

The Bucket List Of List Building - Things To Do 'FIRST'

by GregDeTisi - Wednesday, April 08, 2015

<https://THE SMALL BUSINESS GROWTH BLOG.COM/2015/04/08/list-building-2/>

The Bucket List Of List Building

LISTBUILDING 101: WHY HAVE A LIST?

This is an introduction to my history and brief review of why listbuilding is so important - and also what tools help me in my list building journey.

The image on the left explains how the process I use works overall.

1. Targeted specific traffic and Awareness. Ads, organic traffic, social media.
2. Education. Sharing value driven content to create expert positioning initially.
3. Convert. driving interested types into [your optin forms](#).
4. Engage brand. Deliver more content, videos, podcasts, ebooks and more.
5. Offer. Selling to list when time is right. Sales call, product, high end offer.
6. Post Sale (not shown in image). [follow up- customer service, further emails](#).

I will touch on the fact that I have grown my lists and have been able to earn from various lists, and so, if you want to grow your own list and have an online business which sustains you over time - then follow through with the post and you will see how you can create this for yourself.

NOTE: The very first thing you need to do is figure out your niche. This takes a great deal of research and with you needing to explore what you will be best placed doing as a business. Through looking at your passions, ideas, experiences and talents and more you can begin to narrow down your ultimate role. Only when you know the business market sector you wish to become involved with can you then start building your list.

So, look at the area you wish to master and even dominate. I say dominate because the goal is to be able to beat your nearest competition here, and to become the greatest choice for those in your niche area.

For more on this contact me @ www.GregDeTisi.com where I have a FREE session helping you to discover your ultimate role in any business model and create a solid plan to dominate your sector.

OK let's now move into List building.

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<https://www.youtube.com/watch?v=IGArLibIBdQ&noredirect=1>

I felt it was necessary to highlight the fact that if you are really serious about succeeding online then you need to sit up and listen here as the truth is that most people do not consider quite how much listbuilding is the cornerstone to EVERY successful online business.

In building lists we are creating an investment. Our subscribers are investing in us as they trust us, like and know us and so we grow with them and over time build a solid relationship, rapport and can even sell products and services down the line.

Ready for video 2?

[YouTube Video](#)

LISTBUILDING 101 VIDEO 2

You know over the years it has been hammered into me that list building is key to success online and I couldn't agree more. It doesn't have to be complicated either as I feel that a lot of people worry and fret about never getting a list how they want it, but, when you start from the basics and work outwards you can see clearly that there is not much to list building,

BUT having the right tools for the job is critical to your online success. Check out this little video I did that just shows you how simple this can be yet it has to be done right.

LIST BUILDING 101 VIDEO 3

[YouTube Video](#)

Now that you have seen the very basics of list building it's time to see what tools will help you too grow your list building skills and take your business to the next level.

I personally use Aweber, and they help me out with anything I need help with. Another great company is Infusionsoft, but you can conduct your own research with this to see which company best suits your needs.

I also use leadpages as they are right for my need when creating sales pages or optin forms. Again some use Clickfunnels and there are always a variety of options. But, if you do need any help and support with aweber and leadpages there are tons of videos on this on YouTube so you really don't have to struggle as I did many years ago.

That's the initial concept and of what I do but you can contact me @ www.GregDeTisi.com anytime with help on this.

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There are many ways to grow a list in case you didn't know.

Here is a diagram of one way which I use to create what's know as a Sales funnel - and I will explain what this means below:

So we have:

TRAFFIC. Now this could mean paid cold traffic or warm traffic. Cold simply means that they have never heard of you. Warm means that they know you so they are not strangers. Either way, you can attract them and ensure they are highly relevant, targeted, specific demographically correct potential subscribers. NOTE: The differences between types of traffic can be explained in much deeper detail. So - be sure to research this for your own benefit.

SQUEEZE PAGE OR LANDING PAGE. This is created to solicit opt-in email addresses from prospective subscribers and usually involves a first name and email. But more often than not these days also asks for phone number in order to create a connection for a sales call. A squeeze page is a single web page with the sole purpose of capturing information for follow-up marketing; that means NO exit hyperlinks.

A great quality squeeze page uses success stories that the prospect would relate to when making a buying decision. They also involve color psychology, catchy sales copy and keyword rich text placed with S.E.O (search engine optimization) in mind. NOTE: Some advanced marketers even use audio and video on their squeeze page.

PERCENTAGE OF OPTINS. This can vary greatly depending on the first two areas I have mentioned. Because, when a potential subscriber feels they can trust you and your page they will enter their details, but if they don't trust you then they may click away. On average, it takes about 5 seconds to impress a person and they will either take action or not. If they don't they are gone and you can create re-marketing to follow them around the web with the use of banners and more if that is something you can create and set up otherwise they are gone forever unless they decide to re-visit. If they pop in their details then they are open to grabbing the free gift you have offered.

They may still unsubscribe once they have the gift. Others will stay and as time passes some will leave and others will stay. The figures depend upon various factors including whether they trust you or not, if they receive too many emails or too little, the nature of your emails. Today we are all overwhelmed with emails, so we really need to stand out if we are to build a solid foundation and list.

AUTOMATED EMAIL SERIES. Now between the initial optin and the autoresponder follow up series some marketers will offer a second OTO which stands for one time offer. This means that they try to sell a low end product at the beginning of around \$5-25. This enables the list owner to create revenue right from the outset. Again, some will take this offer and others won't, so measuring the numbers is critical to understand the effectiveness of those who buy and those who don't. So, an OTO is something you can add into your initial contact. From there we can send specifically designed emails to follow up delivering value and connecting with the subscriber.

These emails can also be segmented into different directions meaning that - depending on the subscriber behaviour we can connect another list which is more relevant to their behaviour. For example - if they do buy the first offer for say \$5, you then send them to another page with an upgrade. And this can continue up to a high end product. A fewer percentage will take this offer depending on the strength of your marketing and how they feel at that time. Should they not take any offer and just optin to bypass any spending they will end up on your list and subsequently receive strong and powerfully written copy to share ideas, and deliver that value. Over time you can again re-sell to the list who didn't buy before.

SELLING. A word of warning. never try to sell in hard ways to anyone. They will soon unsubscribe. Only sell products and services which you recommend, use and which are totally relevant to your business and brand. The more trust is established the more they will be tempted to buy. I am now able to sell products and services ranging from \$5 to \$5000. Only because I grew the list in the right way, as I am explaining. It might be that you share a webinar like mine here www.GregDeTisi.Coach where I offer [help on growing a Small Business.](#) This webinar leads to an email series and also offers my 1ON1 Coaching program which is a 3 month system designed to help anyone create their dream business model. So, this free webinar is the lead entry point which I can share on various lists I own.

Now this is very basic list explanation.

But it highlights what can be set up using a squeeze page and autoresponder series once again.

And also the fact that we can sell upfront should we wish to and later on in the process. The idea is to share video's, podcasts, offers, ideas, ebooks and more to the list to also bolster that trust. I have created a podcast with my partner and we were able to share this with our lists, and this created greater rapport with each of our subscribers. So, the point is to create an association of trust and ultimate sales.

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Moving on now

If you check out the link below you will learn how to incorporate a podcast into your list growth strategy.

As I said, starting a podcast is something I did and it has already helped me out in many ways thanks to

implementing a few specific principles.

[CLICK HERE FOR COPYBLOGGER POST ON PODCASTING](#)

The truth is that I have been working online since 2005 and the absolute most important element to owning and operating a successful online business is List Building. So, I Have An Extremely Obvious Question For you; 'what is your current list like? and is it still alive'?

If it is pretty dead then you can re-ignite it.

So, what tools do I use and what could help you?

The Most Powerful List Building & Audience Building, Podcast And Audio Marketing Platform!

[CLICK HERE FOR FREE CASE STUDIES OF LIST BUILDING SOFTWARE AUDELLO](#)

Take a look at why this is one of the greatest tools I have discovered to help me grow my list, and brand myself....

[YouTube Video](#)

If you are serious about your online business then you need a powerful list and a list that is responding to your communications and offers.

You are going to need to deliver value and GIVE as much as you can in order to offer your expertise, discounts, coupons, and whatever else keeps you and them in a relationship.

You also need a list of things to do before your online business dies. Think about the power of building a list and pod casting. List building alone has always been an integral part OF ANY ONLINE BUSINESS GROWTH and now today podcasting has literally exploded and is set to stick around for many years.

So how can both elements really help you with your list building efforts?

The truth is, if You Don't Grow and Build A List Online Then You Are Not In Business SORRY. Are You REALLY Aware Of That? If So, What Are You Doing To Build Your List right now? I remember back in the day, I used to avoid listbuilding thinking that I would do it 'someday' but, one day it hit me. If I don't make any sales today then WHO do I send offers to?

You need an e-mail list to sell to, whether it's affiliate offers, or your own products and services this is the absolute basic necessity to online success.

What I have decided to do is test some of the very best tools for list building and e-mail marketing to share with you what you can do today to increase sales and increase your list numbers.

Don't Panic Either List Building Is Easy With The Right Tools.

[CLICK HERE FOR FREE CASE STUDIES OF LIST BUILDING SOFTWARE AUDELLO](#)

So, What Else Do I Do?

Personally, I 'always' invest back into my business to ensure that I am growing my business, income and list AND I STRONGLY ADVISE THAT YOU DO THE SAME. Look at it this way, if you had a shop and you made a few sales that's great but YOU WANT REPEAT BUSINESS.

This is how you create a sustainable business model. So, I decided to look at the very best tools that can help you to GROW YOUR BUSINESS.

So, Why Audello?

Audello Is The Most Powerful List & Audience Building, Podcast And Audio Marketing Platform! So, you can tap into the most powerful and growing market for list building and podcasting and learn from the very best in our industry to build your income FAST.

Unless you know everything that you need to do now, you should always invest back in to your business and future so that you can create more income to follow your OWN bucket list. I have sooooo many things on my bucket list especially with travelling and I could on and on about where I would LOVE to go to, but, let's stay on subject here and GET YOU to an income level that you are happy with so that 'YOU' can have more time doing what you LOVE TO DO ALSO.

So How Can Audello explode your list building, business and income.....

[DID YOU CHECK IT OUT YET? CLICK HERE FOR FREE CASE STUDIES](#)

The fact is that, Audello is a little different than your usual list building tool solutions. Think about this, audio and podcasting IS HUGE these days, and people love the engagement with a professional expert. so, by tapping in to the power of audio you can quickly grow your list and of course your business income.

Use Audello For Listbuilding.

What are going to get out of this?

- > EXPLOSIVE LIST BUILDING
- > REACH NEW AUDIENCES
- > EXPLODE YOUR INCOME
- > ALL-IN-ONE-SOFTWARE AND TRAINING
- > GET NEW CUSTOMERS
- > BUILD YOUR EXPERT BRAND
- > BUILD MASS ENGAGEMENT
- > GET FREE CASE STUDIES TO SEE WHAT OTHER EXPERTS ARE SAYING

I have found this tool to be a valuable investment in income generating, so I made my initial investment right back in no time.

BUT, Why Use This Tool and Software Though?

Even though I love to have alot of fun in my spare time, I am a very serious business man and I know that the right tools which help increase my brand and business income are **ESSENTIAL TO MY GROWTH**, so I **ONLY** use the very best quality tools on the market and I only share the best. Also, you know I love to share with you what is going on in order to increase **YOUR** business sales and to grow your list.

This List Building tool and software is easy to use - yet truly powerful, so just take a look yourself to see the features and benefits and you will see yourself **WHY** this is a premium tool.

Audello list building Kicks A.

[CLICK HERE FOR FREE CASE STUDIES OF LIST BUILDING SOFTWARE AUDELLO](#)

Please feel free to comment below and I will answer any questions you may have relating to Audello, List Building and The Best way to master your Bucket List Of List Building

I hope now you can see how listbuilding and using the right tools can really help your business to grow. I now have created 4 lists and been able to cultivate strong, trusting relationships and build rapport and loyalty in order to serve my clients and subscribers but also to even be able to earn from my lists.

Get the help if you need it from a professional or expert and I will soon be adding a list of experts below whom I can recommend and trust for you to choose from should you require it.

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Tech stuff needed:

Here are again the tools I recommend using to create your pages and email followup series.

[LEADPAGES = to create your squeeze pages](#)

[AWEBER = to create your autoresponder follow up series](#)

[HERE ARE 10 OF THE BEST HOSTING COMPANIES FOR 2020](#)

I want to remind you that no matter what type of business model you operate today you will need a list in order to stay in touch with customers, to deliver value, offers, discounts and coupons and also to invest in them and to attract more custom. If you cannot manage this yourself, you should consider hiring an expert to help you with your technical setup. Trying to do it all alone this can create a great deal of stress and overwhelm.

I know my role as a Coach, author and blogger is valuable to me and I have to commit to that, and so - I ensure that I hire others for their expertise in their roles.

In the meantime I want to wish you the very best as always

Greg

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[TO READ MY BOOKS CLICK HERE](#)

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STUDY COURSE CLICK HERE](#)

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