

LIST BUILDING ON A BUDGET



CHECKLIST

List Building on a Budget Checklist

- ☐ List building typically costs companies between \$9-\$1,000 per month.
- ☐ This is already a highly cost effective form of marketing with an excellent ROI.
- ☐ Those expenses include:
 - An autoresponder (typically around \$15 per month to start up to \$200 per month and beyond)
 - List cleaning tools
 - An email marketing agency
- ☐ We can lower this in a number of different ways by being smart about the way we build our business
- ☐ We can handle email marketing entirely for free!
- ☐ The most important step in creating an email list is to have a strong brand to begin with!
- ☐ This is your 'free sample' and will show people what they can get more of by signing up for your list
 - People don't sign up for lists if they don't know about the brand or aren't interested in the brand
 - You need to create a strong emotional response in anyone who visits your site
 - Your products should all be of excellent quality
- ☐ You'll need an autoresponder
- ☐ This will allow you to create your opt-in form

- It will also manage your emails and allow you to send out batch messages
- The features/uses of an autoresponder are:
 - Sending batch emails
 - Scheduling messages
 - Sending pre-written sequences of messages
 - Analyzing the actions of readers – who opened the emails, who clicked on the links etc.
 - Handling double opt-ins and unsubscribing
- Some of the best known autoresponders include:
 - GetResponse
 - MailChimp
 - AWeber
 - Drip
- The best known free option is:
 - I-Autoresponder
- Good list building is clean list building
- This means you need to think about email hygiene
- That in turn means you need to:
 - Remove spam addresses
 - Remove typos
 - Remove addresses that no longer engage with your emails
- This will provide you with more accurate and useful metrics
- It will also help you to avoid getting blacklisted by Gmail, Yahoo, Hotmail etc.

- ❑ You can use list cleaning tools
- ❑ You should also use double opt-ins to prevent people from signing up by accident
- ❑ Use anti-spam
- ❑ Avoid using incentives that are too incentivizing!
- ❑ To gain sign-ups
 - Create a squeeze page that promotes your list
 - Make sure the list offers something useful to the reader
 - Make sure you have an engaging brand
 - Use an incentive (free ebook for example)
 - Design your website to funnel people toward your mailing list
 - Mention your mailing list when writing other content
 - Include your opt-in form in your sidebars
 - Create a pop-over
- ❑ Some powerful free strategies for driving more sign-ups include:
 - Getting people's emails during real-world interactions. That might mean taking an email address when someone buys a product.
 - Offering some kind of quiz, tool, or app from your website. We are used to handing over email when logging into a feature like this.
 - Running competitions
 - Asking people on your list to consider sharing messages with their friends by forwarding. Include a call to action at the bottom of each email.