

List Building Basics

How To Get Your First Email List Set Up in 7 Easy Steps



By Susanne Myers

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About The Author



Susanne Myers has been an affiliate and information marketer since 2004 and runs quite a few different niche websites.

In this short report she shares her simple 7 step strategy for setting up your very first email marketing list.

Other Short Reports By Susanne:

[How To Create Small Info Products For Affiliate Sales](#)

[Affiliate Shortcut - Traffic](#)

[Affiliate Shortcut – Content Creation](#)

[Affiliate Shortcut – Email Marketing](#)

[How To Find A Hot And Profitable Niche](#)

Susanne is also the author and creator of www.AffiliateNichePacks.com and www.EasyLinkLove.com

Susanne also blogs about all things affiliate marketing at www.AffiliateTreasureChest.com

Building an affiliate niche site? Find out what I do each week to grow my own affiliate business and use my checklists at www.DailyAffiliateTasks.com

Introduction

Welcome to the List Building for Beginners report. In the next 7 chapters I'm going to share my strategy for setting up a new list via an autoresponder with you. You can easily accomplish the tasks in each chapter in an hour or so. This means that if you set aside one hour per day, you could start building and monetizing your list in a week.

If you find this information helpful, you're welcome to share this report with others.

Share The Report

You MAY sell it, AND give it away.

However, this report may NOT be altered in any way!

What CAN You Do With This Awesome Report?

- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

Most of all though, I hope you will take a few hours this week to implement what I've shared. You could have your very first list set up and create a new stream of income in less than a week.

Warmly,

Susanne Myers

www.AffiliateTreasureChest.com ... where I blog about all things affiliate marketing.

www.DailyAffiliateTasks.com ...grow your affiliate income in 30 minutes a day!

Step 1 – Let's Build That Email List

Welcome to List Building Basics. In this section, we will talk about what you need to build your first list and then we'll get to work on the first few components. We'll wrap it up tomorrow and start emailing our lists on day 3. Let's dive right in.

I'm going to assume that you already have a website or blog. If you don't, I recommend working your way through the Affiliate Fast Track Ecourse here: www.affiliateecourse.com

From there we'll need three things to get you started:

- 1) An Autoresponder Service
- 2) A Way For People To Sign Up
- 3) A Thank You Page They Land On After Signing Up.

The first thing you will need is an autoresponder. You will use it to capture and store email addresses. You will also use it to email your list on a regular basis.

You have several options when it comes to choosing an autoresponder. You can sign up for a free one, buy software that you host on your own server, or you can go with a subscription based service. My recommendation is to go with this last option and the service I suggest you use is [Aweber](http://www.aweber.com) from <http://susanne.aweber.com>

Next, I want you to think about setting up an optin page. This can be as simple as the one you used to sign up for this course. To make it easy for you to get started, I'm including an optin form template that you are welcome to use.

Download it here:

<http://www.affiliateecourse.com/listbuilding/optin.zip>

Last but not least, I want you to set up a "thank you" page. This is a simple page where you are thanking your subscribers for signing up and you let them know what they can expect next.

You can also start to monetize your list by including an affiliate offer on the thank you page. Use the thank you page for this ecourse as an example.

<http://www.affiliateecourse.com/listbuilding/thankyou.html>

Your "homework" for today is to go ahead and sign up for an account with [Aweber](#) at <http://susanne.aweber.com> (Yes, that's an affiliate link.)

As a bonus, if you sign up via my link, I'd be glad to answer any questions you have about setting up your first list. Just forward me your receipt.

Then set up your optin page and download page. Don't worry too much at this point about the exact wording on these pages. Just get something up there that you can use throughout the rest of this report and keep in mind that you can always come back and edit them either.

Don't worry about making the signup page work yet. We'll work on getting your list set up in [Aweber](#) in step 2.

Step 2 - Setting Up Your List In Aweber

Ready for step two? In the last chapter, we started working on your first list. You should be signed up with [Aweber](#) and have an optin page and a thank you page set up. Now we'll start setting up the new list within the Aweber interface.

I'll quickly walk you through the basics. For more detailed instructions complete with screenshots, take a look at this blog post I wrote a while back about using aweber.

<http://www.affiliatetreasurechest.com/1104/how-to-use-aweber/>

Here's what you want to do today:

- 1) Log into your Aweber account and click on the "Create and Manage Lists" link. Then click on "Create A new List"
- 2) Fill out the List settings information. Make sure you use existing email addresses and a real physical address (to comply with ICANN laws). I recommend using a PO Box since this address will appear at the end of each email message you sent out.
- 3) Enter the company branding information and the "Confirm Option" information. I recommend you edit the existing text where possible to make it sound more personable. This is the email your readers will receive after they sign up asking them to confirm their subscription.

The success page URL is where you want to enter the url to your thank you page.

- 4) Create a webform. For your optin page, I recommend a very simple form with a name and email field and a submit button. I recommend removing the fields that include "Powered by Aweber" and "We respect your privacy" information and links. Those usually hurt your optin rate (which means that less people will sign up for your list).
- 5) On the settings page, I recommend you use one of the aweber provided thank you pages ... this is the page your subscribers will land on right after they signed up and before they receive the confirmation email. Aweber does a pretty good job at preparing them for what comes next.
- 6) Last but not least, click on publish. You have several different options on how to publish your new optin form, both in javascript and html. Go with the java script code and copy and paste it.
- 7) Open your optin page that you worked on yesterday and edit the html or code. If you are using an html editor like frontpage, you should have a tab for that. Find

the spot where the optin box is supposed to go and paste the line of code.
Publish your optin page and try it out with one of your email addresses.

Of course you can also set up optin forms to use in the sidebar of your website or blog at this point. You can create quite a few different optin forms for each list you have set up.

I recommend you create a new form for each different place you have a form on. One form for your optin page, another one for the sidebar of your blog etc. This will allow you to see where people are signing up from and which one of these is working best.

If you're still stuck on any given step, give Aweber a call or use their helpdesk chat. I've found them extremely helpful and always willing to help me figure things out.

Step 3 - Target Audience and Welcome Emails

Now that your list is all set up, it's time to think about what you're going to email your subscribers about. We'll take some time in step 4 to develop a content plan for the coming weeks and months. For now, I want you to think about who your subscriber is.

Profiling Your Ideal Subscriber

Take out a sheet of paper and write down the following about your ideal subscriber

- Age
- Gender
- Family Status
- What type of house does he live in?
- Where does she work?
- Hobbies
- Likes and Dislikes
- What does her family look like?
- Who are his friends?
- Why is he or she interested in what you have to offer?
- How do your products, articles etc. make her feel or affect her life?
- What are his goals, hopes and dreams?

Go into as much detail as possible. Take a look at this blog post for more on this idea of "profiling" your target audience:

<http://www.affiliatetreasurechest.com/1555/profiling-your-target-audience/>

Tweaks Based On The Profile

Now that we know a little bit more about this person, we can do a few things:

Edit the Optin Page - Using the insights you've gained from this exercise, you can edit your optin page to better "speak" to your ideal subscriber. The same goes for any offers you're making on the download page. You don't have to go into specifics. Instead focus on the benefit they are getting. For example, if your ideal subscriber is a woman in her 30s who's trying hard to lose weight, but is tired of starvation diets, you could say something like "Sign up to discover the super snack that has almost no calories but will keep you full for hours".

Writing The Welcome Email - We're also going to use some of that same information to help us draft the first email. It's often called the "Welcome Email". It's simply the first thing that goes out to your subscribers right after they confirm your subscription.

Here are some of the things you will want to include in your welcome email.

- Thank her for signing up.
- Explain when and how often she can expect an email from you.
- Include download information to any "ethical bribes" you offered during the signup process (this is something we'll discuss in more detail in another lesson).

I also like to go ahead and share some good, usable content right away. Don't feel like you have to wait until your list reaches a certain amount of subscribers. Your readers don't know that you're emailing only 5 of them.

Take a few minutes right now to compose that welcome email.

Next, log into your aweber account and hover over the messages tab. Click on the "Follow Up" link.

Click on the "create new followup" button. Enter your subject line and then your email message. I recommend you add both an html and plain text version. Your html version doesn't have to be fancy, just paste your text in there and then use the little link symbol in the visual editor to make the links clickable (similar to the way you do in your blogging or html editor).

Save your message and you're done for today. Go ahead and sign up for your list again to make sure everything's working and that your email looks the way you want it to look.

Remember the "how to use aweber" post you looked at in the last chapter? If you scroll down, you'll find detailed instructions and screenshots on how to add messages to your list.

<http://www.affiliatetreasurechest.com/1104/how-to-use-aweber/>

That's it for tight now. In step 4 I'll help you plan your email content.

Step 4 - Planning Your Email Content

Now that you have your list up and running and a welcome message going out to your subscribers, it's time to think about what you'll email them about in the coming weeks and months.

Let's talk today about the different formats you can use and what you want to accomplish with your list.

What's your end goal with this list? Do you want to be able to send your readers back to your website on a regular basis? Do you want to earn their trust so they'll be more likely to take you up on offers? (This could be affiliate offers or your own products by the way).

Once you have an idea of what you want to accomplish with your list, it's time to think about how you want to email them. Let's run over the most popular options.

Autoresponders

This ecourse is an autoresponder sequence. If you sign up today, you get message 1 today, message 2 tomorrow, message 3 the day after and so forth. If Joe signs up next week, he gets message 1 the day he signs up, message 2 the next day etc.

I have autoresponders in place for a lot of my lists because it's something I can do once that new subscriber will benefit from even if they don't sign up until next year. You do have to make sure that what you're sharing in autoresponder messages is evergreen and I recommend you review your messages every six months or so to make sure all information is still current.

What do I mean by evergreen? You don't want to write about a sale that's only going on this month or mention holidays for example. Your content has to be applicable no matter when your subscribers receive it.

You add autoresponder messages in the same spot where you entered the welcome message. The only new thing is an option to determine an "interval" . This simply means that you need to tell Aweber how many days they should wait in between sending out emails. For this ecourse for example, I set the intervals at 1 for the first 7 emails to make sure you get one new lesson per day of the basic ecourse. Down the road I may add a few more messages that are a week apart with other list building tips.

Newsletters

The next popular format is a broadcast email. Here the email you write and send goes out to everyone that's currently on the list. This is most often used for newsletters. I use it quite a bit to share time sensitive information like a new technique I've discovered or a sale that's going on.

For most of my niche websites, I use a combination of newsletter and auto responder messages to stay in touch with my subscribers.

Broadcast emails are sent out much the same way as autoresponder emails. The only difference is that you don't specify an interval and that you use the "Broadcast" tab instead of the "Follow up" one.

One thing I really like about Aweber is that I can set broadcast emails to go out on a future date. This comes in handy if your newsletter goes out every Wednesday morning. If you have plans for that day, you can set it up on Sunday and just tell Aweber to mail it out on Wednesday morning at 9am. Very handy!

Blog Broadcasts

This last option may seem a bit more technical at first glance but is actually fairly simple to implement. A blog broadcast will send out an email to your list at specific intervals (i.e. every Monday, every third blog post etc.) and will pull your most recent content into the email. It's all automated once you set it up.

Here's a tutorial I wrote to set up an Aweber blog broadcast:

<http://www.affiliatetreasurechest.com/128/aweber-blog-broadcast-tutorial/>

Of course you can also mix and match any of these options as needed. With this list that you're subscribed to for example, I'm relying mainly on the autoresponder function to deliver the content. Every once in a while though I'll send out a broadcast email as well to share some new trick I've learned or a great new product I've come across.

Spend some time today to create a 30 day content plan for your list and then start creating and uploading that content to Aweber.

In Step 5 we'll talk about creating an ethical bribe to get more subscribers on your list.

Step 5 - Time For A Bribe

In this section we'll talk about the single most important thing you can do to turn more visitors to your site into subscribers. It's creating a little freebie or "ethical bribe" to encourage them to sign up.

I'm sure you've seen examples of these on all sorts of different websites. Sign up and you'll get:

- a free report
- access to a 7 day email mini course
- a coupon
- a video
- an audio presentation
- access to a webinar
- a checklist
- a workbook

The possibilities are almost endless.

Your Turn – What Can You Create That Would Benefit Your Ideal Subscriber?

Think about what you could create (or what you already have) that you can use as a freebie for your subscribers.

My personal favorite is a report of some sort. They are quick and easy to put together. All you need are a few articles or blog posts and about an hour to put together a nice little report on just about any topic.

Of course you could also write the entire thing from scratch, but I'm all about moving fast and reusing content. Look through any articles you've written and submitted to article directories. Look at good blog posts. Find 6 to 10 of them and put together a report editing it as needed to make sense.

PLR – A Great Shortcut

Another great shortcut option is to use PLR articles. You can find entire PLR reports or you can take a pack of 10 articles and pull them together into a short report. Some great sources of PLR are:

Easy PLR - <http://www.affiliatenichepacks.com/easyplr>

DIY PLR - <http://www.affiliatenichepacks.com/diyplr>

All PLR Content - <http://www.allprivatetablecontent.com/>

PLR.me - <http://www.affiliatenichepacks.com/plrme>

For now find a few articles or order a plr article pack from one of the sites above and turn it into a pdf report.

Turning Articles Into Short Reports

Here's a download to a short report that explains exactly how to do this:

<http://www.affiliatetreasurechest.com/1430>

When your report is done, upload it to your website and link to it from your welcome email (the one you set up a few days ago).

Don't forget to edit your optin pages and signup forms on your site. Write an attention catching headline that lets them know they can get a copy of the report by signing up.

Here's an example...

If I was building a list with this short report, my optin form headline may read "Simple 7 Step System To Build Your First List ... and Profit From It". Get a copy of this report by signing up below.

Step 6 - How To Get Subscribers

Now that your list is set up and you have a freebie in place to convince readers to subscribe, it's time to start working on getting those first 100 or so subscribers.

Once you've figured out how to get those, you can simply do more of what's working to continually grow your list.

Let's dive right in and talk about a few different things you can do to grow your list.

Signup For On Every Page

A quick and easy thing to do is to simply include a signup box on each page of your blog or website. If you're using wordpress to manage them, you can do this with a sidebar widget. If you have a regular html website, have your web designer include the form in the navigation bar.

I get the best results by adding it in the very top of my side bar (either on the right or left side of your web page).

Another option is to include an optin post at the bottom of your blog posts and articles.

Promote Your Optin Page

In one of the previous lessons, I had you set up an optin page. Start promoting that page any way you can. Mention it in your blog posts for example. Some other ideas are:

Twitter & Facebook - Regularly invite readers to join your list and link to the optin page. You may also want to change your profile link from your home page or blog to your new optin page.

Article Marketing - Write and submit several articles per month to various article directories. In the author resource box at the end invite readers to join your list for more tips and ideas. Don't forget to mention your free report (or whatever else you decided to create as the "ethical bribe").

Guest Blogging - Find several blogs in your niche and approach the owners about writing a guest blog post for them. Provide some great content and then invite readers to join your list, again mentioning your "bribe". A handful of guest posts on popular blogs can build your list very quickly.

Swap List Promotions - Find other websites with lists or newsletters in your niche. Email the owner of the site and ask about swapping newsletter ads or cross promotions. This means that you recommend his list to yours and vice versa. You could also suggest swapping articles. I find it best to stick with lists that are somewhat similar in size, so start small. As your own list grows, you can start going after the bigger fish.

Go Viral

Last but not least, let's talk about how we can make our lists grow virally. One of the easiest things you can do is to simply ask your readers to recommend you to their friends or colleagues. You can see me do this in the P.S. of many of my emails if you're on one of my lists.

Another option is to create more free reports and allow people to pass them around, post them on social media sites, share them on their blog etc. Within the report invite readers to sign up to your newsletter.

That's quite a bit of stuff we went over in this section. Don't feel like you have to do all of it at once. Do make sure you get your signup page on every page of your website and blog. You may also want to either change your profile url for social media sites like twitter and facebook to your optin page, or regularly post about it.

After that pick one of the strategies I suggested and work on that. Let's say you picked article marketing. Write and submit an article a week to several article directories. Once you're comfortable doing that, work in a few guest posts per month, or try your hand at recording videos and submitting them to sites like Youtube. Always be sure to include a link back to your optin page.

Keep doing something each week and it won't take you long to get to 100, 200 and then 1000 subscribers.

In our last lesson of this little list building guide we'll talk about monetizing the list you're building.

Step 7 - Monetizing Your List

Can you believe it; we've made it to the last step in this short report on list building. By now you know how to manage your list, created an optin page, and added a sign-up form to your website or blog. You set up your list in Aweber and have a plan on what you will email your readers about. You've created an ethical bribe and have started to get subscribers to your list.

With all of that in place, it's time to talk about making money from your list.

The Thank You Page

Start by looking at your thank you page. What could your readers benefit from while they are reading your special report or any of the content in your email messages? Find a product that solves their problem or helps them do whatever they want to accomplish.

For example, when you downloaded this report I knew that you were interested in getting started with list building. One of the first things you will need is an autoresponder service. That's why I promoted Aweber (<http://susanne.aweber.com>) .

Spend a little time today and include an offer to a good affiliate product on your thank you page. Make sure it's a good match for your subscribers. If you use the product yourself, mention that and tell them why you like it so much.

Newsletter Editions

There are a couple of different ways to monetize newsletter editions. One of the simplest is to mention articles and blog posts that have AdSense ads on them. Link back to those articles on your site from within your newsletter.

I also like to include either a sponsor or even better a personal recommendation for an affiliate product. I don't do it in every single issue but about every other one. Just make it part of your newsletter in either a separate "sponsor" section or as part of the content. I tend to get the best results if I make it part of the "editorial" or personal note that I write at the very beginning of each newsletter edition.

Solo Emails

Another option is to write a separate email that goes out to your entire list. This works really well when there's some special offer (a low price, special bonus etc.) for an affiliate offer. The entire email here focuses on selling a certain product or service.

I recommend you use these sparingly or they will start to annoy your list. Find a balance between providing them with good, actionable content and these offers.

That said, solo emails are responsible for well over 50% of all money I make from my lists.

Autoresponder Messages

Your autoresponder messages can and should also be monetized, whether it's the welcome email that you've set up or anything you're scheduling to go out afterwards. You can include affiliate offers directly in the content or link to articles, blog posts and even special reports your readers can download that include affiliate offers.

I also find that recommending a related product in the P.S. of your emails works well.

I tend to mix and match my monetization methods quite a bit and use several of the ones mentioned here with each of my niche lists.

The main thing I want you to take away from this is that as long as you provide value and strive to build a great relationship with your readers, you'll do well with any affiliate offers you'll include in your emails.

I have enjoyed this short report on getting started with list building and have found it helpful.

To your success,
Susanne Myers

www.AffiliateTreasureChest.com

www.DailyAffiliateTasks.com

Recommended Resources

Last but not least, let's look at a few resources that may come in handy. I've mentioned most of these throughout the content of the report but there here again for easy reference.

[Aweber](#)

By far my favorite autoresponder service. Get started for a dollar for the first month (\$20 from there on out). Well worth every penny spent.

<http://susanne.aweber.com>

[Affiliate Shortcut – Email Marketing](#)

My simple 4 step formula for communicating with your list and sending solo emails that convert like crazy.

<http://www.affiliatenichepacks.com/reports/email>

[Daily Affiliate Tasks](#)

Find out what I do each day to grow my affiliate income. Each week we'll focus on a different strategy and I'll include simple daily tasks you can accomplish in about 30 minutes.

<http://www.DailyAffiliateTasks.com>

[Easy PLR](#)

The best PLR out there... Quality articles, limited quantities – Get Yours Today

<http://www.affiliatenichepacks.com/easyplr>

Other PLR I like to use:

DIY PLR - <http://www.affiliatenichepacks.com/diypplr>

All PLR Content - <http://www.allprivatelablecontent.com/>