List Building Techniques

NAMS Workshop Guide

Free Download, Affiliate Programs
and More for NAMS Attendees at:

http://FeedBlitz.com/NAMS

Phil Hollows

Founder and CEO
FeedBlitz, LLC

www.feedblitz.com
phil@feedblitz.com
Twitter: @phollows

You Will Need…

1. **A web site**, preferably on your own domain.
2. An active account with a **reputable email service provider**.

Important FYI: If you're already using email, use the introductory steps as an audit to make sure you're making the most of what you already have. Don't skip ahead without completing the questions.

What You Will Get Today

The goal of this workshop is to have you leave with the following set up and ready to go:

- A **mailing list** to effectively capture leads and distribute content.
- An **autoresponder** to market to those leads.
- An **incentive program** to encourage new subscriptions.
- Monetization ideas to **start earning ASAP**.

We'll also look at concepts that turn your list into an ass-kicking inbox-busting revenue-generating engagement-building money-making selling machine!
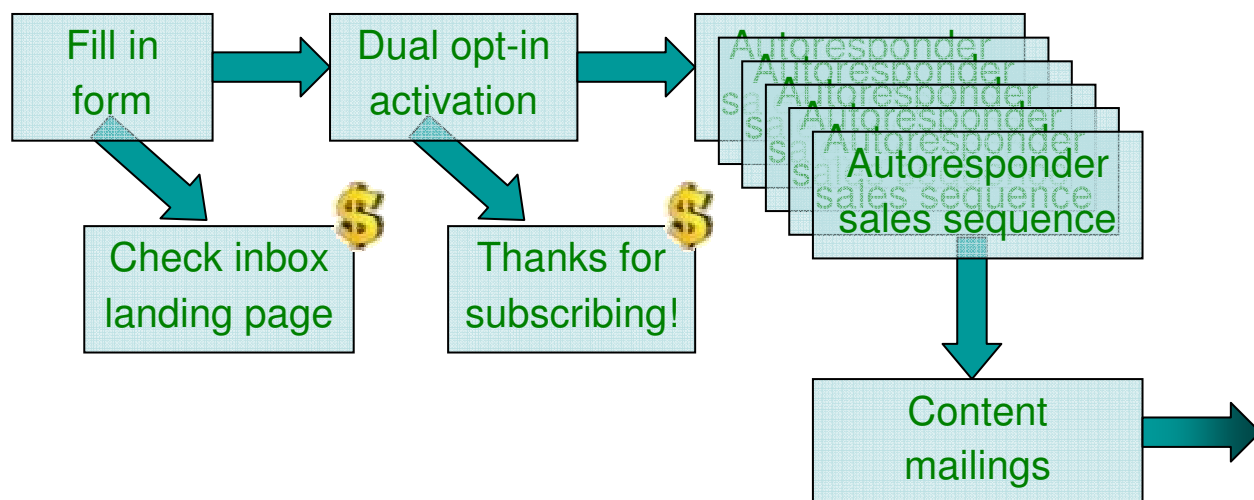
Step 1: List Creation Checklist

If you haven't already set up a mailing list for your site with your email service provider, do it now. The process varies by vendor, and will probably take you several minutes to complete. Ask for help if you get stuck!

1. **What is your list's name?**

2. **How often will you regularly email subscribers?**

   __ As soon as a new article appears (automatically)
   __ Consistently each day a new article appears (automatically)
   __ A weekly digest (automatically)
   __ A monthly digest (automatically)
   __ Manually
   __ Let the subscriber choose
   __ Other

3. **How do you mostly intend to make money from your site?**

   __ Affiliate programs, selling other people's products & programs
   __ Selling my own products and programs
   __ Advertising and sponsorships
   __ Other

4. **Based on this, what do you intend to send to subscribers?**

   __ Full content
   __ Partial content

5. Do you intend to use video in your sales and marketing?

__ A lot
__ Occasionally
__ Rarely
__ Not for now
__ Don't know

6. How will your list read your emails?

__ On a desktop email app (e.g. Outlook, Thunderbird)
__ On a web-based email service (e.g. gmail)
__ On a smart phone

Step 2: Incentive Checklist

1. **What will your incentive be?**

   __ A custom report or free e-book
   __ Sample chapters from a premium e-book
   __ A coupon or discount
   __ A trial membership
   __ A meeting or consultation
   __ Entry into a sweepstakes or drawing
   __ I'm just going to say "thank you"
   __ I don't know yet
   __ Something else:

2. **Where and how will you promote your incentive?**

   __ On my signup form
   __ As a banner at the top of every page
   __ As a banner at the foot of every page
   __ As an ad in the side bar
   __ Other

3. **How will you deliver the incentive?**

   __ Via an autoresponder
   __ On a landing page on my site

4. **What else will you promote when you reward your subscriber?**

   __ Additional products or services
   __ Popular or recommended posts
   __ Partner, co-registration, JV or affiliate links
   __ More lists
   __ A survey
   __ A welcome or instructional video
   __ An unexpected bonus

Step 3: Autoresponder Checklist

Define your initial autoresponder sequence below:

1. Thank you and here is your ....

2. Did you get it?

_____

_____

_____

_____

_____

_____

_____

X. Final email and call to action:

_____

Step 4: Sign-Up Checklist

Where will you enable subscriptions?

__ On every page of my site
__ In the side bar above the fold, with social proof if you have it
__ In your email signature
__ In a dedicated squeeze page on your site
__ As a popup
__ On your business card
__ On any printed collateral
__ After your posts but before the comments
__ As a checkbox on the comment form
__ As an option on every other form you have on your web site
__ In your social media bios
__ In your social media posts
__ On your social media pages
__ As a QR code for smartphone users

Step 5: Landing Pages

1. **Which dual opt in pages will you customize and monetize?**

__ The subscription activation page after dual opt-in completes
__ The "check your inbox" landing page
__ The unsubscribe landing page

2. **How will you monetize these pages?**

__ Selling on additional products or services
__ Partner, co-registration, JV or affiliate links
__ Ads or sponsorships
__ Membership / continuity programs

Step 6: Multiple List Strategies

1. **What multiple list strategy could you pursue?**

   __ Multiple delivery schedules
   __ Topic-based mailings
   __ Audience-based mailings (e.g. visitors and affiliates)
   __ Email courses

2. **For multiple delivery schedules, which will you offer new visitors?**

   __ Monthly
   __ Weekly digest
   __ Daily digest
   __ Express
   __ None

3. **List the different topics / categories / tags / labels that you write about, most often to least:**

   _____

   _____

   _____

   _____

   _____

4. **Identify the ones it makes sense to offer separately:**

   _____

   _____

_____

_____

_____

5. Which ones should have a different autoresponder sequence?

_____

_____

_____

_____

For each one, print a copy of Step 3 earlier in this packet and write out the sequence.

6. What different subscriber types do you have?

_____

_____

_____

7. Is it worth building different lists for different subscriber types?

8. What existing content can you repurpose into an email course (e.g. 7 days to …)?

9. Do you need a "Master List"?

Step 7: Custom Fields

1. **What are your goals for capturing and using extra data?**

   __ Personalized greetings
   __ Segmented mailings based on demographics (e.g. gender, location)
   __ Segmenting by type (e.g. subscriber, purchaser, member, affiliate)
   __ Linking to third party systems (e.g. customer ID, product ID)
   __ Custom offers

2. **Will you add data capture for personalization and segmentation?**

   __ Name
   __ City or State
   __ Gender
   __ Age
   __ Birth month
   __ Birthday
   __ None
   __ Customer ID
   __ Product ID
   __ Membership status

3. **How will you collect / default data for people already in your list?**

4. **Would it be easier or more effective to segment using a separate list?**

Step 8:
Integration and Automation

1. **Do you have third party systems or services to integrate with?**

   __ Shopping cart
   __ Payment system
   __ Digital download system
   __ Membership system
   __ CRM / contact management system
   __ Web forms system
   __ Service / ticketing system

2. **What events can happen with each one of the systems you have?**

   e.g. For a shopping cart:

   Cart abandoned, payment abandoned, product purchased, product shipped, customer invoiced, product returned, customer refunded.

   e.g. For a premium membership / continuity program:

   All of shopping cart, PLUS: card expiring, card expired, membership lapsed or renewal needed, membership renewed, level changed.

   e.g. For an affiliate program:

   Affiliate joins, affiliate make a sale, affiliate paid, affiliate leaves.

   On the next page, write down the systems and events that can occur in the other systems, plugins or databases that you're using or planning on.

System integration / event worksheet

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

3. **What data can each system supply that it makes sense to link to the relevant email list(s)?**

4. **For each system, how can you integrate updates into your email service?**

System	Email	API	Import	Manual
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__

5. **How can you get data OUT of your email service (e.g. a bounce)?**

   __ Email   __ API   __ Export   __ Manual   __ Other

6. **Write down the lists you are thinking of having, and what event or trigger might move a subscriber from one to another.**

Tip: Consider how unsubscribes and a master list affect your rules.

7. **Does your email provider's fee policy require you to manage unsubscribed, pending and deleted subscribers?**

__ Yes
__ No

8. **After what period of inactivity will you consider dropping an active subscriber?**

__ 1 month
__ 1 quarter
__ 2 quarters
__ 1 year
__ Longer
__ Never

9. **What incentives would you use as part of a re-engagement program?**

Step 9: Optimization

1. **What can you change to determine what affects the most new subscriptions?**

   __ Subscription calls to action (button, email footer etc).
   __ Dual opt-in activation emails
   __ Incentive copy / graphics
   __ The incentive offer
   __ The list or autoresponder being subscribed to
   __ Landing page copy, design and calls to action
   __ Something else:

2. **What can you alter to test what changes engagement?**

   __ Subject lines
   __ Click through or other copy
   __ Full or partial posts
   __ Template design
   __ Mailing time / day
   __ Segmentation
   __ Content copy or subject matter

<u>**NAMS Attendees**</u>

Download this workbook, access resources, learn about the FeedBlitz affiliate program and special offers just for you at:

http://FeedBlitz.com/NAMS