

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

How To Build A List And Make Money From It

Having a list is important for your business. 80% of the Hot Topic sales come on the back end — and the 20% on the front end is very heavily subsidized by back end profit. If there was no list, the business would probably be only 5% of the size it is now.

List Building Mindset #1 — **Quality is more important the quantity.** If you just get a huge list of random people, you really have nothing. The quality of your list is far more important than any other factor.

Gary Halbert once asked “what one advantage would you want if you had a hamburger stand?” Nobody ever gets the answer — it is “a hungry crowd.” You need a group of people you can communicate with who strongly demand your product.

A few years back, DYD just flat out deleted a list of over one million emails. The quality of the list was so low, it was costing them more to market to the list than they were making.

List Building Mindset #2 — **Use Individual Think, not Groupthink.** Every person on your list in an INDIVIDUAL. These people aren't “traffic” looking to “get on a list.” They're thinking, “how can I cure the pain I'm going through?” They're looking for someone who GETS them, and who can provide the solution.

List Building Mindset #3 — **Build it for one, then replicate it a million times.** You want to build a landing page, autoresponder sequence, etc. that will communicate well with a high quality prospect on a one to one basis. THEN, you want to replicate that success a million times.

List Building Mindset #4 — **Customers want to be thought of as individuals.** You need to ask yourself, “how can I communicate with customers in a way that sounds like I'm talking to them one to one?”

You want to avoid the mistake of acting like a big huge company. You can project a professional image, but this has to take a backseat to one to one communication.

Customers want to feel like the only person you're talking to, NOT as one of a million in a herd of “traffic.”

There are a few different ways to get a list. First, you can build one yourself. Second, you can use a pre-existing list. You should be using both methods.

Let's say that you're trying to sell weight loss products. What are the things people do RIGHT BEFORE they're trying to lose weight, and what do they do RIGHT AFTERWARDS?

If you want to access someone's list, help them make money first, THEN ask for an endorsed mailing.

If you want to build your own list, an important consideration is advertising. For any advertising, the most important consideration is the context that the ad appears in.

For example, suppose your ad is running on a news site. If you're running a banner ad on this site, you're going to want to make it look like the content that people on the site are looking for — a news story. You want to blend colors, fonts, appearances, etc.

You want to transfer some of the trust from the website the customer is at, and transfer it to you. You always want to ask “how can we design this so it fits into the context of the publication?”

In the advertisement, you want to promise the big benefit your customer wants. Example, “How to lose 10 lbs. in 30 days.”

On your landing page, you want to promise the SAME big benefit as the result of taking the action to opt into your list. In the customer's mind it should be Subscribe to list = lose 10 lbs. in 30 days.

What you want to avoid is doing something creative to get the customer's attention, but then promising something different to subscribe. This is a disconnect and reduces landing page conversion.

In your emails, you want to offer good freeline content. You want to give them value and communicate to them like they're your friend, so by the time you ask them to buy they trust you and are ready.

Regular video or live broadcasts is another great way to build a list.

The biggest underlying factor that allows you to build a list or to access someone else's list is CREDIBILITY. You can build credibility in two ways. First, you can give them stuff that they can use and know works in their own life, or second you can use testimonials.

Remember, most of the people on your list have not purchased your products. Most of them are not in love with your product or you, and are just checking you out casually. Credibility is what transforms casual interest into “this guy is the real deal.”

Most of the people on your list know very little about their own problem. We can never forget how little they know compared to us, and start talking in language which is not on

their level. Valuable freeline content can educate the prospect as to what the problem actually is.

Most people on your list don't know what they don't know. For example, many fat people are eating 5000-6000 calories per day...and they aren't even aware of it! Once you make them aware of their problem, they're in a much better position to solve them. If you can deliver good freeline content that builds trust, your customer will stop seeing you as a business and start seeing you as a "secret weapon" they have. Then, you can give them trusted advice about what to buy, which makes selling easy.

Example: If you're giving out a free report on how to sell your home for top dollar. You can set the criteria that they should use to buy, and make them all to exclude your competitors and include you. For example, "make sure your real estate agent has sold more than 100 homes in the River Oaks area." 90% of the competition won't answer "yes" to this, but if you can then it directs them towards you.

If you're only accessing the lists of other people, you're in a weak bargaining position. You need to give away massive value just in order to create the list owner's attention, because their list is much more valuable than your affiliate commission.

But if you say "I'd also like to sell YOUR stuff to OUR list," that will get their attention every single time. This combined with providing great value to their list is a great combination to secure these deals.

If you're using an autoresponder sequence, you want to set them up and structure them as an ongoing conversation. Ask yourself "if I had ten conversations with a person who knew nothing about losing weight, how would those conversations go?"

In your first one, you might have a tone that said "I realize we don't know each other yet and talking about how you're fat is a little weird, but it's OK. I've gone through it all myself, and let me give you a few quick techniques that will helped me, and can help you too."

By the tenth conversation, the prospect would know you much better. You want to use a more familiar tone that says "hey, it's me again. Good to talk to you again! Let's build on some of these things that we've already been talking about. You remember when we talked about this..."

If you are just starting out, you want to interact with one customer a day either live or on the phone. This will let you know how they talk, how they think, how they think about their problem, what their dream outcome is, etc.

You will also want to incorporate some type of Q&A or dialog between you and the customers into your newsletters.

Another good way to do this is a "launch blog," where people can write in comments.

This way you can hear what people are saying as you produce the content.

Ask yourself, “how can I build an experience for one person so that they would have to be absolutely NUTS to not join your list?”

Then, put that into words. “If you join my list, I’ll give you a free report that’s worth \$47 which will show you how to easily lose 10 lbs. in 30 days.”

You want to develop a plan for building your own list, and for accessing the lists of others. You want to write down where your prospects ARE ALREADY LOOKING FOR THE SOLUTION TO THEIR PROBLEM. Ask yourself, where is my prospect right before they come to me, and where are they right after they buy my stuff?

If you design the perfect curriculum for one, it will work for a million people. But if you try and design it for a million people, it won’t work for anyone.