

List Building Action Plan For 2021
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Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: List Building Made Simple

Breaking down the process.

Devise a _____ for your list building by _____ the process. Start with a very specific end in mind. What is the BIG item you want them to buy?

Understand the _____ of list building. Beautiful bait on an awesome hook won't attract fish on to the shore.

_____ are people that have willingly joined a mailing list to keep informed about something, to learn more about a subject, a person or a product(s).

A _____ is a bi-product of your online business NOT the other way around.

Pick a niche based on _____ products that are available for you to promote. Webinars, coaching and even recurring billing products with good stats.

You have to form _____ daily habits that involve lead attraction, audience building and cultivation. You have to wear every hat in your business.

_____ content is a great way to assemble an audience into your digital stadium.

Buyers are automatically added to your list by whatever affiliate platform you use and these types of lists _____ tend to be the most profitable.

A _____ can be a landing page, a bonus page, a sales page or just about any type of funnel page that can capture an email address.

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Skipping steps in the bridge process reduces lead temperature and affects _____ . Pre-marketed leads are hotter than cold leads that don't know who you are.

LESSON 2: Communicating With Subscribers

Smart ways to create long term profits

The traditional _____ or landing page with a webform is a timeless method but you can also add subscribers to your list using an API (Application Programming Interface)

A _____ requires the user to verify their email address by clicking a link in an email. Not to be confused with a 2 step opt-in process which puts the webform in a light box.

An _____ is a software that allows you to collect and manage names and email addresses in a database for bulk mailing.

It is prudent to frequently backup and download your list data for security reasons. This is especially true for those _____.

Mailing from an _____ service like Amazon SES allows you a lot more flexibility than using a bundled service like AWeber.

_____ is when you prepare an email series in advance and queue it to go out regularly on a schedule. A series can be a few days long or as many days as you want.

Ideally you will create _____ that build trust and bring the subscriber to the next logical step in your buying process. Eventually this means moving them from list to list.

Most autoresponders allow some sort of _____. This means that you can tag or "label" a lead when they exhibit a behavior. Click a link, enter information etc.

_____ can vary from 15% to 25%. This is the total emails delivered minus the total bounced emails divided by the total emails opened.

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_____ are the percentage of people who opened which actually clicked on a link in the email. This can average between 2% to 4%.

LESSON 3: Advanced List Building & Emailing Tactics

Timeless strategies used by experts.

Remove opt-in hurdles by using things like _____ technology. The less they have to do the more likely they are to do it.

_____ is a service that connects just about every platforms API with your autoresponder allowing you to be very creative with your list building.

For the body, use an _____ that looks good on mobile devices and fits the text onto the screen while giving tables for images, buttons and logos.

Simple text inside an HTML email works as well but you MUST keep a _____ margin inside 333px or the email will appear to float on the device.

Create a _____ template for writing your evergreen email sequences. Always start with a seven day sequence. Never use dates, times or current events so they remain evergreen.

Impulse factors are what separates the men from the boys in email marketing. _____ need to be used SMARTLY and strategically in sales campaigns.

The _____ needs to be short and create curiosity and suspense. Shocking statements, bold claims and awe inspiring phrases go a long way.

All your emails should have a _____ so you can train them. Its smart to use button images and countdown timers from Countdownmail.com

Scrub your lists to get rid of bad email addresses so they don't dilute your stats and affect deliverability. Use a reliable list scrubbing service like _____

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Blacklists and blocklists like the Spamhaus DBL and SBL will hinder your _____. You can go to these sites and submit a delisting request if you've been flagged.

LESSON 4: Your List Building Battle Plan

Four phases to victory.

Create a _____ or a _____ (or both) and dedicate it to your lane. Preload it with some cool valuable and USEFUL content that applies to the target audience.

Create some short, simple, friendly personal videos for your stadium. Nothing fancy, just a smartphone and a selfie stick. Remember the _____ principle.

Insert _____ into your capture process by using sharegates like Buzzinar and Viral Traffic Boost. Offer MORE value (content upgrades) as a reward for referrals.

Create a pinned _____ in the group that greets them and invites them to download their free content. "If you are here for the FREE xyz you can download it here..."

Drive traffic daily by _____ that target people in similar groups and pages. Keep the ads pointing to the group (or channel) in order to keep the adspend low.

Engage with your tribe daily by _____, _____, _____ and being present in the group. Dedicate time to social media marketing, put it on your calendar, set reminders.

Spend some time everyday working on YOUR own _____. If you ever created a book report or a term paper then this will be a cinch.

Create a simple sales page about your product with a video and also create a JV page that invites affiliates to PROMOTE the product. Give them _____.

_____ means some will, some won't, so what... NEXT. Don't work about attrition, it's going to happen so don't let it phase you.

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Develop good daily habits by running your operation like a REAL business. Hold yourself accountable or get _____.