



LIST BUILDING 101 COURSE

Proper List Building 101



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- They’ve learned that a successful list is all about having a good relationship with the people on their list.
- They focus on influence, not numbers.

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 - They act on what you recommend or teach them

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 - They help you learn the market by telling you what they need when you ask questions.

Show me the opt-in
rates for your 100k list!



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- That is NOT what you want to do if your plan is to do this for the long term.

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 - Make sure every word they say or write to their customers is geared towards benefiting the customer.

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- It makes them sound sleazy and greedy.



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People aren't stupid!



Sorry folks, it doesn't work that way!



Photo: Hekerui & Abras2010

- “Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.”

Stephen Covey

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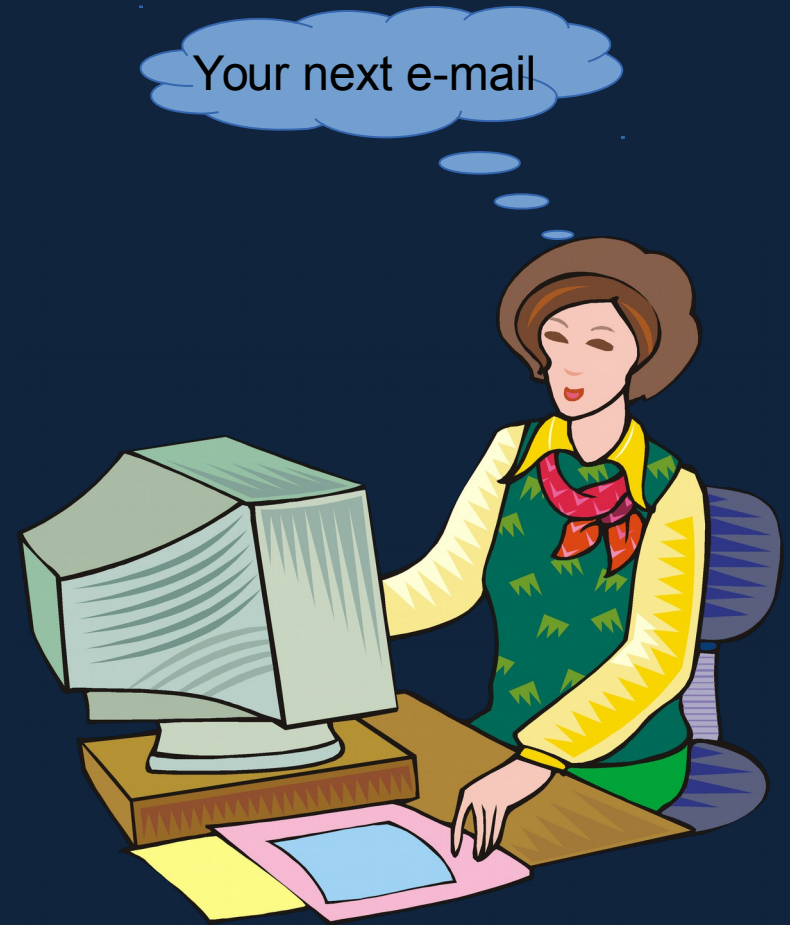
- You have to build trust with your customers.
- You have to make a connection each time you communicate with your subscribers.
- You have to like them and make them like you.
- You want them to read your emails and make them feel like you're talking directly to them.

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- The way you do that is by giving away helpful, informative, valuable content that actually solves your subscribers' problems.
- Isn't that the goal of a business?
- To provide a valuable product or service in exchange for something else - usually money?

Find a way to earn their trust by
giving them the high value
information they are looking for, so
you can sell to them in the future.



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- They're going to need to hear from you MULTIPLE times before they're going to take out that credit card for you.

Stop just trying to make a few sales,
and start building connections with
your subscribers!

- “You can have everything in life you want if you just help enough other people get what they want.”

Zig Ziglar