

Cheat Sheet



List Building 3.0 Made Easy

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Latest List Building Techniques to
Skyrocket Conversions and Sales

Limited Special Offer

List Building 3.0 Made Easy

(Video Training)



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What can an Email list do for your Business?

- ✓ It will help you to better communicate with your customers and to have a better channel to solve their inquiries
- ✓ It will help you to update your customers and your leads about your most recent business activities without them having to go to your website
- ✓ It will allow you to better segment your customer base
- ✓ It will allow you to gather more quality data about your customers

The 7 List Building Cornerstones

- ✓ Lead Magnet
- ✓ Lead Capture Page
- ✓ Email Automation
- ✓ Tracking
- ✓ Traffic
- ✓ Analysis
- ✓ Optimization

Preparing the Lead Magnet

- ✓ So, what is a lead magnet?
 - They have to be Free
 - They have to offer value
 - They have to be attractive
- ✓ So, what is a lead magnet

Shocking List Building Facts to Consider

- ✓ Content sent from one business to another through email is considered to be the third most influential form of B2B communication
- ✓ 80% of retail professionals affirm that email is their number one customer retention channel, way ahead of social media, which is the next big thing, which is only backed in this regard by 44% percent of retail pros
- ✓ Women are more likely to convert through email when they open it on a tablet, and men are more likely to convert through email when they open it on a phone
- ✓ Leads that open an email on a mobile device are 65% more likely to click through an offer if they open it again on a different device
- ✓ Segmented email lists have an open rate 14% higher than email lists that are not segmented
- ✓ On the same note, segmented email lists have a click through rate that is a little bit over 100% higher than email lists that are not segmented
- ✓ Every \$1 spent by a business on email marketing has a return on investment or "ROI" of \$44! That's a \$43 revenue over each single dollar spent!
- ✓ With 79% of people checking their emails while on vacation, 69% checking it while watching TV and another 57% checking it while in bed, to give you a few examples
- ✓ A good 28% of consumers say that they would love to receive promotional emails more than once a week
- ✓ A surprising 44% of people have admitted to making at least one purchase after receiving a targeted promotional message
- ✓ Personalized subject lines, which are subject lines in which you address the recipient by name, receive a 26% higher open rate
- ✓ Lastly, building a list is 40 times more

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- eBooks
- Checklists
- Quizzes
- Webinars
- White Papers

effective than using Facebook or Twitter to acquire new customers

Setting up the Lead Capture Page

- ✓ Log into your Pagewiz account
- ✓ Click on the “create a new landing page” button
- ✓ Check the “standalone mobile campaigns” checkbox
- ✓ Select a pre-designed template
- ✓ Start by simply clicking over the template preview image
- ✓ Enter a name for our new landing page and then click on the “save and design” button
- ✓ You can start by editing the most important lead capturing elements
- ✓ Start with the logo, which you can edit by double clicking on the “your logo” element
- ✓ Click on “upload a file” to look for our logo file on your computer
- ✓ Click on it to select it
- ✓ Use the image resizing function to fit it on the lead capture page header
- ✓ Click and hold on the “rich text” button on the left side menu to drag it to the header
- ✓ You can enter your business’ name there
- ✓ Now you are going to edit the text in your page. There you have the headline, the call to action and the description
- ✓ Let’s now double click over the lead capture form on the right
- ✓ First we will have to edit our form field
- ✓ You are going to simplify it as an email

Setting up the Email Automation

- ✓ Log in to your MailChimp account
- ✓ Click on the “lists” tab, and then on the “create list” button in order to create a subscriber list for our automations
- ✓ Start by giving your new list a name
- ✓ In the “default from email address” you will enter the email address that you want your email leads to see when they are contacted from this list
- ✓ Now, the “default from name” is the sender’s name that your subscribers will see
- ✓ In the “remind people how they signed to your list” field you are going to write a reminder for subscribers telling them how they subscribed to our list
- ✓ In the “notifications” section you can mark what type of notifications you want to receive in your main email address
- ✓ Then we are going to click on “save”
- ✓ You are going to integrate your Pagewiz Lead Capture page with your MailChimp account to automatically add new subscribers to your list
- ✓ You are now going to select the MailChimp list where we want to save our leads and click on “next”
- ✓ On the following page you are going to be asked to confirm our page forms, so you are going to simply click on “next” once again
- ✓ On the next page you are going to map your Pagewiz’ form fields to your MailChimp fields

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- capture page, and as such you will simply need to hover over the “phone” field, click on “edit field” and then on “delete field” and then on “ok”
- ✓ Now hover over the sign up button and click on “edit button” to enter our call to action button message and hit on “OK” to save our changes
- ✓ Now go over to the “form settings” tab
- ✓ Select the “redirect to pdf” option, click on “upload a new file”, look for our lead magnet inside our computer, and then click on it once it uploads
- ✓ Now you’ll simply have to click on “apply”
- ✓ Now, the last section below, you can use it by double clicking on the featured image to add our business icon
- ✓ Then you are going to insert text below it to add our custom company message
- ✓ You can use the “preview” button to see how it actually looks outside the editor
- ✓ Now click on “back to design” and then on the “save” button
- ✓ And that’s it!
- ✓ Then you are going to click on “save”
- ✓ You are going to click on “done” and return to MailChimp
- ✓ Now back on MailChimp you are going to create our new automation
- ✓ Start by clicking on the “create campaign” button
- ✓ Select the “create an email” option
- ✓ Now, in the next step we are going to select “automated”
- ✓ Select the “welcome new subscribers” automation
- ✓ Start by entering a “campaign name” and selecting a subscriber list
- ✓ Then we click on “begin”
- ✓ The first thing that you are going to edit is when this welcome email is sent to new subscribers
- ✓ In the next step we are going to select a layout for our email
- ✓ Once we are done we will simply have to click on “save and close”

Setting up your Tracking

Strategy

- ✓ Before getting started, make sure that you have a Google Analytics account
- ✓ Once you have a Google Analytics account, integrating it with MailChimp or any other email automation platform is quite easy
- ✓ But before showing that, you are going to add your lead capture page tracking code to your actual lead capture page
- ✓ Start by copying the “Tracking ID” corresponding to our lead capture page
- ✓ To implement this tracking code on your lead capture page you will need to have access to your page’s HTML code or a way to insert it on a form
- ✓ You will simply need to go to your Pagewiz

List Building Traffic Strategies

- ✓ Do Guest Posting
- ✓ Optimize Your Site For Organic Search Engine Traffic
- ✓ Chain-Link Your Content
- ✓ Host Giveaways

Analyzing your Results

- ✓ Because we are using MailChimp, we will simply have to click on the “reports” tab to get started
- ✓ Click on the “automations” tab to see a report of your newest automation performance
- ✓ Click on the “view report” button corresponding to the automation you want

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dashboard, click on the “pages” tab

- ✓ Then click on the “design” button corresponding to your lead capture page
- ✓ And then to click on the “scripts and styles” tab
- ✓ Click on the “JS Scripts” tab, and then click on “add new script”
- ✓ Now choose “head” on the “script location” menu, name the script, and then to paste the Tracking ID code between the “script” tags
- ✓ Now we click on “apply” and on “save”
- ✓ Go back to your MailChimp account
- ✓ Click on the profile menu on the upper right, and then click on the “account” tab
- ✓ Click on the “integrations” tab
- ✓ Scroll down and click on “Google: Analytics, contacts and docs”, and then on “authorize connection”
- ✓ Select our Google account in the next page, and then you are going to click on “allow”
- ✓ Now your MailChimp and Google Analytics accounts are connected!

to review

- ✓ On first glance we are going to get the number of “subscribers who have completed”
- ✓ And the number of “emails sent”
- ✓ A useful metric that you can measure using these two numbers is “conversion rate”
- ✓ Now scroll down. There we are going to find our “open rates” and “click through rates”
- ✓ Below we will find other important numbers
- ✓ “Opened” represents the actual number of email opens
- ✓ “Clicked” represents the actual number of email click throughs
- ✓ “Bounced” represents the number of emails that were sent but that were rejected by the subscriber’s inbox
- ✓ And “unsubscribed” represents the number of people unsubscribing from your lists
- ✓ You will be able to see monthly performance reports with graphs representing our “open rate”, “click rate” and “emails sent”

Optimizing your Campaign

- ✓ Optimizing Subject Lines
- ✓ Optimizing body text
- ✓ Optimizing Calls to Action
- ✓ Optimizing your email visuals

Split Testing Emails

Creating High-Converting Follow Ups

- ✓ Start in your MailChimp account
- ✓ Click on the “create campaign” button to start creating your follow up message
- ✓ Click on “create email”

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- ✓ Using your MailChimp account start by clicking on the “create campaign” button on the right
- ✓ Select the “create an email” option, and in the following screen we are going to click on the “a/b test” tab
- ✓ Give a name to your split name campaign in the “campaign name” field, and then click on “begin”
- ✓ Select a list to test your split email campaign with
- ✓ Select the “entire list” option and click on “next” to proceed
- ✓ Now, as you can see here, we have four variations that we can experiment with: “subject line”, “from name”, “content” and “send time”, and we can experiment with up to three combinations for each element
- ✓ In the “how should we determine a winning combination?” section we have to select a metric to determine the most suitable subject line
- ✓ Click on “next”
- ✓ Now you only have to make sure that everything’s ok before sending our split test campaign
- ✓ You can either “schedule” this campaign or “send” it right away
- ✓ And that’s it!
- ✓ Click on the “automated” tab
- ✓ Select the “share blog updates” option from the “featured” tab to send follow ups to let people know when we update your blog
- ✓ Name your follow up automation as “blog updates”, and then you are going to select your subscribers list from the menu
- ✓ Then click on “begin”
- ✓ You are going to be asked for your RSS feed URL, so you simply enter it on the “rss feed url” field
- ✓ Now you are going to specify at which times to send your follow up
- ✓ Check the “resize rss feed images to fit template” so your blog update images fits all emails. Then click on “next”.
- ✓ On the next page you are going to select who we are sending to, so you are going to check the “entire list” option
- ✓ Then click on “next”
- ✓ Enter our “campaign info”
- ✓ Move on with the other elements, starting with the email subject
- ✓ Subject lines have to be optimized to encourage opens
- ✓ In the “preview text” field you are also going to insert an intriguing line with a question
- ✓ Add an “image” block on top of our text block to add our icon
- ✓ Once we are finished we are going to click on “save and close”, and then on “next”
- ✓ And then we are going to finish by clicking on “send now”

Using Polls to Increase Opt-Ins

- ✓ You have to start by signing up to an awesome service called “qualaroo” at

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“qualaroo.com”

- ✓ Click on the “start free trial” button to get started
- ✓ Then enter the required information in the sign up form and click on “start gathering insights”
- ✓ You will be asked to select a way to install the “qualaroo” code on your website to show your polls there
- ✓ You can click on the “I use a tag/content manager” option and check instructions on how to install your code on your site, or install the code yourself, or send it to your web developer
- ✓ Creating your lead capturing poll is quite easy. Start by naming your lead capturing survey
- ✓ Add the “Are You Subscribed To Our List?” question in the “question text” field
- ✓ In the first “answer type” field select “single selection answer”, and in its corresponding “answer” enter “yes”, and in the “if selected, continue to” menu select “thank you!”
- ✓ In the second answer field enter “I Would Love To!” and in the “if select, continue to” menu select “add step” and select “lead generation form”
- ✓ Save to go to the next step. Now scroll back up and click on the “target” tab
- ✓ In the “where should this survey appear” section select the “use a simple URL” option and enter your websites URL in the URL field so your poll appears across your entire site
- ✓ In the “when should this survey be displayed” section select the “when a user scrolls down halfway down the page” option
- ✓ In the “how often should this survey be displayed” section select the “continue showing until a visitor provides a response” option
- ✓ In the “how would you like to be notified when you get responses?” section select the “send me an email every time I receive a response” option
- ✓ Now click on “save targeting settings”, scroll

Optimizing Confirmation Emails

- ✓ Start on the MailChimp account’s dashboard, and from there we are going to click on the lists tab
- ✓ Locate the list where your new subscribers are added to
- ✓ Click on its corresponding drop-down menu and click on the “signup forms” option
- ✓ Click on the “select” button corresponding to the “general forms” option
- ✓ In the “forms and response emails” menu you are going to select the “opt-in confirmation email” option
- ✓ What you want to edit here first is the “subject” field
- ✓ Then you scroll down and edit the default header text and the body text in our email into something friendlier

Resending Unopened Emails

- ✓ Start in your MailChimp account
- ✓ We are going to resend our unopened welcome emails by going to the “campaigns” tab
- ✓ When you resend an email you are actually going to repurpose it
- ✓ You can do this on our MailChimp account by selecting the “replicate” option from our selected campaign’s menu
- ✓ Select the list we want to send our repurposed email to and click on “next”
- ✓ The first thing that you are going to edit is the email’s trigger by clicking on “edit trigger”. On the “delay” menu you are going to select “days”, and you are going to enter “1” as our value
- ✓ Click on “edit segment”, check the “choose segmentation conditions” option and select the

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back up and click on the “design” tab to give the last touches to your poll

- ✓ go back to the “create/edit” tab to edit the required fields in our lead generation form, so as to only leave the “name” and “email” fields as the required information to complete the form

Do’s

- ✓ Start With A Strategy
- ✓ Segment Your Lists
- ✓ Use Dynamic Content
- ✓ Split Test
- ✓ Automate
- ✓ Be Responsive
- ✓ Be Personal
- ✓ Time Well
- ✓ Track and Optimize
- ✓ Check Before Sending

Shocking Case Studies

- ✓ [Aweber](#)
- ✓ [Headreach](#)
- ✓ [Sellhack](#)

“subscribers match the following conditions” option

- ✓ In the “contacts match” menu we are going to select “all”
- ✓ Select the “campaign activity” option and select the “did not open” option
- ✓ Select the name of our campaign from the “sent campaigns” subsection of this menu
- ✓ Click on “save segment”. Now we are going to click on “design email”
- ✓ Edit the “subject line” and the “preview text”
- ✓ Click on “save and return to workflow” to go back
- ✓ Click on “next”, make sure that our set up is correct and then click on “start workflow”

Don’ts

- ✓ Don’t Buy Mailing Lists
- ✓ Don’t Get Email Addresses From “Free” Directories
- ✓ Don’t Keep New Subscribers Hanging
- ✓ Don’t Hide Your Unsubscribe Button
- ✓ Don’t Omit Your Business Info
- ✓ Don’t Use Capitals In Your Subject Lines
- ✓ Don’t Use “Script Based” On Your Emails
- ✓ Don’t Include Attachments
- ✓ Don’t Mail Advertisements
- ✓ Don’t Focus On Promotions

Premium tools and Services to consider

- ✓ [Mailigen](#)
- ✓ [Wok To Walk](#)
- ✓ [Deaconess](#)

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- ✓ [Leadpages](#)
- ✓ [FindThatLead](#)
- ✓ [Bounce Exchange](#)
- ✓ [Exit Monitor](#)
- ✓ [Drip](#)
- ✓ [Optimizely](#)
- ✓ [Visual Website Optimizer](#)
- ✓ [Sophistefunk](#)
- ✓ [Watsi](#)
- ✓ [TheSkimm](#)
- ✓ [ContactMonkey](#)
- ✓ [Liverpool Victoria](#)
- ✓ [Argos](#)
- ✓ [RWE](#)

Frequently Asked Questions

- ✓ [When Should You Start Building Your Mailing List?](#)
- ✓ [When Should You Start Sending Emails To Your Email Leads?](#)
- ✓ [Does The Size Of Your Email List Matter?](#)
- ✓ [Are Free Email Service Providers Even Worth It?](#)
- ✓ [Are Text-Only Emails Dead?](#)
- ✓ [How Many Emails Are Too Many?](#)
- ✓ [Why Do People Unsubscribe From Your Email List?](#)
- ✓ [How Many Unsubscribes Are too Many?](#)
- ✓ [What Type Of Content Should You Mail?](#)
- ✓ [What Makes People Want To Open An Email Right After It Lands In Their Inbox?](#)

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