

4 Important Steps To Building A Profitable *Email List*

ProfitableEMAILlist.com





Step 1:

Make Sure You Choose A Profitable Niche

If you already have identified a product or service or if you will be searching for one (we'll suggest where), make sure it is possible to make a significant profit.

Step 2:

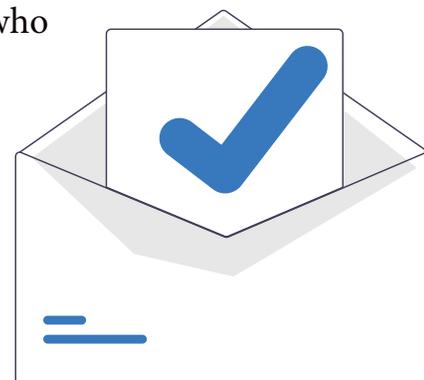
Make a Great First Offer (A Great Lead Magnet)

Make sure your offer attract the type of people who would be interested in your specific niche.

Step 3:

Mail Consistently

Mail consistently the same quality of content at the same frequency. The better your content, the more often you can email.

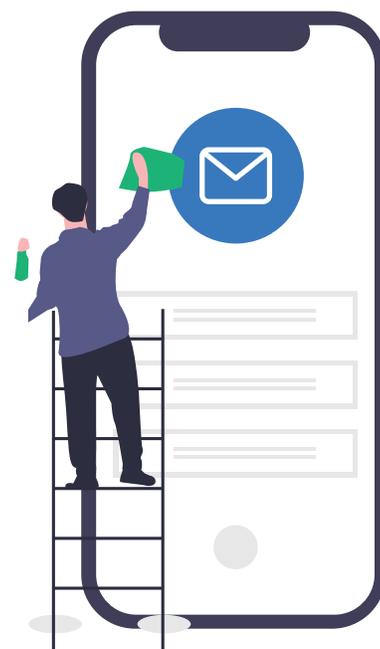


Step 4:

Manage Your List For Optimum Results (Segment & Clean Your List)

Segment your list to create groups of people who all match the same criteria.

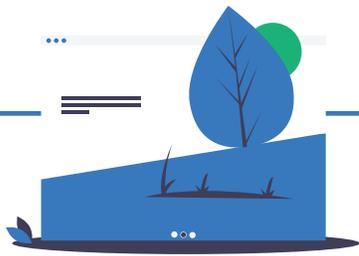
Clean the inactive people off your list.



Why is it very important to build a list?

There are **4 important steps** to building a **Profitable** email list.

But before we dive into those, let's talk briefly about **WHY** you should build a list. What the true benefits are to having one. In Online Marketing it's rare you really "own" anything you're doing. I know it sounds crazy, but if you think about it you'll see that statement, unfortunately, is accurate.



SEARCH ENGINES

Even though you might be investing a lot of time, money and efforts to get listed on the first page you don't own the spot and have no rights to it.

Contrary to the real estate world, in the virtual world, you have no right on the location, have no contract and consequently the search engine has full control on where your listing reside.



SOCIAL MEDIA

As for the search engine, you don't own any fan page you create and manage.

Although you are the one growing the value of the asset, it isn't yours in any way. You are subject to the goodwill of the platform, their rules and they diminish its value, impact as per their own needs as we have seen in the past.

The only 2 assets that you own are your website(s) and Clients emails. The object of this E-Book are the emails.

One would think that being one of the two only assets we have online, a lot of time and care would be given to the management of emails of our customers.

Amazingly it isn't the case. It is surprising how many marketers do not really know what to do, what are the best practices.

They often don't realize the important link between their email database and everything else they do.

You could build a small list of 2,000 or 3,000 customers and with the appropriate usage get more profitable results than a small business with a 40,000 emails database. Why? They don't do much with that list. It is like they don't have one...

Here's story from a successful Online marketer that shows how important that email list might become.

"I really started to understand the importance of owning and controlling important parts of my business about 12 year ago when I lost a multi-million dollar deal over this very thing.

I had an affiliate marketing business that was absolutely crushing it. My model was very simple.



I ran ads on Yahoo! and Google, pushed the traffic right to my websites and in turn generated about \$250,000 per month on average with a very high profit margin.

How big is your database, your clients list?

At some point I decided I wanted to sell my business and move on to something else. I listed it for sale and almost immediately had some interest. I'll never forget the one call though that changed how I look at my online business, and really brought to my attention the importance of an email list.

I was talking to a well-respected doctor who was interested in investing in an online business. He had looked over all the data about my business and was ready to make me a multi-million dollar offer to acquire it.

.... But then he asked the one question that blew the entire deal to pieces.



He said, “How big is your database”?
My answer “We don’t have one”.

That sealed the deal that there would be no multi-million dollar offer coming my way not only from him, but also from anyone else. ”

Does that story **show you how important having an email list is** to the long-term viability of your business. It could be literally the only thing you actually own and control.

Over the next few pages I will outline 4 steps you need to take in order to build a profitable email list for your business. If there’s one thing I want you to remember it’s that **SIZE** does not matter nearly as much as **QUALITY** matters.

Keep that in mind and let’s go over the 4 steps you need to take right now to build a profitable email list.

Step 1: *Make Sure You Choose A Profitable Niche*

There are “list building trainings” that completely leave this step out of the equation.

If you’re looking to build a profitable email list you’ve got to first make sure the niche you’re in can even be profitable!

Obviously **if you’ve got your own product or service and you make money already to sell then you can skip this step because you’ve got a way to monetize the list you build**, but if you’re brand new to business and just starting out choosing a niche is key.

One of the ways I usually identify profitable niches is by looking for offers on affiliate networks like ClickBank, JVZoo, Warrior plus, etc.

One of the best resource I have found to find many networks is probably OfferVault.com.

One thing to be particularly aware of is that you shouldn’t just look for the niche with offers that pay well.

Offers can pay you for simply generating clicks (CPC), leads (CPL), sales (CPA) or they can share revenue with you where you get just a percentage of the sales.

Understanding these payout types is very key because it can make a huge difference in your profits.



Step 1: *Make Sure You Choose A Profitable Niche*

CPL offers usually pay you for generating a lead, which means no sale has to take place for you to get paid. It's also important to look at what information a person has to input for you to successfully generate a lead.



Some CPL offers only ask for a zip code or email address. You'll find these "one field" submissions pay far less per lead generated, but obviously the conversion rate should be much higher.

CPA offers pay you for helping companies acquire customers and usually need a sale to trigger a commission. One of the things you'll find nice about CPA offers is that you don't participate in the refund side of the equation.

If you're promoting an offer that pays you a revenue share usually that means you keep your percentage of the net profit. So if someone refunds you'll have a deduction in your commissions.

It's really about knowing the offer, knowing the audience and understanding the payout methods.

We've found many niches are profitable with simple CPL offers such as auto insurance, health insurance, education and even legal lead generation.

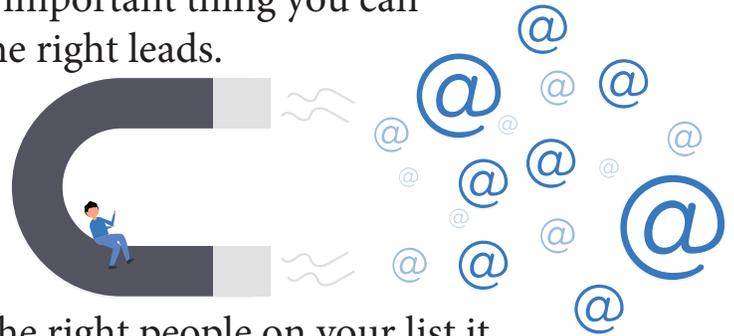
Choosing a niche is important because an email list with nothing to generate revenue from isn't going to make you much money.

Step 2:

Make a Great First Offer (A Great Lead Magnet)

Once you've selected your niche the most important thing you can do is create a lead magnet that brings in the right leads.

Stay away from “free money”, contest or vacation to generate leads, that's not building quality.



As you'll find out later, if you don't have the right people on your list it will completely screw up your delivery and overall ability to generate clicks and revenue from the list.

So the quality really starts with the messaging you're sharing with people on the page they subscribe to your list on. I've found that a free book or PDF usually is the best lead magnet for almost any niche we've gone into online.

There's a couple of reasons this usually works out the best.

People see VALUE when they think of books. We know what a book cost in a store and we instantly put that type of value

The book or the PDF gives you the opportunity to educate your new subscriber on the topic and to build a great deal of trust and goodwill with them.

Bringing in the *right audience* is absolutely the key to a Profitable list but having a lead magnet that also builds trust and goodwill right out of the gate can't be discounted.

So many people give away a free vacation or some cash only to build up a huge list and have absolutely no clue what to email to the list.

So the thing you'll want to remember about this step is be consistent. If you are going to be in a specific niche then make sure your landing page and lead magnet bring in the type of people who would be interested in that specific niche to your list.

Step 3: Mail Consistently

It important to be consistent with your campaign of emails.

Mail consistently the same quality of content at the same frequency. The better your content, the more often you can email.

We've tested many different theories and have found that if we mail our lists at different times of the day each day of the week we end up with better results.

I'll give you an **example**.

Let's say you are sending emails every Monday to your list and that just happens to be the day you've decided to mail.

Some People don't work on Mondays. They may be spending time with family, away from the computer and simply not in the right place to read and respond to your emails.

If you send emails at 11am every single time you send what happens to those who work the night shift?

One thing I know for a fact is that peoples lives and environment directly influence open rates and conversions.

The lesson here is that you'll have all types of people on your list and it will affect your opens and clicks from different segments of people on your list.

I've heard people argue against mailing every day, but I have tested this for 15 years and honestly never seen any other strategy generate more revenue.

So when I say mail consistently I mean mail consistently quality content and you will be able to mail up to *every single day*.

You'll want to try different schedules and mix up the times you send so that you can find the most profitable time for each day of the week to send.



Here's an example of how we usually start testing our list for optimal times to send emails on each day of the week:

Week 1: (Day / Send Time)



Now what we do each day is chart our open rate (%) and our click through rate (%) so that we can compare the numbers weekly.

We will rotate these times for 7 straight weeks.

I know it sounds like a lot, but it gives you an idea of what your open rate, click rate and even conversion rate is on Mondays at essentially every single time shown above.

At the end of 7 weeks we simply find the time with the best open/click rate for each day of the week and we use that as our control.

Once we've established the time of day to send on each day of the week we will consistently send at that time for about 2 months and then we start our testing all over again.

Remember your list is constantly changing so it's important to always be testing.

I realize this is very in depth, however, this is one of the keys to making your email list as profitable as it possibly can be when sending.

Step 4: *Manage Your List For Optimum Results* **Segment & Clean Your List**

This could quite possibly be the most important step of the entire process if you want to maximize your profitability. Segmenting your list simply means creating groups of people who all match the same criteria.

What we like to do is create a segment of the following types of people on our list:

- 90 Day Openers** – People who've opened an email in the last 90 days
- 60 Day Openers** – People who've opened an email in the last 60 days
- 30 Day Openers** – People who've opened an email in the last 30 days
- 7 Day Openers** – People who've opened an email in the last 7 days.

We also like to create segments of our clickers:

- 60 Day Clickers** – People who've clicked on an email in the last 60 days
- 30 Day Clickers** – People who've clicked on an email in the last 30 days
- 7 Day Clickers** – People who've clicked an email in the last 7 days

So why do we need all these segments?

Email Service Providers like Google, Yahoo, AOL, Hotmail and others are always tracking your sending reputation. If you continuously send emails that get very low open rate...

So how do we fight that?

We send emails to very active segments of our lists that we know are more likely to open, click and engage.

So here's how a typical week might go for us:



You'll notice on Sunday we send to our entire list, which allows us to add even more people to our segments for the following week.

What do we do with those 7 day segments?

Usually we pick 2-3 days each month where we mail the 7 day openers and 7 day clicker segments because again we know it's going to get super high engagement rates and boost our sending reputation.

This seems like a lot of work, but in reality it's quite simple.

Most every auto-responder service will dynamically create these segments for you so all you're doing is just choosing which one to send to each day.

This strateg has proven to keep our delivery rates very high to our list .

This goes back to discussing quality over quantity. If you have huge list, but your open rates are terrible what good is it really doing you?

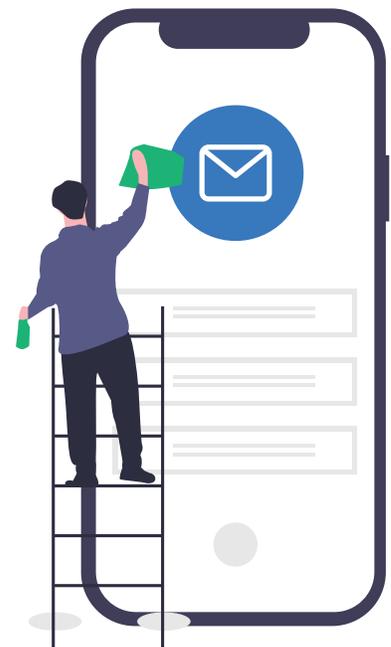
Clean your list regularly.

Cleaning simply means removing the inactive people.

We usually remove anyone from our list if they have not opened or engaged with our emails in the past 120 days.

They are not likely to open the next one.

Leaving these types of people on your list will hurt your open rates and sending reputation, which eventually hurts your ability to get emails to the people who actually do want them.



If you simply follow these 4 steps to create a profitable email list for your business and you focus on building quality in your list from the onset you'll find that the profitability through the entire process will be much higher.

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P.S.

You will need an email autoresponder to automate and manage your list. Hopefully you already have one. If not, here is a list of the ones that I get positive feedback from the people I work with. I personally use GetResponse if you want to know.

[ActiveCampaign](#)

[Aweber](#)

[GetResponse](#)

The most powerful sales funnel and landing page builder: [ClickFunnels](#)

Not only because of the tool, but also because of all the free training, teachers and books on marketing Online.

Need an alternative?

You find that, for now, ClickFunnels might be too expensive for you to start?

Here is a very good alternative, the most compelling competitors and rightly so:

Click the link to have a look: [GrooveFunnels](#)

They offer the best alternative and the basic is free! You don't even have to enter a credit card... And it isn't because it is free that it isn't comprehensive. It is for starter that don't have a huge site to build and thousands of emails already. You can compare their free plan with the pay plan: [here](#).