Sandwich Pages**
- **Pop Ups and Pop Unders**
- **Embedded Offers**
- **Opt-in Forms**

What happens when the traffic reaches your page? Suppose you get 1,000 web visitors. How many people will actually give you their email address so you can stay in touch? Five? 200?

Ten years ago marketers sent traffic straight to the home page of a Web site. It was all novel enough that we could eke out enough sales to get by. Then with increasing competition, we started sending traffic to a specific sales page – no distractions, just compelling sales copy leading to an invitation to buy.

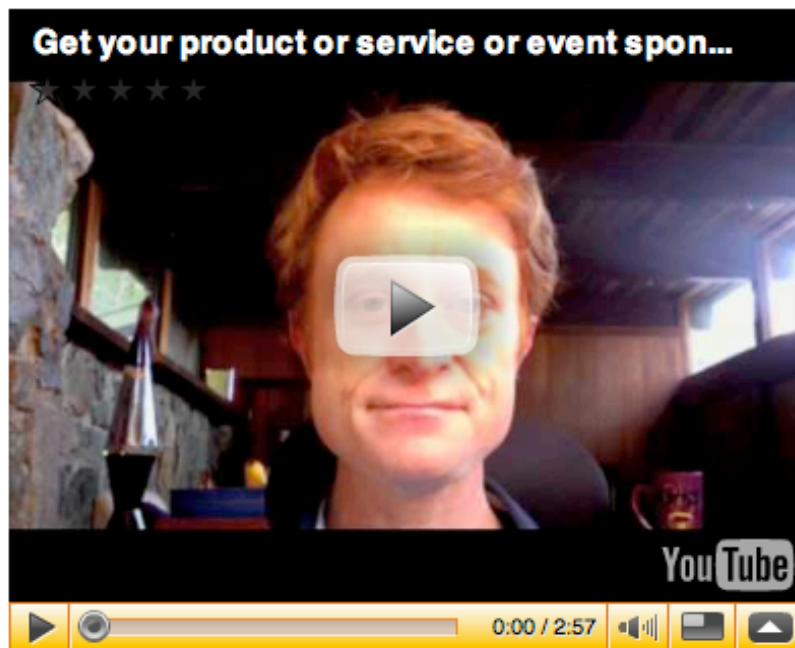
Squeeze Pages

As competition got more fierce, marketers realized that the initial sale was getting too difficult. They were losing potential leads by asking for \$47 up front. So they began sending traffic first to a squeeze page, to "squeeze" the traffic for email addresses. Visitors see a very short form inviting them to enter their email address in order get a free download, and to see the amazing offer on the next page. The next step up from that is

offer a 1-2 minute video telling them about the valuable download and what they can expect on the next page.

Here's an example of a squeeze page that I've used to squeeze email addresses (from <http://solutionbox.com/partnership.htm>):

**Get YOUR Book, Event, Tour, Cause or Dream
SPONSORED and PROMOTED by
Major Corporations and Nonprofits!**



Enter your email to learn how to:

- **Win corporate sponsorships**
- **Quadruple your client base**
- **Benefit charities and make a huge impact in the world**

Name:

E-mail Address*:

*Your email address will NEVER be shared with a third party.

Sandwich Pages

As competition increased even more, marketers realized they had to start delivering value before they could properly pitch someone with a sales letter. So they developed the concept of the Sandwich Page. You create a Squeeze Page as above, but the very next page they see from you is a video giving them a valuable strategy in under 2 minutes. At the end of the video you say, “and if you’d like 20 more strategies just like that, read below to get my full report.” So you offer a form with the promise of a download and/or a killer video strategy, you deliver the killer video strategy, and then ask for the sale.

Pop-Ups and Pop Unders

You know those annoying ads that pop up in a new window when you visit a Web site? Well, they work. Most Internet browsers block them now, but there are still some that don’t. And there are ways around the blockers. Fortunately you can do it and still be subtle and respectful.

Pop-up ads work because they jump out at the visitor – usually five seconds after entering a Web site. The visitor has to make a decision: provide an email address and get the free offer, or close the pop-up window.

Newer variations include hover ads and page peels. A hover ad seems to appear out of nowhere and slowly slides across the page. A page peel looks like the page is literally peeling back at the top right corner, and there’s something behind it for you to click and get. I prefer page peels to pop-ups because they get people’s attention while being less intrusive.

An exit pop is a window that shows up when the person leaves the page. More sophisticated ones have it pop up when a visitor hovers the mouse over a new tab on their browser -- when they are even *thinking* of leaving the page.

What do you put on these types of ads? A compelling free offer, of course – in exchange for their email address.

Embedded Offers

When I write a sales letter for a product, I use the opportunity to ask for subscriptions. You can put it right into the text of your sales letter. Before we started using a hover ad, I use to mention a few interesting “hooks” in the body of the sales page, and then I invited them to subscribe to some valuable free tips before we went any further. Here is an example:

I believe many training schools do an excellent job of teaching you 'how to coach'. Unfortunately many (not all) seem to fall down on the '**how to get clients**' part of the equation. You'll find The CoachStart™ Manual an excellent companion - regardless of which school you finally choose, or are currently enrolled in.

* * * *

And, before we go further, make sure you take away my **free monthly tips** - specifically for coaches, and currently free of charge. With 'Mentor Monthly™', learn how to coach more effectively, and gain clients with ease. (Note: I will **never** disclose your private information to anyone else, and you may unsubscribe with two clicks of the mouse)

Full Name :	<input type="text"/>	Email :	<input type="text"/>
		(Please check spelling)	
And I'll take the 'Create a Life You Love™' newsletter too please: <input checked="" type="checkbox"/>			
<input type="button" value="Subscribe"/>			

Get creative with your sales page

Many list owners won't let you squeeze their traffic anymore. They don't want their subscribers joining new lists that will compete for their attention. So they'll drive traffic to a sales page for you, but not a squeeze page, which is designed specifically to collect email addresses.

If you can't negotiate a squeeze page, you might be able to embed an offer that captures the subscriber email near the top of your sales page, as described in the section above. Or negotiate an opt-in form that pops up when the person closes the page (known as an exit pop), so you can squeeze the list afterwards.

If all else fails, offer a very low-priced product so you get the maximum number of customers and leads. For example, you might shelve your killer \$97 offer for the moment and offer a \$9 special report or even a \$1 trial offer. Use the special report or trial to upsell the customer to your \$97 offer later. This maximizes the number of leads and customers you can “squeeze” from this new list, to produce more revenue down the road. It’s the closest thing you can get to a squeeze without it technically being a squeeze.

Opt-in Forms

Be sure to have an email opt-in form – a place where they can sign up to get your free download, e-course or other offer – on every page of your Web site.

Have it appear ”above the fold.” This means they see the opt-in form without having to scroll down at all, and this makes it prominent on the page. You might even get creative and have a flashing arrow pointing to the box.

If you’re giving away a free report, put a special offer for another free download on the very first page, and send that traffic to a squeeze page to capture their email. Why? Because you’re hoping people circulate your freebie to their friends and colleagues. When they do, you need a way to send them back to your site and capture their email addresses, too!

3) Sell products to cover the cost of the traffic

In the book I covered many ways to build a big email list.

Now, I’d like to go a step further and tell you how to pay for it. If you follow my strategies on joint ventures, you may find there is zero up-front cost to you. But what if you’re running an expensive Google Pay-Per-Click campaign to drive traffic to your squeeze pages? Or what if you’re paying for ads in e-zines to generate the traffic? You won’t be able to do it for long, unless you have a way to monetize that traffic and quickly cover your marketing costs.

The answer is a strategy of running a break-even offer on Google Pay-Per-Click campaigns, where you capture people’s email addresses, but also sell a product to cover your costs. Sell products to your visitors, so you not only build your email list, but recover your marketing costs at the same time.

Suppose you've set up your campaign on Google or paid for an ad in an e-zine. Traffic goes to your landing page. They give you their email address for a free report or e-course, and then – BAM – you show your sales page. The first source of revenue is the sale you get right there, on the spot. But let's look at some other revenue sources.

- **Upsells**
- **Downsells**
- **Autoresponder follow-up**
- **Backend sales**
- **Continuity programs**

Upsells

When the person clicks to buy your product, you can say, “Wait, would you like to add the professional version of the product for half price?”

Between 20 and 80 percent of people will normally buy the second offer, depending on how attractive it is. You're asking them when they are already in a buying mode – what's a little more money?

Downsells

If they decide not to buy your offer, offer them something at a lower price. You can have a pop-up window appear when they exit your sales page saying, “Wait – instead of the \$27 CD, would you like the same information as a digital download for only \$14?”

Autoresponder Follow-up

If you got the email address but didn't get an immediate sale, you can add them to an autoresponder list. The autoresponder sends them a series of five, 15 or even 52 emails over time. A common schedule is one email a day for seven days. The emails are designed to deliver the free information you promised, build a relationship with the prospect, and sell them the product they haven't bought yet.

You might also give them three more reasons to buy. Offer them three testimonials from people just like them. Or, lower the entry barrier even more and offer them a trial of the product for \$1, with the balance to be paid in 14 days. The point is, you

have many chances to sell that product to recoup your marketing costs, not just the one chance when they visit the Web site.

Backend Sales

Another source of revenue is from sales on the backend. This happens when customers who bought your initial report or entry level product accept your invitation to buy the next product in your product funnel.



Ninja Dave Tip: Continuity

Programs. This is one of the smartest ways for you to generate revenue from the traffic. Instead of just a one-off sale like a \$7 report or a \$19 CD, consider creating a monthly membership program which costs \$14 or \$27 per month. It's not hard to add an interview with an expert every month to keep providing new content. A great sales approach is to offer a \$47 report for \$1, if they just give your membership program a try for 30 days – free. They are now paying just \$1 for a \$47 report, and then \$27 per month only if they continue the membership program. It may sound a little complicated, but if you get this right, you will do much more than recoup your marketing costs.

I want to say it again, because this is a crucial point many people miss. If you're not monetizing the traffic to your squeeze pages, then you won't be able to afford to keep generating traffic for very long, and your list-building efforts will dry up. But if you find

a way to sell products to that traffic and generate revenue, you can afford to compete for traffic with all the other marketers out there – and that makes you a major player.

My friend Vishen Lakhiani was adding thousands of people to his list each week. I finally asked, “What on Earth are you doing to get so many subscribers so fast?”

“Easy,” he said, “I spend \$100,000 per month on Google.”

Of course, the only way he could afford to do that was by having excellent squeeze pages and follow-up systems that resulted in sales – more than enough to cover the cost of his traffic.

People will be coming to you

Without an email list, it’s hard to reach the world with your message. With a sizeable email list, you can change lives without depending on other partners.

When you have a large email list, people will be coming to you for deals. You can pick and choose with whom you would like to partner. It’s a nice position to be in.

Resource List:

- For a directory of ezines which accept paid advertising, visit www.EzineMarketPlace.com
- You can get ad tracking software as part of the bundle of services provided by Professional Cart Solutions at www.GetPaidForWhoYouAre.com/pcs
- For a ninja 10-for-1 Product Strategy and a powerful 10-for-1 Teleclass strategy, visit www.GetPaidForWhoYouAre.com/access
- www.addressbookimport.com - for allowing your web visitors to import their address books from a web service like Gmail, and inviting their friends to subscribe to your newsletter.
- Get a copy of Get Paid For Who You Are at www.GetPaidForWhoYouAre.com