

Build Your List - Build Your Relationships - Build Your Wealth

It's not magic. Just as every house must begin with laying the foundation, then the framework, your long-term wealth is built in this order.

It's the same reason why most part-timers who have a job, never go full-time in their EcoQuest business. They continue to buy leads or use ineffective methods instead of building their list (CWT).

My main point here is, your "Opt-in Email List" is your **MOST** valuable business asset you can own as a marketer. It's like having equity in a house, its there when you need it (as long as you don't abuse the privilege).

Got it?

Ok, your mission, should you accept it, is to build a list (over time) of at least 2,000 subscribers. These are people who are interested in **WHO** you are and what **YOU** have to offer.

These are people who:

- * Have asked you to send them your offer.
- * Are most likely in the market to buy what you offer.
- * Understand that you'll continue to send them information unless they decide to opt out and remove themselves.

In a nutshell, a quality, regularly scheduled newsletter (or a series of emails) keeps you in front of your subscribers' minds, encourages repeat visits to your web site, and enhances your "brand" and credibility.

It also demonstrates your commitment to *giving before taking*, and generates more profits.

When done properly, you're subscribers will **WANT** to hear from you again!

In your newsletter or email communications, you can make your recommendations a bit more direct than you might on your site.

Your subscribers already know you by now, and if you've done a good job on the front end, they already like you and value your advice, because they feel you have their best interests at heart - this is a key factor that separates the pros from the amateurs.

And once your customers start buying from you ... well, they just keep on buying! Since you already know how to find them, your marketing costs are minimal (if any at all) by sending e-mail. Even the smallest subscriber base can pay you very well, again and again ... when properly nurtured.

Now, if you've never done this list-building stuff before, you might be saying to yourself, "It sounds like publishing a newsletter is a lot of work!"

Actually it's not at all ... it can be as easy as just sending out monthly updates about our business or products you're promoting, or sharing a personal story and then tying that to a particular product you want to promote. (testimonial)

You can use it to pique your subscriber's curiosity with a short teaser email that has them coming back to your site for another look. The uses are endless, and only limited by your imagination.

And don't worry, there's no "newsletter police" out there looking to slap your hand for the way you communicate with your subscribers.

So, how do you get a list like this?

Like I said before ...

YOU BUILD IT! (or you pay someone to build it for you). When it comes to Attraction Marketing, list building is the Foundation of Wealth-Building.

Like it or not, and boring or not, list building is the one thing you've got to do if you plan to make money for longer than a few weeks.

Next week we will start learning how to put your list building on autopilot, with some proven techniques that'll minimize your advertising costs and accelerate your list growth quickly.

In fact, if you really want to accelerate the growth of your business and make it to a fulltime status (if you're not there yet), it's an absolute necessity to automate most of your marketing activities so you can focus on revenue-producing activities (like answering your phone and processing orders, etc).

Show me a person who's making serious money online, and I'll show you a person who has his or her own 'list'.

On the other hand, show me a person who's losing money online and I'll show you a person who's never taken the time to build his or her own list. It's as simple as that

Let me put it another way ...

If you have your own list, you can do a fairly crappy job of advertising to that list and still make money online, especially when you include the branding principles we've covered in previous training calls.

The day I started building my own CWT lists instead of first sending people to some replicated cookie-cutter website, was the day marketing got easier for me.

TIP: As you soak up all this information and start building your own list(s), never forget to keep the needs of your prospects in the forefront of your mind.

This shows that you value the permission they've given to you. Seth Godin calls it "Permission Marketing." - (Great book by the way.)

Be sure to never take that permission for granted, because it can disappear very quickly if you're not a careful 'shepherd' of your list.

The Online 'Permission Marketing' Process

Here's how Permission Marketing works on the Internet..

First, we gain our prospect's attention with a simple, straightforward request for them to visit our web site.

Second, we ask them to 'dance'. We offer something of value: The incentive of some free information (like a free report) in exchange for their email address and permission to send emails to them.

Third, we start sending them to our "WhoIs" website in an effort to begin establishing a long term business relationship with them.

And last but not least ...

The fourth step ... when the time is right, we make offers our prospects can't refuse.

And that's really all there is to it!

Why Permission Marketing Works

Permission Marketing works because it makes you shift your focus from you and your agenda to your prospects, and their wants and needs.

How to Turn Your List Into Money

Getting your subscribers to actually buy or join something is one of the biggest challenges most marketers face.

Some of them just don't have enough subscribers yet (remember Bob Giddens advice, "I'm Not Wide Enough.") For the average person, it takes time to build a list. If you're an employee, you don't just start on Monday and then quit your day job on Friday. You've got to be realistic and focus on the Big Picture.

You have the rest of your life to build up your business, but so many people jump on the next big bandwagon instead of using what they have now.

What information should you share, and what objections do you need to overcome to make sales?

The most wonderful thing about 'Permission Marketing' is this: If we've done a good job with the first few steps in the process we discussed, the last step of making the offer is almost effortless.

If you continue to build a relationship, your prospects will be ready to accept your offer when you make it.

This is why marketing becomes easy and automatic with your own list of permission based prospects. The best thing about this kind of marketing is that it allows your prospects to close themselves.

The second best thing about permission marketing is that it just plain feels good. It's about as stress-free as marketing gets because you can relax knowing that you're doing the right thing for your prospects.

Another great thing about permission marketing is that it's duplicable. If you can learn to do this process once, you can do it over and over again with a larger group of people on your list, and it'll work just as well.

When do you stop duplicating the process? When your profits are big enough to satisfy you!

List building using permission marketing is the proven process that will get you to the end goal of ongoing profitability sooner, at less risk, with fewer losses of time, effort and money, and for lower cost, than if you advertise your opportunities or products to strangers in the open market.

In other words, No List = No Business ...

So, let's recap. Permission Marketing and the list-building process I just described, work together to:

- 1) Get your prospects' attention.
- 2) Entice prospects to join your list.
- 3) Build relationships.
- 4) Meet your prospects' wants and needs.
- 5) Allow your prospects to close themselves.

In that order.

By the way, many tests have been run to measure the difference between advertising to the open market and advertising the same offer to personal opt-in lists.

Not surprisingly, every test proved that the biggest conversion results came from their own lists.

Your Automated Cash-Generating Machine

There are two main moving parts to setting up your own cash-generating machine that you can put on autopilot

1. An automatic list generator - Targeted traffic from advertising is sent to a lead capture page where people opt-in to your list.
2. An automatic relationship-builder - Using a personally branded website really automates most of the trust-building to the point where people feel comfortable enough with you to pick up the phone and call you, or do business with you before speaking to you.

Your personally branded website enables you to keep our program and/or products in front of your prospects all the time.

Everyday You Put It Off Is Costing You Money!

It doesn't matter if it takes 3 - 9 months, or even a year. Start building your list TODAY, and then you'll be able to experience sales every time you send out an email blast.

And when you practice these principles of Permission Marketing, you'll find that you always do the right thing in the right order.

Most importantly, doing it this way will become second nature to you over time and a heck of a lot easier. .. and then YOU will be well on your road to virtually effortless income.

Note - You must always provide a way for subscribers to remove themselves from your opt-in list (all reputable autoresponders have this feature built in).

Homework:

1. Choose incentives to use in building your list(s) - It's time to decide what you want to use to give away to your subscribers when they join your opt-in list(s). This incentive may be anything from a free report or access to your story and advice and needs to be clearly mentioned on any lead capture pages you create. Regardless of what you use as an incentive, it must be benefit-driven, relevant and targeted to your visitors.

2. Advertise your lead capture page(s) to start to build your list(s) - This is a step you'll most likely come back to after you go through the next week's training call on advertising.

If you haven't built a list yet, I URGE you to start now. If you have, then congratulations! You're ahead of the game.

Once you have a list, my suggestion to you is to keep educating yourself on how to write more effective emails. A great resource I've found is Michael Rasmussen's free video series called Email Promos Exposed at <http://www.emailpromosexposed.com>

He takes you step-by-step through the process of creating emails that pull results.

Most of the free courses out there offer only watered down, weak content. Not this one! There are so many tips, tricks, and tactics in there that can make you money as soon as you start using them. You will want to watch all seven of them, takes about 45 minutes.