

SKILL 16

**YOUR
EMAIL LIST**

**Market Your Genius
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STAGE II: PLATFORM

MODULE F: EMAIL AND FUNNEL

SKILL 16: BUILD YOUR EMAIL LIST

How do you reach your market? You need an email list to communicate your message. Start building your email database list here. Build a list that you can offer to future Partners and Affiliates. You'll ultimately build your email list by forming partnerships. Here are **FOUR STEPS** to getting started:

I. COLLECT (BEGINNING)

- 1. COLLECT** all of your emails in Outlook or your preferred email service - everyone you know. Opt people in (and let them opt out) OR
- 2. BUSINESS CARDS:** Put all of the business cards you have collected on your contact list.
- 3. LAWS:** With new privacy laws, it's important that you start by individually building a relationship with the person and then offer them an opt in. It isn't legal for you to simply add people to your list.

II. SEND

- 1. SEND** out an email to the above people.
- 2. GIFT:** Offer a free gift that people can't refuse. Get people to sign up for a special report, a video, a quiz or a webinar. Consolidate Blog Posts into a "Special Report". What Freemiums can you offer?
- 3. EMAIL:** Recipients have to sign up on your Landing page and get on your email list in order to receive their gift.

III. NETWORK (INTERMEDIATE)

- 1. MEDIA:** Start a pod-cast, radio show or blog. Post videos online and create other publicity that directs people to your opt-in page.
- 2. SOCIAL MEDIA** (Facebook, LinkedIn, Instagram and Twitter)
- 3.** Start a **MEET-UP GROUP** or Speak at other meet-ups.
- 4. NETWORK:** Chamber of Commerce, Rotary Club, Yoga, Wellness Centers, Toastmasters, Business Associations, etc.
- 5. ON-LINE EVENTS:** Webinars, Online Summits and Facebook Challenges are excellent list-builders.

IV. PARTNER (ADVANCED)

- 1. BUILD JOINT VENTURE PARTNERSHIPS** (Skills 33 and 34)
- 2. EMAIL MANAGEMENT:** Make sure you have selected the best Email Management System to meet your needs (Technology, Skills 10 and 12).
- 3. AFFILIATE TRACKING:** You'll want to have Affiliate Tracking Software in place before you begin reaching out to prospective Partners and Affiliates (Technology, Skills 10 and 12).

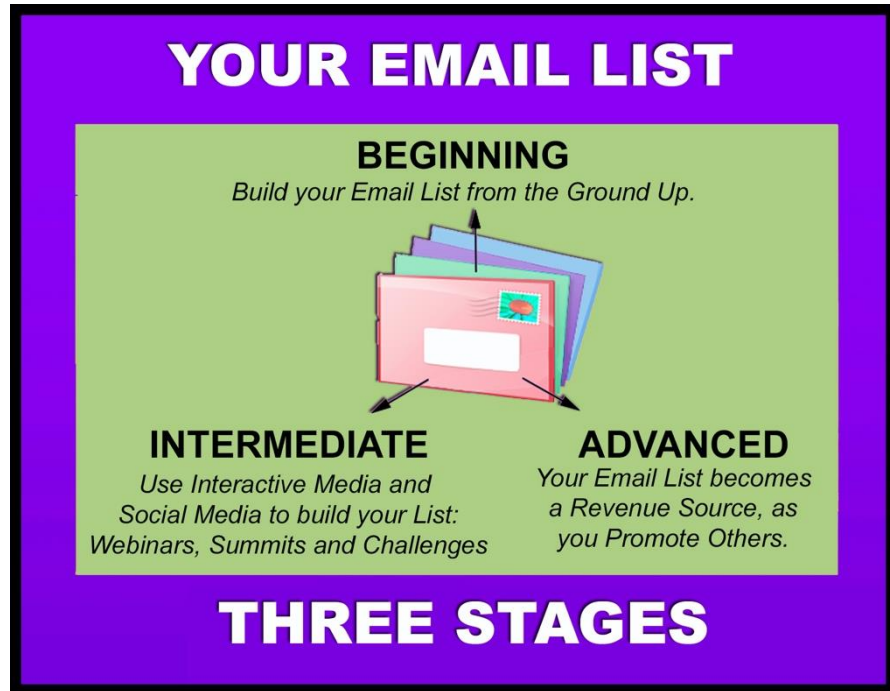


PREPARATION: Make sure that all of your ducks lined up in a row, *before* you build your list. Design your landing page. Create an email sequence. Build your funnel. Then, you'll have a platform for building your list.

AUTO-REGULATOR: When someone visits your Landing Page, your Landing Page automatically sends them an email nurture sequence that connects to their specific desires and encourages them to opt in.

SAMPLE EMAIL FOR OLD CONTACTS

The email below is a template you can use to re-establish contact with specific people that you'd like to add to your email list. You are extending an invitation to them. If they choose to opt in, they are on your email list. If they don't, you can move on. This approach honors new laws that prohibit people from sending unsolicited spam to strangers.



Hi _____,

It's been a while since we..... (met, talked...etc). I want to reach out to see what's happening in your life at this point?

I remember we talked about.....(their project or interest.) and I wanted to share with you that I am super excited about this current project I'm working on. It's a..... (webinar, challenge, workshop...) What I'm really hoping to share is..... (importance of content).

I'll be sending you a link to it OR Here is a link to it.....(LINK).....
Feel free to share it with anyone you might know who could benefit from it.

I'm very excited about this, but please know that I won't be sending you any more emails regarding this if you aren't interested. I respect our relationship and wish the very best for you.

Your Name

BUILD YOUR EMAIL LIST

There are three stages to building your email list:

- 1. BEGINNING:** Collect names and send emails inviting them to opt-in for your free gift.
- 2. INTERMEDIATE:** Network in your community and online. Use Social Media, Multi-Media (Podcasts and Videos) and Interactive Media (Webinars, Online Summits and Face Book Challenges) to enroll people.
- 3. ADVANCED:** Form J.V. Partnerships and Affiliations to mutually promote and build your lists.

Which stage are you currently at? Come up with a plan for building your list, using the strategies that work best for you. Note: You may want to build your funnel first, so you have something specific to offer your list.

I am currently at Stage: _____

My _____ Strategy for Building my Email List is:
(Length of Time: 4 Week, 6 Month, One Year)

1. _____

2. _____

3. _____

4. _____
