

Create Email List from Scratch

Fresh from the Oven: Creating an Email List from Scratch

By Dennis Becker and Rachel Rofo

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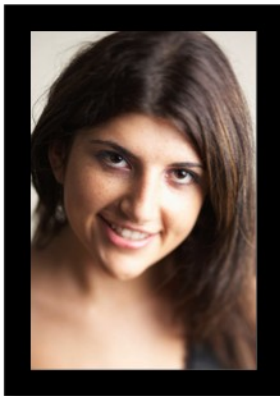
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

Only the Gordon Ramsey's of Internet marketing boast impressive email lists from an established marketing program. That doesn't mean you can't whisk up something in the kitchen that is comparable. All you need is the right ingredients, a little elbow grease, and a consistent work ethic. Now, that doesn't sound so impossible, right?

The secret to becoming a top chef in the list building market isn't a furry little rodent hidden in your hat that pulls your hair to lead toward the right demographic (never seen Ratatouille?). The secret ingredient is the ability to see your potential of what you do have, rather than what you don't have.

By implementing control and following the best practices (not those dubious and shady ones that seem to get others ahead), you will have a healthy, long-standing list that gains great profits over time.

What's in the Special Sauce?

Okay, so following the best practices does require a certain amount of discipline. Cookbooks were written for a reason. You can't just open up your spice pantry and toss handfuls of ingredients in a pot. Well, you can, but your dinner guests would likely never return for another meal.

Adding a mishmash of unqualified names from a list you purchased in a back alley or some other shady source will only create a toxic campaign. It will likely generate poor response rates, spam complaints, and give you a nasty sender reputation. If your sender reputation is damaged, well the Health Department may as well come and shut down your kitchen, because it affects your ability to deliver emails to your target client group, and it takes blood, sweat, and tears to build it back up.

USDA Certified Organic

Time for the good news: when building a list from scratch, you need to do so organically. There are several ways to accomplish this if you are consistent and patient. The end results will accumulate a faithful following of satisfied customers. Soon, folks will line the streets in order to get a taste of what you are cooking.

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Throw on your apron and preheat the oven, because below is a recipe you will surely want to follow to the letter:

First, put an email capture form on every single page of your website. Don't hide it. Make it visible, with good-sized text somewhere near the top. It's like icing on the cake, so never place them toward the bottom, because searchers are less likely to scroll that far down your page.

As you drive traffic to your site through various marketing campaigns, you want an obvious path that leads to the option of opting into your mailing list. Make the sign up hassle-free, and carefully consider the number of steps required and the amount of information requested. The less work respondents have to do, the more likely they are to respond.

Of course you need to require certain demographic information for your future targeting efforts. However, don't require so much that it leaves a bad taste in your users' mouths. The amount of information required should line up with your target audience expectations.

Start with the basics and identify the type of information that you must require. Then think of data that would be nice to have. For instance, if you sell designer cupcakes, you may want to know your respondent's favorite flavor. This will help you when creating your menu.

After you have identified this information, build your form based on that and use restraint when selecting the number of fields to collect key profile data. Get only the essentials up front. You can get to know your demographic a little better when following up with events and promotions.

The last step in your list-building recipe is tracking your abandonment rate. If lots of people taste free samples and rush out the door, then you should tweak your form to improve your rates. Performing simple tests on an A/B form is your best option when determining your best mix of questions for your opt-in form.

Dinner for Two

Once you master your website, consider starting a "refer a friend" program. Word-of-mouth referrals are always going to attract your highest quality customers. Any member willing to participate in a referral program will likely be highly enthusiastic and possibly willing to promote you within their social circle.

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Again, make the process quick and painless. Also provide a desirable incentive (gift certificates, coupons, ect. after inviting so many registrants).

In addition to a customer referral program, you can set up joint promotions with affiliates and other partners. Just be aware of others' business practices. You don't want to get wrapped up with someone who doesn't have the same business values as you do – i.e. spammers.

Growing organically and carefully leveraging your assets is the best way to build an active, profitable list that will bring you profits for years to come.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell you this stuff.

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[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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