

How to Build an Email List from Scratch

Start Building Your Most Valuable Business Asset Today



Course Book

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Introduction

If you want to build a profitable business, it isn't enough to just have a great product or service. In fact, you can be the best in the world at what you do, but if no one knows about you, then they aren't going to buy from you. If you're just starting your business, then chances are you won't have a ready-made network of potential customers eager to see what you have to offer.

That's the frustration for many people wanting to build their business. They have a product or service they want to share with others and a talent they want to get out into the world. But, they don't know where to find the people who need them.

One of the most valuable marketing assets almost every profitable business possesses is a targeted email list. This is one of your best resources for nurturing the all-important relationships with potential and current customers and clients. Before you spend excessive amounts of time on trendy marketing tactics, focus on growing your email subscriber list as a priority. Whether you're launching a new business or looking to grow your current one, a high-quality, relevant email list will help you achieve your goals.

In this course, you'll learn exactly what you need to do to build a targeted email list from scratch. You'll put automated systems in place to attract potential clients on a consistent basis. You'll discover the best ways to find your ideal subscribers, as well as how to entice them to provide their email details. And by the time you've finished the course, you'll have a detailed plan to use your growing email list to get your business on track and achieve the results you want.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize the key actions you need to take to build your email list, so you can leverage one of the most powerful assets of any business
- Set realistic goals for your list-building activities, so you can make steady progress towards your objective of having a targeted list
- Describe the ideal customer you want on your email list, so that you'll be able to create the most relevant and valuable content to engage subscribers
- Describe the journey you want your clients and customers to take once they have signed up with you, so that you have clear objectives about how you will nurture your relationship with subscribers ... and generate more business down the line
- Motivate your ideal customer to sign up for your list by offering a valuable gift that solves one of their challenges... and showcases your talent at the same time
- Set up the critical systems you need for building your list, so that your list building can run on autopilot while you focus on other areas of your business
- Write your first follow-up email sequence to keep your subscribers engaged and nurture your relationship with them, so that you build a community of people who will be interested in receiving offers of help from you
- Implement a variety of methods for attracting people to your email opt-in to add them to your list, so that you keep building your list consistently every month

- Monitor the rising numbers on your list, so you can measure how effective your strategies are and where you need to adjust to attract more subscribers
- Analyze the metrics provided by your email marketing platform, so you can see what's working and make changes to improve your list building
- Make a plan to include additional ways to continue driving traffic to your opt-in page, so that your list keeps expanding and your business revenue grows as a result
- Identify valuable follow-up content you can offer to keep potential customers engaged and start the important process of nurturing relationships with future customers, so that they gradually grow to know, like, and trust you

This course is broken down into 8 modules and a Conclusion to take you step-by-step through building and leveraging your email list.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - Start with the Essentials for a Valuable Email List

Your email list is the most important asset in your business and is critical to building and nurturing relationships with your audience. It is your way of keeping in touch with your prospects, customers, clients, and other people you serve.

Your followers are interested in your work and want to know more about what you have to offer. With an email list, you can communicate with your prospects and customers directly, sending them the information they want. The valuable content you send to your subscribers then establishes the know/like/trust factor that is so crucial to growing a loyal following of people who buy what you recommend.

Since email marketing costs are low or even free, you don't need to make a huge investment to get started. Some people begin with friends and family on a list but you can do much better than that. In this module you'll learn the key steps you must take to build your list from scratch, and you'll set realistic goals for your list building, so you make sure and steady progress.

What is an Email List?

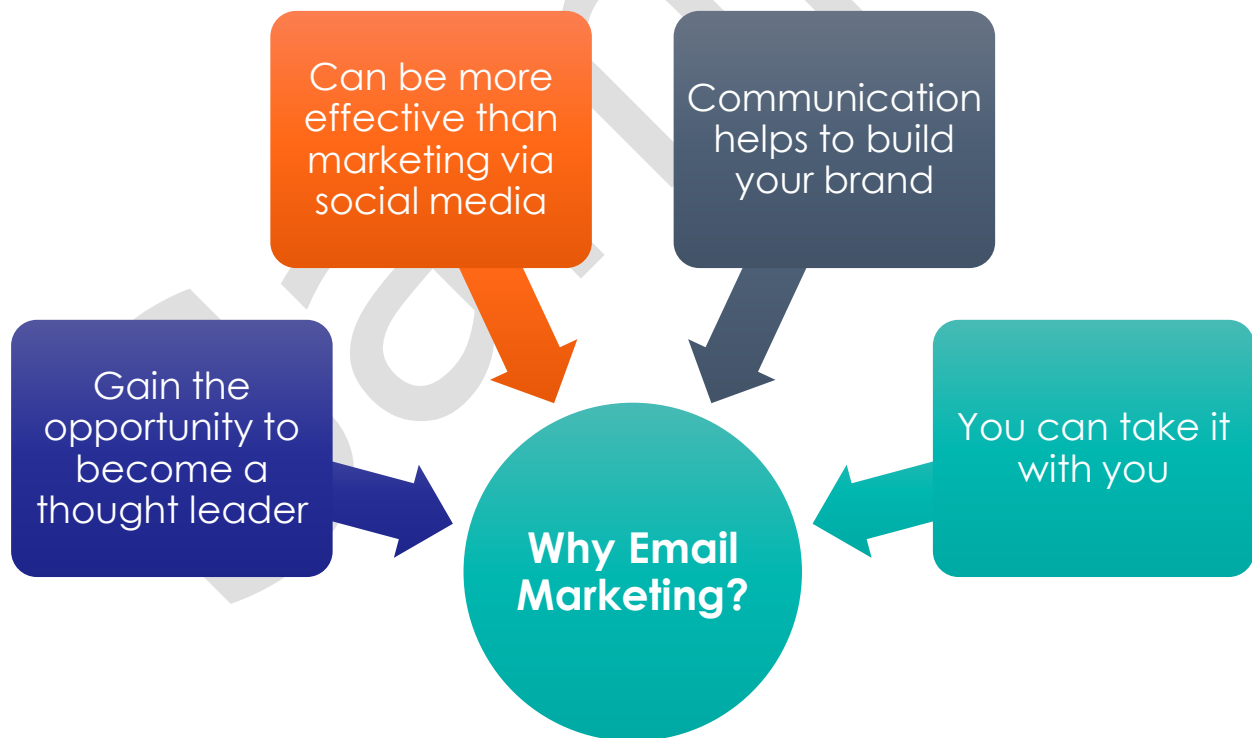
Think of an email list as your virtual contact list. It's a collection of names and information about people who have subscribed to your list. It is especially important because you have ready access to the information about each subscriber. However, it's important to use the information only for the purposes you state when asking for that information. This is to

protect people's privacy. Never pass on the data you collect about your subscribers to others. You should feel privileged that people have chosen to share their contact information with you so make sure you look after it.

Why Email Marketing?

Email marketing is still one of the best ways to market and grow your business. Your audience is the people who are interested in what you have to say and how you can help them. Email marketing is your way to communicate with them.

Here are a few key reasons to use email marketing in your business:



You gain the opportunity to become a thought leader. Your audience has shown interest in your business, which is why they subscribed to your email list. This means they're more likely to open and read your emails, and look to you as a thought leader in your area of expertise.

Email marketing can be more effective than marketing via social media. Let's say you have a Facebook business page where you have a lot of followers. While that's great for your business, you don't actually own the information about your followers, Facebook does. For that reason alone, an email list is crucial to your business because it's something that belongs exclusively to you.

Communication helps to build your brand. Your customers are easily overwhelmed with the amount of information and advertising in their social media feed. By marketing via social media, you're fighting with the millions of businesses using social media daily. With an email list, there's no fighting for your audience to see your content. You can use an email list to communicate directly with your subscribers.

You can take it with you. If your whole business disappears tomorrow, your list is there to stay. If you change direction with your business or start a new business, you can use that same email list. Remember, it's your privileged client list.

It doesn't matter what type of business you have, you will benefit from an email list. It's a crucial part in marketing your services and products.

What Do You Use an Email List For?

There are limitless ways to use an email list. Here are some key uses for your list:

ATTENTION:

This is only an excerpt from our full course **How to Build an Email List from Scratch**. The full, customizable course contains 8 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.