

MAILING LIST BUILDER

How to Attract
Subscribers and Entice

Them to
Opt-In



*Presented by
Marty Marsh*

Certified Guerrilla Marketing Coach

www.MartyMarsh.com

Mailing List Builder:

How to Attract Subscribers and Entice Them to Opt-In

You've probably got a pretty good handle on managing your business from day-to-day but now it's time to kick things into a higher gear and start driving traffic to your sites and getting real, live subscribers to opt-in.

Exactly how do you do that?

This report will help you lay the foundation, by covering two vital areas:

- **How** to get them to sign up and join your subscriber list
- **Why** they should want to

Let's start with your potential subscriber...

Who Are They?

Long gone are the days when you could simply promote a newsletter to get people on your list. These days, getting people to part with personal information and commit to receiving your emails means they'll need an incentive to do so. And that incentive is always going to be **what you can do for them** — right now.

- What **benefits** can signing up for your list bring your potential subscriber?
- What **single benefit** will be his or her one over-riding reason for signing up?

You're probably realizing, right about now, that:

- Your potential subscriber needs to know **who you are**
- You need to know **who he or she is!**

Only by understanding subscriber's fears, obstacles, challenges, goals and dreams can you make sure you provide what they need. Do that, place yourself in their path and it won't matter that you aren't yet a "big name".

*** Inspiring opt-ins is all about letting them know *you have what will help them reach their goal.***

Inspiring opt-ins is all about letting them know you have what will help them reach their goal.

So who is your subscriber? Can you write a profile, and have at least 89% of your future subscribers turn out to fit most of the main details?

There’s a quick way to find your subscriber. Ask yourself these simple questions:

- Who do you chat to on your social networks?
- What questions do you get asked most (online and in everyday life)?
- What do you always end up helping people with?
- Do you like doing that... or does it make you feel tired and irritated?
- What do you *want* to help people with? What do you think you can provide that no one else can?
- Do you know your top three strengths? Weaknesses?
- Do you know what your USP is — and if it fits with the people you’re targeting for your new list?
- Are your goals strongly aligned to your potential subscriber’s success?

You may have heard people talk about “finding your passion”. You’ve probably identified yours and have been able to answer most of the above questions readily... but even if you know your USP (Unique Selling Position), there’s still one more step you may need to take, in order to find your **paying** market: **Ask**.

Ask the people you’re targeting (on your private mastermind groups, interest forums and social networks) **what they’re missing** and **what they need**. Ask them what their favorite niche products are. Then ask them why.

Then, while you’re waiting for them to answer, search for questions – and especially complaints – in your niche’s forums and social networks, as well as your poll respondents’ answers, for “clues” as to their most compelling need.

When their responses are in (and don’t be disappointed if only a small percentage answer — that’s normal) fill out this simple chart to double-check your assumptions:

MY UNIQUE SUBSCRIBER PROFILE		
Gender:	Age:	Level of Education:
Annual Income:	Marital Status:	Number of Children:
Children’s Age Range:	Niche (he/she belongs to:	How much he/she spends on a product, on average:
Activities:	Hobbies:	Challenges:
Goals:	Needs:	Does NOT Want:

When you've completed this little exercise, look up your online competitors by URL in **Quantcast** and **Alexa**, and study the demographics you'll find provided. Do your competitors' demographics match the profile you've just filled out?

If not, it may mean you either don't know your customer as well as you thought you did... or that you've misidentified your main competitors. Decide which reason is most likely true for you. Then, if you need to, go back to your social networks and forums, and ask a few more questions to cross-check what you've discovered. (**Don't skip this stage** — it may not seem related to a high, opt-in response but it's actually the core key!)

Study sites like amazon.com and magazines.com, to see if there's a **paying** market for your product or services — people who will spend cold, hard cash. (If there's a hard-copy book or magazine for your topic or keyword, it's a paying niche.)

Think about what you have to offer, and where you want your business to be, this time next year. Three years from now? Five?

If you haven't already done so, brainstorm a year's worth of offerings for that subscriber.

Now we're ready to start signing them up!

Your Autoresponder

Hang on a moment — have you got your Autoresponder set up? If not, here's a very quick tip: Start with **Aweber** — it's the industry standard and it has all the features you'll later discover you need (like its ability to **grow with your business and subscriber base**, and **tracking systems and metrics** tailor-made for online entrepreneurs). It's much easier to move away from Aweber later on than it is to move TO it. And you may find later on that you need or want to use a different service provider as your requirements evolve.

If you don't have money to spend on an autoresponder service, and you absolutely *must* go with a free alternative, try **MailChimp**. You can now store up to 2,000 subscribers and send up to 6,000 – maybe more by now – emails a month for free. And with their "Social Pro" feature, you can instantly see your subscribers' publicly-available social data (including profile photos, so you can put faces to those names).

Just be aware that MailChimp is **not friendly to any sort of affiliate marketing**, and their tracking abilities aren't even a patch on Aweber's. But if your work involves graphics in any way, it may be your ideal choice, since it is heavily graphics-and-HTML friendly (and Aweber is not).

Your third alternative would be to use the Autoresponder provided with a Shopping

Choosing your autoresponder service – also called an email service provider – is a critical choice that you need to think about and plan for now, and for the future.

Cart service such as **EasyWebAutomation**. One advantage that Easy Web Automation offers (besides being highly tailored to online entrepreneurs) is that it allows you to **provide coupons** for subscribers to use with your offers — something you'll appreciate with your email campaigns further down the road.

And if handling Autoresponders makes you break out into a cold sweat, hire a virtual assistant who has both autoresponder and shopping cart experience like my own VA, Terry Green of Fastype.

Your Biggest Opt-In Incentive

You'll be glad to know that you don't have to re-invent the wheel when it comes to offering incentives! Here are **three proven, simple incentives** to inspire subscribers to join your mailing list.

- Free report or ebook
- Free audio or video file (showing people *how to do* a task that's too confusing using only written instructions, can be a powerful incentive)
- Free e-Course

Now, we all know the web is flooded with free report after free report. Video files are becoming more commonplace too, and free eCourses are a dime a dozen. They **do** work... but how do you make your offering stand out?

The content you provide is something you'll have to decide for yourself. (If you've followed the research plan previously laid out, that will help. This is what will provide the "secret sauce".)

So let's assume you've decided that a free report would be best for your business model, and that it's going to stand out because you have:

- A **business plan** and **sales funnel**, so you know how it fits into your overall "marketing jigsaw puzzle"; how you want your premium gift to position you with your subscriber and where you want it to take them
- **Unique, original content** designed to not just please... but excite! (Your subscriber should be left breathless, telling herself: "**This** is the real deal!")

Even assuming you've done everything so correctly that your business and freebie could serve as a Poster Child for content creation... that still may not be enough to make your readers opt-in. You're going to love this next part, however... because what you need to make that opt-in incentive irresistible is to **simplify your process**.

The biggest mistake people make at this all-important stage is trying too hard. They get too complicated and end up spinning their wheels with half-created websites, half-created product, disjointed email Autoresponder sequences and a head full of confusion.

The following is all you need to do to make your opt-ins painless:

1. Create a landing page (a simple, one-page website or “squeeze page”). Forget the blogs and multi-page websites. Yes, they’re important... but not at this stage.

Keep the landing page simple. Focus only on one thing — the **big benefit** your subscriber will reap from claiming your free subscription gift.

Remove all distractions from your message — no other links or tabs; no tangents or unnecessary “persuasion”.

1. Keep your tone on the landing page conversational.
2. No exclamation marks; no words, phrases or sub heads in ALL-CAPS
3. Use sub-heads and bullets to break up your text and make your page easy to read. (Fact: internet surfers **scan**, not read. They’re looking for words or phrases that catch their eye.)
4. Graphics are great — but **make sure** they support your message and branding
5. Leave off anything on your landing page that doesn’t directly relate to:
 - a) your subscriber’s **problem**
 - b) your opt-in gift’s **benefits**
6. Provide an actual, opt-in box (contact form) driving them to your Autoresponder to sign up and receive your gift. Keep it simple — first name and valid email address are all you need right now.

You don’t need a long sales letter on your landing page. In fact, better to keep things brief. Use bullets to highlight the benefits of your offer.

Don’t make the mistake of writing a long sales letter: For best results, try to keep your landing page to one page in length, with the opt-in box visible on the right-hand side or underneath the text, if the latter is really short. You can find free templates for one-page landing pages everywhere on the net – including WordPress landing pages.

2. Create a simple “Thank You” page that congratulates your subscriber on their wise choice (this reassures them that they did the right thing) and tells them how to download their free product.

For branding, include the same visual elements on your Thank You page as on your landing page:

- Your **photo** provides a nice, human touch
- Your **logo or header**
- Your landing page template **layout** and **color scheme**

You can either provide the download link right on the “Thank You” page and keep it really simple... or send your subscribers to check their email, especially if you’re using a double opt-in via your Autoresponder.

You may not even need a “thank you” page, if your Autoresponder provides one, but using your own custom page keeps your branding and message consistent.

TIP: Use a video on your “Thank You” page — especially if you didn’t do so on your squeeze page. The video should be short (30-45 seconds) and feature you being warm, friendly and relaxed, looking your subscriber in the eye and reassuring them that you’re going to help them achieve their dream goal, and that they’re going to enjoy having you in their corner.

If you’ve decided on the double opt-in approach, you’ll also need an **opt-in confirmation page** (usually provided by your autoresponder) which will either give your subscriber the download link or send them to a separate **download page** (which you’ll have to create).

3. Make sure your download page also includes a *surprise bonus* — one that will make you stand out from your competitors.

* IMPORTANT: If you decide to include more than one surprise bonus, resist the temptation to include every freebie Resale or PLR product in your archives.

Remember... it’s better to include **only** one or two eye-popping, highly needed items than 10 hit-and-miss, miscellaneous offerings your subscriber “might” need. (You don’t want to look like an online “bargain basement”!)

And here is the really important key to keeping that momentum going...

4. Make sure your Autoresponder is populated with a good, strong email series, so that you will immediately stay in touch with your subscriber and not be forgotten. Provide really strong information, tips, mini-tutorials and valuable resource links in these emails, in between further sales funnel offers and usual ezine publications.

Your final basic ingredient? Ensure that your email **Subject Lines** continue to prove irresistible — make them all about your subscriber and they’ll be much more motivated to open each email you send.

Remember that your subscriber is also receiving lots of email from all kinds of internet marketers, likely including some of your competitors, too, and that these days most folks are feeling totally overwhelmed when they open their inbox. To learn the many ways you can employ to get your subscribers – your ideal clients – to open your emails and take action on them when you send them, be sure to check out Marty’s new **Marketing to the InBox Weary Marketing Program** -- coming soon!

5. Build and support your subscriber relationship in other ways; with promotion, social networking and article marketing, just for starters.

Now you have the surprisingly simple basics of attracting highly targeted subscribers and getting them to sign up for your list — the doorway to your solid success!

Find more
Guerrilla-Style High Impact,
Low- and No-Cost Marketing
Ideas and Strategies at
www.martymarsh.com



Marty marsh

Marty Marsh

206.290.7901

www.martymarsh.com

marty@martymarsh.com

Do you feel like you have to SHOUT to be heard in your marketplace?



Marketing today is all about building relationships with prospects and clients. No hard-sell, hype or shouting required. If you've got more time and energy than money, Guerrilla Marketing will help you attract more clients who will stick around longer and spend more money with your small business. Get started now!

For Low- and No-Cost, High-Impact Marketing Ideas and Strategies for your small business,

visit www.MartyMarsh.com Today



Marty Marsh

is your Guerrilla Marketing Coach

- Call: 206.290.7901
- Email: marty@martymarsh.com

Marty is a Certified Guerrilla Marketing Coach



***Marty Marsh offers
a variety of no-
and low-cost,
high-impact
strategies for
you to successfully
market your business
or practice.***

Learn more when you visit Marty's Websites...

www.MartyMarsh.com

www.AwesomeNewsletters.com

www.InnerSuccessCircle.com

www.MartyInk.com

Marty Marsh Creative Enterprises
Seattle, WA USA

This report Copyright 2010 and all rights are reserved.