# The Awesome Email List Building Course | A Strategy For Building Your Email List
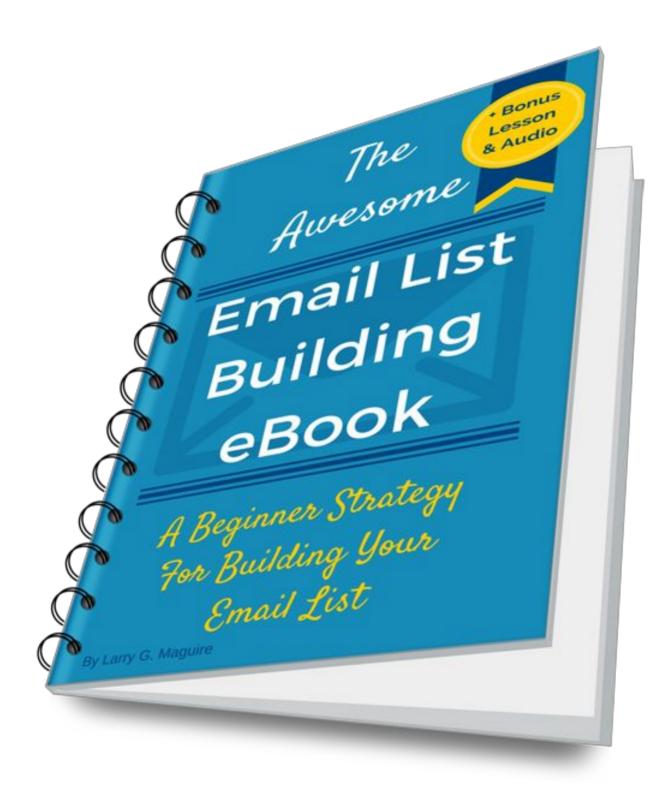
# + Bonus Lesson

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# (This Version Includes Bonus Lesson)

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Content Marketing For Beginners

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# Introduction; Why You Should Be Building Your Email List

You know, it's taken me a while to finalise the content for this email course but I'm glad I took my time, because I reckon it's been worth it, and I think the content I have for you is going to help you a lot.

I've got some great information for you coming up over the next few days that will help you get a handle on the whole Building Your Email List thing and **Why It's So Important To Your Business!**

**Your Email List Is Your Gold!**

Your List Is Your Gold! That is my mantra and you'll be sick to your back teeth hearing me say it! But it's true.

If you are not actively building your email list then you are letting your valuable customers slip away.

Your email list allows you the opportunity to communicate with your casual website visitors over time, turning them into valuable and loyal customers by giving them the advice, guidance and information they need for free.

Your email list is your sales funnel, and your sales funnel represents the various stages in the buying process where your many customers may be at any given time.

You must have a means in place that continually addresses your customers concerns and desires at the various stages of this sales funnel.

This _FREE_ course will help you do just that.

## Neglect Your Customer Base At Your Peril

If you don't stay in touch with the people who come looking for your help it means in their eyes you don't love them and you don't care, and they'll go elsewhere.

Now, you might well love your customers, but from their perspective you don't. They will simply move on by the natural effect of you not giving them your energy and focus.

Believe me I know this!

I ran several brick-and-mortar businesses over the years and I was so focused on getting my day to day done and trying to pay bills that I never gave my customers very much attention. They got little else other than the job they hired me to do.

The result was crappy customer retention. Big turnover in customers. NO ONE STAYED!

Please, for the love of God, Jehovah, Muhammad, or whoever you worship, look after your customers and stay in contact. It's the difference between success and failure whether online or offline. Take my word for it.

## You Are Already An Expert, Now It's Time To Let Everyone Else Know.

You already know your business or craft inside out, and it's likely you do a great job offline. But taking your knowledge and skill from offline to online and making your efforts count can be a huge challenge.

The trick is to find a strategy, pick a road, and go down it, refining your strategy along the way. All the while not being afraid to turn around and go back if you need to.

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I designed this course to get you started, or if you've already started, to help correct your direction and focus.

The worst thing an entrepreneurial business owner like you can do is put your head down and work frantically day after day expecting to make your business a success.

Because you won't…

The good news is I have a strategy that will allow you release the potential in yourself, engage effectively with your audience, start Building Your Email List and your bank balance.

## The Course Material

Here are the lessons that I have on the way to you. Every two days you get a new lesson. Save these emails in a new folder in you email client and refer to them ongoing.

Study them. Take action on them and practice. You'll find you will perfect these elements and add to them over time, creating your own strategy and system.

Consider this your Starting Point, or your Reset Button! Today is the day you get cracking and start making a proper go of it.

## Lessons

*Lesson #1 - Why Most Of Us Use The Shotgun Approach & Why It Will Kill Your Business*

*Lesson #2 - How To Create Emotional Content That Turns Visitors Into Buyers*

*Lesson #3 - How To Set Up Your Newsletter Account (For Beginners)*

*Lesson #4 - Let's Customise Those Newsletter Thank You Pages!*
*Lesson #5 - Let's Discover How To Create Your PDF Lead Magnet*
*Lesson #6 - The Secret To Creating Landing Pages That Convert*

*Lesson #7 - How To Convince Your Visitor It's A Good Idea To Signup*
*Lesson #8 - Discover How To Keep Your Customer's Door Open*
*Lesson #9 - How To Market Your Content To Increase Subscriptions*

*Lesson #10 - Wrapping Everything Up & Course Summary (+ PDF eBook)*

There are endless topics that we could cover, Newsletters, Autoresponders, Article Writing, Content Upgrades, eBooks, Social Media, etc etc

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And within those topics there is an endless amount of detail that we could go through.

But bombarding you with tons of detail right off the bat will just overwhelm you.

*[However, I am working on a Premium Course for you guys with more detailed information, instructional videos, audio material, and worksheets which I'll be releasing to a limited number in the next couple months. Keep an eye out for that!]*

So what I've got for you here is enough detail to allow you put a strong fundamental plan in place, but not too much detail that you will lose your mind!

## You Don't Eat All Your Grub At Once!

You know it's like when you sit down to a meal in a restaurant, you don't get all the food served to you at once, and what is served to you is eaten slowly so you can digest it easily.

That's what we are doing here.

The important thing is that you gather enough information to get started today. I'll look forward to providing you with subsequent more in depth information in later courses to cover each sub-topic in greater detail.

**So starting tomorrow, and over the next 10 emails we're going to cover important subjects like....**

- Understanding why you are in business & who you are serving
- You're already an expert, find out how to show your potential customers by building trust.
- How to find, and focus on a single niche and why it's vital to your success.
- What a Newsletter actually is (these days) and how to use it to build your audience.
- How to setup your newsletter account and integrate it with your website.
- The easy way to create digital content like ebooks and checklists that your customers find invaluable.
- What a landing page is, why they are so effective in getting visitors attention, and how to build one.
- How to write and format a blog post so visitors will want to read and share it. (It's amazing how many bloggers and marketers are getting this wrong).

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- How to keep the momentum going and maintain your upward progress.
- How all of the above means more dollars in your account.

**Scratching The Surface**

I'm only literally scratching the surface here and there's lots more on the agenda apart from the above.

After each email, you'll get a few days to digest and take action on the information I send you before the next email. It doesn't matter if you don't get the work done before the next email arrives, and really I don't expect you to, because for some it might take months to fit this work in around the normal day to day activities.

However, if your focus is promoting yourself or business online as a primary method of marketing then it is important that you do make progress in order to see results, so keep these emails in a separate folder that you can access quickly later and use them as a reference going forward.

At this time I'm not affording one to one coaching so you have to get self motivated. I will provide coaching down the road and if you would like to avail of it let me know and I'll register your interest.

**After the course...**

After the course has finished I will send you an e-booklet of the entire series FREE (value $49) that you can download and keep for reference.

Cool right?

# Lesson #1; Why Most Use The Shotgun Approach & Why It Will Kill Your Business.

I'm going to ask a couple hard questions of you here, and challenge you to think about who you are, what you represent, what represents you, and what you are doing in the world.

If you can't get through this material then you go home with empty pockets. End of story.

**The Shotgun Approach**

The Shotgun Approach is accepting work from everyone and anyone, and serving none of them very well at all.

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The Shotgun Approach says;

*"I'm desperate and I'm afraid that what I'm doing won't work so I can't allow any customer, no matter how bad for me, escape, because if I do I'll go broke and won't be able to pay my bills and my business will fail"*

The Shotgun Approach is fear based and says a lie about you and your abilities. Change your mind about it or you might as well pull the pin on this whole business thing now.

How can you possibly deliver your products or services with quality and value to every customer type that moves and expect to become successful?

It's not going to happen. You'll end up chasing your tail and making no money doing it, worn out, stressed out and resenting the very thing that inspired you to begin with.

Bad Buzz....

## You've Got To Get Laser Focused!

That's what this lesson is all about, focusing. Building an email list is building a customer base, and you can't build a solid base of customers if you don't find your niche and focus on it.

Focusing in on the following couple of fundamentals will allow you establish a solid base from which to move forward successfully.

Please don't choose to breeze through this material and skip on to the next lesson because it's vitally important to your success that you give it your energy.

Do some preparation. Don't jump in with two feet until you've got this work done, because you'll regret it. You'll end up fighting fires and spinning plates and have no time to do the necessary work later.

## So here's what I suggest you do

Answer these 2 questions;

**Question #1; What Do You Want To Be Known For?**

*Find Your Point Of Focus* for your business. This stuff comes from the heart, it's what will speak for you every day. Know it, Live it, Preach it, Teach it.

- What is the one skill you possess that totally stands out for you?
- What is it that you would do every single day for the rest of you life without ever getting paid for?
- What is it that you love doing that makes time stand still?
- What were you born to do?
- What is it that you do that makes others go "WOW"?
- What one thing do you want to stand out as being the absolute best at?
- What product/s represent that perfectly?
- What service represents that perfectly?
- How will you deliver that to the world?

If you're not doing something that sets you on fire then you're wasting your time. Do what you love and charge accordingly. When you do what you love people will be drawn to you and pay you well. I guarantee it!

Find out what floats your boat. Detail it. Write it down. Don't stop writing it down until it absolutely sings off the page back at you.

This may take some time, or you may be doing it already. But you simply must find your point of focus and reinforce it by going through the above process.

*IMPORTANT;* *If you need staff, make sure that they represent these values. Train them to do what you do and represent you impeccably. Take no prisoners with regard to this. You absolutely must not compromise on your values. (And remember to be nice). If you do not train staff, they will establish their own boundaries and system of work, this will lead to lots of problems for you, so please, Induct your staff to your way of working.*

**Question #2; Who Is Your Best or Ideal Customer?**

Find out who is the one that gives you, or will give you 80% of your revenue. Profile them exactly. You should be able to do this by looking at previous transactions if you've been trading for a while. If you have not been trading long then imagine who exactly you *want* to serve.

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- What sex are they?
- What's their personality like? Detail it using emotional words.
- Where do they live?
- What do they wear?
- How old are they?
- Where do they holiday?
- Are they married?
- Have they kids, if yes how many?
- What's their job or are they self employed?
- What's their income?
- How much do the spend on (your product or service) annually?
- What's their greatest fear? What keeps them up at night?
- What's their greatest ambition? What do they crave?

Most people run a mile from these questions because it takes time to answer them. Most business owners want to keep their hands dirty in the day to day and see these questions as fluffy and non productive.

You simply must know the answers to these questions if you are to move forward and serve these people well. If you don't know this person inside out you can not deliver them what they want, either online or offline.

If you don't know all the answers to these questions then select 5 or 10 people who match the ideal persona best and ask them for their help. Ask them to meet you.

Tell them you need help to understand more about what they are looking for (in relation to your product/service). Get into the emotion of it, get to know what floats their boat about your stuff.

When you identify this person, focus on serving them as best you can. Others will come along and you will serve them (or not) and that's fine, but by identifying this person you're setting your bar high and your focus narrow.

**If you don't have a customer base yet from which to derive this data, then this is what you need to do...**

Identify a business either online or offline that does what you do, or very similar. Call them up. Ask them to meet you. Tell them you admire them, that you are just starting out and you'd like to get their help.

Tell them what you are trying to do and ask them for assistance in profiling your best or ideal customer (who will be the same or similar to theirs by the way!).

## You Might Be Afraid... Or Lazy...Or Both...

Now, there's a lot of work in all of this, and there is a chance that you'll sit on the fence. You might even be afraid to pick up the phone and make those phone calls.

But you simply must. If you are to make progress and find your audience you absolutely must take the time and space to properly identify your niche.

Box off some quiet time to think through the entire process. Pick one afternoon per week, I like Friday afternoons because there are no business responsibilities to distract you later that day.

If you do it, you'll be set for Lesson #2. If you don't, you might make some progress but it will be stop start. It will be inconsistent and frustrating.

[Here's a post from the blog that might help you](#), it's one of three Podcast and associated posts on The Future Of Work series.

Coming Up In Lesson #2 You're going to learn How To Create Emotional Content That Converts Visitors Into Customers. Keep your earballs and eyeballs out for that one. It's at the core of content creation!

# Lesson #2 How To Create Emotional Content That Turns Visitors Into Buyers.

Visitors come to your site because they believe there's a chance you can solve their problems. They believe that you can fulfill their needs.

They have a desire, and it's either fear or love that fuels it.

You have a gilt edged opportunity to meet this desire head on and fulfill it... but you've got to have the content to do it!

If you've not created meaningful and engaging content on your site that actually addresses your ideal customers' pleasures and pains, then you'll have a leaky bucket.

Your content is the cornerstone on which you build your reputation and your entire sales funnel online. If your content is weak then the response from visitors will be weak and conversions will be slow.

You've simply got to dedicate yourself to creating great content that your readers value. But how do you go about that?

*In this lesson* I'm going to get stuck into how to start making great content, and why creating content that speaks your visitors language is critical in order to build a solid list of ideal customers.

## How To Plug The Hole In Your Leaky Content Bucket

It all goes back to Lesson #1 and knowing your ideal customer inside out. Without knowing who they are, what floats, and what sinks their boat, you cannot write for them.

So if you've not completed the exercises in Lesson #1 then go back and do that as soon as possible.

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**#1 Before Writing Your Content**

Before you start writing content for your site you need to take things you discovered from Lesson #1, and then link them together to form a complete loop.

1. Who your customer is
2. What their desires are
3. Who you are and what ignites your fire
4. What product or service you'll provide that meets 1 to 3 above.

Once all four elements correlate perfectly, once your purpose and drive are at the heart of the service or product you provide and that product satisfies a specific need on the part of your chosen market which you understand inside out, then you're in an excellent position to speak the language required to get their attention.

**#2 Now Let's Get All Emotional**

Emotion sells. End of story. If you can get that and lead with it, then your content will speak volumes.

Check out how some of the bigger brands do it.

**Coca Cola leads with "happiness", check out this paragraph from their US site...**

*"At Coca-Cola our definition is just a little bit simpler. Happiness to us is anything that can bring a smile to someone's face. We're in the business of spreading smiles and opening happiness every day all across the world. We know we might not change the world over night, but if we can add just a few smiles to the world then we've done our job."*

**Check out how Naked Juice heals your body and takes you away to paradise...**

*"While water is nature's purest liquid, the nectar produced by the coconut palms that line tropical beaches comes a close second. However, when it comes to taste, it's no contest. This delicious*

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*elixir has potassium and other electrolytes that make it a great beverage for replenishment. So, after you're done working your body into shape, treat it to a tropical getaway."*

Being able to write like this may not come to you overnight, so you'll need to practice it. Get your hands on these books that will help you learn the art of Copywriting.

If you are not going to write yourself, then at least gather the basic understanding of what I'm saying here so you can judge your copywriter's work and know if it's a fit.

Also, ask your customers for their opinion, for their feedback on new material, then make the necessary adjustments.

**#3 Follow Up With Logic**

Technical people tend to lead with the features. Don't do this, don't fall into that trap. Remember, you are not producing content for you, you are producing content to meet emotional demand of your customer.

Your customers are not interested, at least primarily, about the features. Features come down the road a bit and they merely serve to finalise the deal.

Features never win you a customer. Your ability to meet their emotional needs does.

See how Naked Juice has the nutritional facts available on the product page, but you need to click in to view it. The sales copy is prominent.

**In Summary**

1. Complete Lesson #1
2. Emotion sells so make your website copy and articles address the emotional needs of your buyers
3. Follow up with technical details second, where necessary.

I hope the info I've given you here has helped you establish as base. I could do a whole course on Copywriting alone so we are only touching the surface, but once you can get the principle here it's a good start.

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# Lesson #3 How To Set Up Your Newsletter Account (For Beginners)

*If you are already cool with setting up a newsletter then you can move on toLesson #4, however there may be something for you below so give it a scan anyway.*

Here' we are going to get into some of the technical meat in the sandwich. Some of you will love this and subsequent lessons because you are more technically minded.

Others of you would have loved the last two lessons because they made you go to your heart and find out who you are and what you are doing.

But both the heart and the mind are needed to work together to create a positive result so hopefully you'll find a way to pair the two successfully.

## Let's get started...

Besides, Mailchimp has many tutorials that are great for beginners. Fact is whatever newsletter provider you choose, you're gonna need to get your hands dirty and learn the ropes if you are to market yourself properly.

With Mailchimp you get to have up to 2000 list members free before you have to pay a subscription so it's good for beginners.

Mailchimp is what I use so that's what I'm best able to help you with. As your system and business grows you may need to expand and consider a different provider, but I like Mailchimp right now so lets use that.

If you prefer AWeber here's a good setup guide

If you use infusionsoft here a guide for that

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If you prefer Vertical Response here's a guide for those guys

## #1 Signup For An Account

This bit is simples. Go to http://mailchimp.com and signup using your best email address. Then confirm your account.

## #2 The Get Started Screen (Dashboard)

Mailchimp has very good tutorial articles and I'd suggest you take the time to read those. Here's one you should defo read.

http://kb.mailchimp.com/accounts/account-setup/getting-started-with-mailchimp

Follow the guide on the Dashboard Get Started screen and complete each section.

## #3 Adding Members To Your List

To allow people subscribe to your list you'll need to;

1. First create a list in your account
2. Then, create an API Key (*Account >> Extras >> API Keys >> Create API Key*)
3. Create a Form (Customise this is you like)

There are several types of "forms" depending on your needs but you don't need to worry too much about this for now. The default forms will do just fine to get you started.

In later Lessons we will customise your visitors experience by editing these forms and changing the visitor landing pages that are currently handled by default within Mailchimp.

## #4 Integrating Mailchimp with your website (WordPress)

If your website is not built on WordPress then you will need to consult with a developer to integrate your newsletter provider with your website.

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I love WordPress as it has huge flexibility and scope for third party integrations. With Mailchimp it's no different.

I wrote this post and recorded a tutorial video a little while ago which goes into the integration so you should defo check that out.

I also wrote this post about getting started with your email newsletter which I'd also recommend you check out.

**A Free Plugin To Allow Mailchimp & WordPress Integration**

I use the Optin Forms Plugin for linking Mailchimp to my WordPress website. There are more sophisticated solutions out there but this one allows you to set things up very easily.

1. Go here and download the plugin
2. Install the plugin on your website
3. Configure the plugin

The plugin comes with a "shortcode" like this one [optinform], which displays your optin form with the link to your mailchimp account wherever you place the code.

It's really simple to use and allows you place the form anywhere you want to.

In the sidebar, in your footer, at the bottom of pages and/or posts... It's really flexible and you get to customise it in the plugin settings.

**Another Way To Integrate With Mailchimp**

I use another Free plugin to integrate with Mailchimp called Mailchimp For WordPress and you should also check that one out. It has a paid pro version that has lots more features than the free version.

Whatever plugin you intend using you'll need to use your Mailchimp API Key to activate the integration which you will find here;

*Mailchimp Dashboard >> Account >> Extras >> API Keys*

If you have none set up it's easy to do. Just follow the instructions.

**Once You've Set Things Up...**

Once you have set all this up (It's really not that complex at all), you are almost ready to receive subscribers...

But first there's a little bit of customisation to certain pages that you need to do. After someone signs up to your list, the newsletter application you use will send them to pages that are automatically generated.

These automatically generated Thank You Pages are pretty shitty, so you'll need to modify them and take advantage of a real opportunity to engage with your new member.

# Lesson #4 Let's Customise The Newsletter Thank You Pages

Thank You Pages present a great opportunity to have valuable interaction with those who are newly signed up to your list, but loads of people miss this chance.

Thankfully you won't, 'cause I'm gonna show you how to take advantage.

By default, Mailchimp shows a fairly boring Thank You Page, so we're gonna want to change it, but first we need to create a new Thank You page on your website.

## Elements You Need For A Successful "Thank You" Page

From within your WordPress website, go to "Pages" and Create a new page.

Call it; http://yourdomain.com/signup-thankyou Or something like that.

Then make sure to add the following;

1.   An image of you

2.   Say a quick word of thanks for signing up

3.   Briefly cover what your new subscriber can expect and remind them you're here to help

4.   Remind them to go to their inbox and confirm their subscription. (Some do actually forget to confirm!)

5.   Use your signature to sign off.

6.   Let them know they can email you with any queries or if they need your help. Include an email link

7.   Add social buttons so they can follow you on Social Media

You could do all of this from within [LeadPages](#) and get a very professional result. However, it may not match the design of your site. That's the only downside to using LeadPages.

Here's the Signup Thank You Page I use; [http://larrygmaguire.com/thank-you-for-signing-up/](http://larrygmaguire.com/thank-you-for-signing-up/)

## Adding Your New "Thank You Page" Link To Mailchimp

Within Mailchimp there is a section in your menu called *"Lists"*. This is where your various list are available to view.

*[If you don't use Mailchimp that's ok. Aweber, Infusionsoft etc all pretty much have the same functionality with regard to customising the Thank You Pages. You just need to go find the area where you can add your own custom Thank You Page URL]*

From your dashboard, go to; *Lists >> Your List >> Signup Forms >> General Forms*

Under *"Forms and Response Emails"* you'll see a drop down. Click on it.

Select *"Signup Thank You Page"* from the options

This is where you will place the URL of your new Thank You Page

## Elements You Need For A Successful "Confirmation Thank You" Page

There's one more page you need to create...

When someone clicks on that confirm subscription email from Mailchimp (or any other provider for that matter) they are brought to a generic page.

Again, we need to change that, so as we did above lets create a new Congratulations Page from within WordPress.

Call it; [http://yourdomain.com/congratulations](http://yourdomain.com/congratulations)

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Then add the following elements to the page;

1. An image of you
2. Tell them their subscription is confirmed and congratulate them!
3. Briefly cover what your new subscriber can expect.
4. If they will receive any free stuff that you didn't mention before, mention it here.
5. Let them know they can email you with any queries or if they need your help. Include an email link
6. Include some links to your best material or anchor pages within your site.
7. Use your signature to sign off.
8. Add social buttons so they can follow you on Social Media

Here's my Congratulations Page; http://larrygmaguire.com/congratulations/

## Adding Your New "Confirmation Thank You Page" Link To Mailchimp

As we did above, from within Mailchimp dashboard go to;

*Lists* >> *Your List* >> *Signup Forms* >> *General Forms*

Under *"Forms and Response Emails"* you'll see a drop down. Click on it.

Select *"Confirmation Thank You Page"* from the options

This is where you will place the URL of your new Thank You Page

Then you're done. Your Thank You Pages are now set up and you've done what the vast majority of ordinary bloggers and business peeps online don't do.

You're already ahead of the game!

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# Lesson #5 Let's Discover How To Create Your PDF Lead Magnet

If you have some design skills then you will find this bit easy. If you don't then I'd advise you hire a graphic designer to create the PDF Lead Magnet for you.

If you are hiring someone to do it then you need to give them the relevant information so they can create it.

Create a word document detailing your requirements, and try find something similar online that you can show as an example.

If they are professional they'll have a system so you won't need to worry about that too much. If the designer is good then they will have done this before and be able to create this quickly for you.

**Lead Magnet Ideas**

Here's what you need to do if you're creating it yourself…

1. Decide what it is you are giving away.
   - Café owner; Give away some awesome recipes
     - Help make your followers look good by giving away your "secrets"
   - Plumber; Detail how to change a leaky set of taps
     - Take your DIY follower dad's pain by showing them the easy way!
   - Photographer; List of gear to get great shots at night
     - Photographing at night can be very difficult. Show the amateur your unique techniques
   - Realtor; Checklist of things to do before you sell your home

- - Your seller wants to move to that beautiful new home, but they've got to sell the one they've got first. Show them how!

2. Create The PDF Document

To create the PDF document go to Canva and set up an account.
1. From your dashboard, choose the A4 preset
2. Then from the left hand column choose a template you like, or create your own from scratch
3. Give the document a name and click download

I know that sounds simple, and it is for some but it won't for others of you, I understand that. As I said, if this is too much hassle then go hire someone to create it for you.

Check out this short video I recorded that may help you.

https://www.youtube.com/watch?v=53j-k1eXUBk

After I create my Lead Magnets, I load up to my LeadPages Account to deliver the document to my new subscriber. LeadPages then adds my new subscriber to my Mailchimp list.
Check out this Landing Page I created on my site using LeadPages. Currently with this Landing Page I've achieved 36% conversion rate.

That's good in my book!

## The Last Thing You Need To Do

After you have successfully created your new Landing Page, up loaded your lead magnet (one page PDF), and published the page, you'll need to do one more thing....

TEST IT!

Using your own email address, go through the process and make sure that everything is smooth. You don't want any little snag in the process losing you leads.

Once everything works out for you, then that's it... for now. You'll need to get cracking on promoting it which I will get into in a later lesson.

In the next lesson I'm going to get into Landing Pages. What they are, how they work and how you can get the best one for you.

I'm also going to stick with LeadPages as example because it's just the Dog's roundy bits! (that means it's good!)

*How are you finding the material so far?*
*Is it helping you?*
*Would you like to see some other topic covered?*
*Is the material meeting your needs?*

*Please let me know by* sending me an email. *I want to improve the quality of the content I send you so the more feedback I get the better the information that I send you can be at meeting those needs.*

Send me a mail to let me know. *Cheers!*

*-Larry*

# Lesson #6 The Secret To Creating Landing Pages That Convert

In this lesson I'm going to break out some detail on the following for you;

1. What A Landing Page Is
2. The Anatomy Of A High Converting Landing Page
3. Different Types Of Landing Page
4. The Best Landing Page For Beginners

## So First Off The Bat, What Is A Landing Page, And Why Is It So Different To Any Other Page?

A Landing Page is a page on your website specifically designed to encourage a visitor to take a single specific action. Options are reduced to one of two usually, and all distractions are removed from the page to make it easy for the visitor to see the Call-To-Action (CTA).

The options are usually;

1. Optin
2. Leave the site

The Landing Page is striped down to the bare bone requirements, and it works. Reducing options available to one or two (one of which being the option you wish visitors to take) results in results!

Less Is More peeps!

The scope available to you to create an effective Landing Page is large, so you'll need to decide what will be the purpose of your landing page. For us in this case, we want to capture email addresses of our visitors. That's it.

So our Landing Page will be simple. Check out this Landing Page I use to capture email addresses of visitors interested in Google Analytics as an example.

## The Anatomy Of A Good Landing Page

(Check out this example of a good landing page
http://larrygmaguire.com/google-analytics-planning-checklist)

Open this landing page in another browser tab so you can refer to it as you move through the following elements. Items in the list with an asterisk (*) below refer to this landing page.

There are few, or many, elements to a landing page depending on the job you need it to do.

Generally the more you are asking your visitor to part with, then the more you will need to offer them in terms of your credibility.

A Landing Page may consist of some or many of the following elements depending on the application and desired end result.

**Your Logo***
Your logo goes at the top. Pretty straight forward really, but it's amazing how many landing pages have left out the branding. Your branding needs to go everywhere that you present your content.

**No navigation***
The temptation is to leave the navigation bar in place. Leave the Nav bar out. Your visitors don't want any distraction from what you want them to do.

**The Headline***
Draw your visitor in with a large font size. Make it clear in the headline what exactly this page is about, what they will get by engaging with you. In the case of my GA landing page, I made the headline the following;

**"Get Your FREE Digital Analytics Planning Checklist"**

**The Sub-Headline***

The Sub-Head expands on the Headline a little more and is less prominent in font size. Use the Sub-Head to give the visitor a little more info on your offer, drawing them further into taking action.

**Introduction***

The Introduction will be standard font size (a good size so people can easily read it) and will be usually be about a paragraph in length, allowing you to get into a bit more detail on the PDF download you have available.

Remember to keep talking in terms of benefits when writing this paragraph. Maybe pose a question referring to a problem the visitor may be having, then tell them briefly how the PDF will help them solve that problem.

**Product or download image***

Offer your visitor an image of what they will receive for signing up. Images speak volumes more than text so make this image attractive. Here's a site I found where you can make your own ebook cover image for free. I use it all the time.

*To make a good ebook cover;*

First- Go to canva and select the Kindle ebook cover template and then customise it

Then- Go to myecovermaker.com and select an ebook template

Next- Upload your Canva image to MyEcoverMaker as the background

Finally- Follow the instructions to download your .png ebook cover image

**Benefits***

List a bunch of benefits to the visitor that your PDF will bring them. Remember that you are solving problems, so speak in terms of the visitors problems when you are writing these benefits. THESE ARE NOT FEATURES!

**Call To Action Form***

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The Call To Action Form goes on the right hand side of the page. Know why? Not many will tell you why, but the right hand side works better than the left.

It's because the eyes of readers in the western part of the world, generally english speaking people, move from left to right, settling on the bottom right hand corner of the page.

The CTA Form can contain any number of fields to gather visitor info. My advice is keep the number of fields in your CTA form to a minimum. It serves you not by having too many fields for your visitor to fill in. Include the *email field* and the *first name field*. That should be enough for most of you.

**Call To Action button***

The Call To Action Button MUST BE ABOVE THE FOLD. This means it must be visible by your visitor without them needing to scroll to see it. It needs to stand out and have clear instruction like "Download Now" or "Get Yours Today".

Despite what many will say, my view is that the colour doesn't really matter too much as long as it's bright and stands out from your background.

1.   Outro*

The Outro is your closing statement. It's where you seal the deal and answer any remaining doubts that the visitor may have. Use this to transport your visitor to the end result.

For your DIY Dad use an outro something like;

***"Get the proven installation method I've used for 20 years and start like working like a pro installer today"***

**3:1 or 4:1 layout ratio**

A page layout that uses these ratios of content to CTA area seem to do well. Make sure to employ this kind of layout ration on your Landing Page

**Plenty of white space**

White Space helps things stand out better. Don't be afraid to use white space, and allow your content speak for itself. Too much content clutters the page and makes it unreadable.

Ever seen the tradesman with so much writing and info on his van that you can't even see his phone number as he drives past you on the street?

Your landing page is like a van on the road, except it's the website visitor that's moving fast, your landing page is standing still. But the principle is the same.

People are moving through the web very quickly, often making decision to leave a site in under 2 seconds. Make it easy for them to see the important info and make a decision!

**Social share option**

Include social share buttons to allow your content go further. I dont' have them on this page but I do have them on the associated Thank You Page.

**Link to a thank you page**

The Thank You Page is often overlooked. The Thank You Page is where your visitor is brought after they add their email address and complete the transaction.

Here's my Thank You Page associated with this Landing Page. There is an option for the visitor to share the original page and they often do. It gives me a lift every time I see someone sharing the page on Twitter!

**Your photo (Hero image)**

Get a photo of you in there. Make it personal. People want to know that they are dealing with a real person and not some corporation. Allow people to get to know you.

**CTA above the fold**

I mentioned it above and it's worth mentioning again, make sure your CTA Button IS ABOVE THE FOLD!

**A/B variation**

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Test your Landing Page with AB versions. A slight tweak in the Landing Page copy could have a dramatic effect on conversions. Changing the product image could result in higher sales.

Experiment and settle on the page that gets you the best results.

**Your FREE resource**

We covered this one earlier. Your Free Resource or PDF is located on your host server and delivered to your visitor via email automatically. When you use LeadPages it's all done in the background and is seamless.

**Social Proof (Testimonials)**

Use testimonials where necessary. Testimonials can have a big impact on conversions, especially where you are asking people to spend money.

Where it's a simple exchange of an email address for a PDF document then maybe testimonials are not always necessary. However they do help highlight your credibility.

**A Video**

Video is often used in Landing Pages and can also have an increased effect on conversions when used. Video help the visitor know you better, bringing higher levels of trust into the equation.

**Countdown timer**

Countdown timers are used where a Landing Page is being used to promote a webinar with a time limit on registration

**Features**

Don't lead with features. Lead with benefits. But where you are selling a product, adding features further down the page might be a good idea.

**Background image**

Background images work well on Landing Pages are striped of almost all other information. Don't use a background image with the Landing Page type that I've used as an example here. You will clutter the page too much.

## Different Types Of Landing Page

There are many different types of landing pages which do different jobs. The main thing they all have in common is that they all ask the visitor to make a commitment.

- Lead Generation Landing Page - This is the type I've been discussing above and simpler in design than others.
- Product Landing Page - This is usually a page highlighting a single product for sale like an ebook
- An Ultimate Guide Landing Page - This usually extends to multiple pages detailing the entire guide.
- Event Registration Landing Page - This landing page is used for webinars and live events
- A Thank You Page - This page is the final page presented to a visitor after they optin for your offer. It may have share links for them to share the original page they arrived at.
- Home Page Landing Page - This page acts as your landing page and will have one goal, get you signed up to a list. Here's my home page as an example.

There are many many others and you will become more familiar with the different types as you begin to research and use them more.

## The Best Landing Page For Beginners

Using the elements outlined above you can construct a landing page to meet any requirements really, but the best one for you in this case is this one (as we've been discussing above), which allows you to offer a free download in exchange for a visitors email.
I've managed 36% conversion rate with this page, which isn't bad at all.

So that's enough on Landing Pages, for now at least. As I mentioned in Lesson #5 you should strongly consider using LeadPages to build your Landing Pages as it make life so much easier.

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# Lesson #7 *"How To Convince Your Visitor It's A Good Idea To Sign up"*

In Lesson #3 you set up your Mailchimp account and linked it to your website so your visitors could take the option to join your email list.

That's great, but it doesn't stop there. Far from it in fact.

Here, we are going to examine how you can convince them that it's a good idea to get on board with you.

## What's In It For Me?

Your visitors want to know that there is something in it for them. We all do. You see we are a selfish lot, and every decision we make is because we think we will feel good, or avoid feeling bad, as a result of that decision.

We may have other people's interests in mind, but only because we think we will feel better as a result of helping the other.

I certainly know that by giving you guys the information that you need will make me feel good. And I know that at some point in the future if you guys decide to purchase an educational product from me I'll definitely feel good.

So yes, everyone wants to feel good and avoid feeling bad.

If someone sees your optin form on your website and they think the offer is good enough, and low risk then they'll likely opt in.

If they think it's a bad deal for them then they'll move on.

So your job is to convince them it's a good idea to join your list.

## So How Do You Convince Them?

Simply putting the default *"Join My Email List For Updates"*  as a title on a sidebar widget signup form is not compelling enough. In fact it's totally lame. (Sorry to break that to ya dude).

Offer them something they will value such as;

1. A free one page PDF guide
2. An free eBook
3. A free video tutorial
4. A free case study
5. An industry report
6. A Software trial

Or some other item of value that satisfies their need.

It really goes back to Lesson #1 of the course where I asked you guys to get to know your ideal customer. You did complete Lesson #1 right? Didn't you?

OK, lets assume you did. If you know them inside out then you know what they fear and what they love.

So give them something they'll love!

*Here's and example;*

You're a professional photographer. You specialise in new born baby shots and you promote yourself online via your blog and sell your photos online too.

You've decided that it might be a good idea to create an ebook detailing how to get best results from baby photography that you can sell online to beginners and amateurs for a few bucks.

This is all good, but you also want to build a list of potential students for your evening classes in the city. You'll do it by creating a smaller ebook with less detail and make that available for free.

It should still provide value but will have less detail about your process. You'll include more focus on say, the type of equipment to use, rather than instructions on how to use it.

Are you with me so far?

You are using your skills and expertise to teach, and in the process you are establishing yourself as an industry expert.

Even if some of the people who find you are not interested in learning about photography, they will see that you know you stuff and will be quite likely to engage with you.

You could also offer these visitors a different free digital product like *"The 50 Cutest Baby Photos I've Ever Taken"* in an eBook form.

## You've Got To Think A Little Left Field

So what do you do if you are a plumber, or a builder, or a roofer?

Well, here's a few ideas....

1. There's millions of DIY enthusiasts out there just begging for experts like you to show them how to install a sink, or build a wall. Create a video series showing them step by step how to do it.
2. Create an ebook with images and step by step instructions that they can get in exchange for their email address.
3. Get a couple other tradesmen like you to form a co-operative and promote yourselves online like this. Run evenings and invite local people to join you.
4. Create DIY courses and train lay-people to do what you do. Have people register online, gather their email addresses and you can begin to market your building services to them.

I bet you there's no tradesmen doing this type of thing. You could take over most of the work in your locality by setting this type of thing up. Everyone would know you and come to you.

So you see you must provide value to your potential customers before they'll become customers. Become a teacher and share your knowledge both freely and for a fee.

Get people to sign up for your free stuff and make your free stuff so valuable, so good, that when it comes to offering them a product for a fee, they'll gladly consider buying.

Persuade your visitors that you're a good egg and that your information is good too. Build your list this way and it will grow steadily for you, helping you build your business.

## In The Next Lesson...

In the next lesson we're gonna take a look at how to keep the door open with your customers by continually offering great evergreen problem solving content using the AutoResponder.

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# Lesson #8 Discover How To Keep Your Customer's Door Open

## The Magic Of The AutoResponder!

The word AutoResponder doesn't really describe what this function of email marketing actually does, because it's an old term that just has come to mean much more than it was originally conceived to do.

It was originally used to describe the automatic response of an email newsletter application to the addition of a new subscriber and was not very advanced.

But now email marketing has become very elaborate indeed

In fact I could create several entire courses around email autoresponders, so I'm not going to get into huge detail here.

We'll keep it simples, K?

Our AutoResponder will simply deliver evergreen educational content to our subscribers at regular intervals that we determine.

## What Can An AutoResponder Do?

You can set up your email auto responder to do the following for example;

1. Send out a happy birthday or anniversary wish to recipients
2. Deliver best wishes at Christmas time and other holiday periods
3. Send out your best content from your blog automatically to new subscribers
4. Deliver course material to your email list just like I'm doing!
5. OR, the easiest way to get started, is to tee up your existing blog content to go out to new subscribers who haven't discovered it yet.

There are many other ways you can deliver relevant content to your subscribers using autoresponders and all that it requires is a little creative thought.

As long as the material is so-called "Evergreen", in other words, as long as it's continually relevant then it's good to use.

Also you can add to a series or edit it at any point in the future so as to keep it up to date or add new material you've created.

## If you Want To Deliver A Course, Here's A Brief Way To Get Going...

Let's take the photographer who specialises in new born baby photography as an example once again.

The photographer has a proven process to get good results from shooting newborns. It's been tried and tested and it works well.

In order to build her course, she needs to break her process down into separate elements that she can easily explain in lessons.

This might sound like a daunting process but it doesn't have to be. I bet there's plenty of educational material written on your particular profession so all that's required is a little research.

1. Go online and see what's out there. Instructional material already written can give you great assistance in formulating your steps.
2. Go to the bookstore and buy a couple of books that closely resemble the subject matter you are covering.
3. Take a notepad and start to break up your process into sections.
4. Within those sections, start to break each one into steps from start to finish
5. Start by introducing yourself and what you are about
6. Move on to an introduction of the course and what the student can expect to achieve.
7. Then move into the lessons and break each lesson down into actionable steps that the reader can follow.
8. Do this for each lesson, take your time and you eventually will build out your course.

It doesn't have to be loaded with detail, just enough to provide good advice to people who want to learn what you know.

## To Set Up Your AutoResponder In Mailchimp

*Note; Automation is a Mailchimp paid feature so you'll need to sign up for a pro account. I reckon this is about $10 per month.*

1. From your Dashboard, click on *"Automation"*
2. Click Create *"Automation Workflow"*
3. Then, click on *"Select A List"* Dropdown and choose the list that you wish to send your automated series to.
4. Next, select the "Workflow Type" you want to build. [Learn more about Workflow Types here](.).

**The "Workflow"**

Creating a *"Welcome Series" "Workflow Type"* should work well for you

Within the "Workflow" you can create any amount of emails you like. But first you need to add some info about the workflow.
1. Add the Workflow name, From name, and From email address.
2. There are a couple of check boxes for other settings, check these as necessary.

**The "Trigger"**

Next is the "Trigger" setup. The Trigger is a couple of settings that determine what triggers the workflow set of emails to begin sending.
1. Send workflow to subscribers and imported contacts
2. What day of the week should the emails go out
3. What time of day should emails be sent
4. What delay would you like to add (if any)

**Adding Emails**

Next you'll add the emails. If you are taking the simple option for adding content, i.e. adding existing blog posts, one per email then all you need to do is cut and paste.

You will have to adjust the layout and have some reformatting to do as cut and paste rarely results in the content displaying correctly.

1. Click "Add Email"

2.   Then click "Design Email"

3.   Add the Email info fields, Email Name (give your email a name like *Auto Email #1*), Email Subject (the subject of each email), From Name (your name), From Email Address (your email address)

4.   Click next and select the layout you want to use from the options presented.

5.   Next, click design your email. Here's some further information to help you design your email

6.   The email designer is drag and drop, so when you are happy with your layout paste the text from your previously published post, reformat to correct any errors and hit save.

You'll need to do this for each email in your autoresponder email workflow series. I'd recommend that you paste in the intro from your old blog post and include a link back to the original.

This makes it easier for you and also brings traffic back to your website.

Head over to this article to get more detailed information and instructional videos on how to build your AutoResponder Workflow.

## This Is Gonna Take Time

If this stuff is all new to you, don't fret, it's very straight forward once you get into it. But it will take some time for you to fully grab the process and make your way through it.

To build an autoresponder series can take a couple of days or a couple of months, depending on the content you wish to deliver and how much prior work you've done creating it.

The good news is once you set it up, that's it! it's done and now it will go out automatically for every subscriber who meets the criteria you have set.

As you grow, your autoresponder series will grow and become more complex so it's always worth revisiting your process every couple of months.

## If You've Made It This Far, Congratulations!

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If you've completed each step to date then well done on your progress so far.

However you won't necessarily get a flood of subscribers through your door just yet, We've lots more work to do first....

Once you create your content you need to market and distribute it to internet land, and there are many ways to do that.

# Lesson #9 How To Market Your Content To Increase Subscriptions

**Is Just Getting By Enough For You?**

Marketing is letting the world know who you are, and what you've got to offer. It really is that simple.

Yes, we can dig down into the nitty gritty and build detail around that but at a fundamental level that's what we are doing.

Everyone is marketing every single moment of the day. All day every day you market yourself and your business by virtue of just doing your thing.

You will get business this way and you'll probably make an ok living. But is that enough for you?

Putting a plan in place to market your service is a sensible thing to do, and when you execute that plan you're likely to get improved results.

If you don't have some degree of structured marketing effort in place it's akin to speaking in an empty room.

In order for you to deliver your message effectively there are a couple of things you need to know and have in place.

1. Who you are and what your business represents (Why you are in business).
2. The people or market you want to serve (be very specific).
3. What desire you fulfill for that market.
4. What product or service best represents this desire.

These things may sound familiar... right? We went into these elements in detail in the earlier lessons. These are vital elements to have boxed off if you are to make good progress.

Once you analyse your motivations deep enough you will have the answers to these questions and you will be able to move forward.

So lets assume you have these in place.... what next?

## Choosing Your Channels

You now have to decide how you will deliver your message to your chosen niche.

The fact you are here reading this means you have selected the internet to deliver your message and that's a sensible choice.

But where do you start?

For small or medium businesses getting started online here's what I'd suggest you should do.

**1. Blog Once Per Week**

I can hear some of you sighing already...

*"I don't have time to blog once per week"* I hear you say. Well if that's you, you should just forget it. You just wasted your entire time digesting this course.

It's time to extract the finger and get blogging. Blogging is content marketing at it's best and it allows you create a community around your business who will support you, and help you build your business.

When you make a commitment to blog once per week, solving readers problems along the way, you'll slowly but surely establish yourself as an expert and people will acknowledge this.

YOU'VE SIMPLY GOT TO COMMIT TO BLOGGING!

If you are not going to do it yourself, then get a staff member to do it. Hire a freelancer to do it. Whatever way you have to make it happen, make it happen.

**What To Do If You Have No Audience**

Have you got a LinkedIn Network?

I bet most of you have. If you are on LinkedIn you can get started blogging today. You don't even need your own website!

*I'd advise you build your own WordPress site and blog from there. Your own platform on your own domain is very important for your brand.*

LinkedIn gives priority to posts that are published using Pulse (Their blogging platform) so you can reach more people than you will by publishing an LinkedIn update.

Get on LinkedIn Pulse once per week and write a blog post that solves, or addresses a common problem for your chosen niche.

**Note; Include A Call To Action** - A Call-To-Action is a specific action you want your readers to take i.e. "Get a Free This or That", "Sign Up For Updates" etc

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You're building your list remember? So ask your readers to sign up, subscribe, join your community. Check out this post I wrote a little while ago that shows you how to write a blog post

## 2. Social Networks (Select 2 Only)

I'm suggesting you only select two social networks for a very good reason...

You won't have the time to manage any more than this. Out of the two you choose, one will be the primary where you will put most of your social media effort.

*Important Note;* *Social Networks are fine and can help you spread your message, but be careful not to pour all your energy into them. Social Networks are fickle things and they can devour your precious time, money and effort. Use them by all means but do not depend on them. Build your own Digital Platform using WordPress and draw your readers to you.*

When you choose only one or two networks you allow yourself the time to know them very well, and figure out what works and what doesn't.

Forget trying to perfect Facebook, Twitter, Google+, Pinterest, and LinkedIn, you just won't be able to be effective enough to make them count.

I've got accounts with all these but I only really put my energy into Twitter. LinkedIn gets some of my attention and probably deserves more, but I try to keep it tight.

I strongly suggest you do the same. Pick one or two and get to know them well. You'll be more effective that way.

## 3. Guest Blogging

This is where you will make good ground. Once you get into the flow of blogging once per week, begin to seek out influencers in your space and make a connection with them.

But don't jump in too quick!

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Remember when you were a kid, that other kid who wanted to be your friend but was so all over you it made you want to run away?

Or remember that person you dated you a few times and they were almost looking to move in with you after a couple weeks?

Well this is the same as dating. You've got to take it handy to see if they suit you and you suit them.

Begin by reading their material and subscribing to their newsletter. Drop a few comments on their blog and make them useful.

Slowly you'll begin to be seen and then you can approach them via email and request to write a guest post. Once you start guest posting you'll get exposed to wider audiences.

### In Summary

So there's three things you absolutely must do to begin marketing your business online.

1. Blog once per week (Just Do It!)
2. Choose only 2 Social Media networks and get really good at working them.
3. Start Guest Blogging

Marketing doesn't need to be complex, just do the simple things well and you'll get results. Don't take on too much or you'll burn out.

*Marketing Tip; Create an Editorial Calendar and enter into it your weekly marketing commitments. Then stick to it.*

# Bonus Lesson; How To Construct A Blog Post That Gets Massive Social Shares

I believe all businesses who have a presence online should be blogging to some degree, and if you are not blogging already well you should be. Blogging is practically a free way to market your services, once you are willing to take the long term view. If you need a short term result then you'll need to make Adwords an addition to your strategy.

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1. An Opportunity To Get To Know Your Customers

In order to write an article that your customers value, you'll need to get into their heads. You need to understand who you are writing for and what their pains and desires are. Once you do this you can start marketing successfully.

2. It Forces You To Come Out Of The Numbers Game Mindset

The numbers game says you'll hit one in every ten. The more phone calls you make then the greater your results. Well, I can't stand it, and I don't recommend it, because it's soul destroying. It does not give you the opportunity to engage with the core percentage of customers that love what you do. It's a shotgun approach and it's stupid and naive. Blogging is about speaking the language and delivering content that your core customers/readers want.

3. It Gives You A Chance To Step Back

Taking 4 to 6 hours per week to write content specific to your customers needs, allows you a chance to take a wider view. Spending all your time in the trenches does not allow you deliver your customers what they need, and will lead you around in circles. Take time every week to find out what floats your customers' boat and give it to them.

Check out 1000 true fans by Kevin Kelly and read it.

# The Structure Of A Great Blog Post

## #1 The Headline

The Headline is the key call to action before anyone opens that link. It draws the reader in and asks them to open and read your article. If your headline is not compelling then you just won't get those clicks!
Newspapers know it, magazines know it, the editors of these publications know it, and you must too. If your opinion has been tainted by some of the less desireable publications online or offline, then get over it.
Your article doesn't have to be spammy and neither does your headline in order for it to work, but it does need to be compelling. If you've confused these two ideas then some work is required to refine your opinions.

Once you get over yourself, you can use this formula…

Quantity + Benefit + End Result

Here's an example;

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"21 Ways To + Create Great Photos + Like The Pros"
The Quantity + The Benefit + The End Result

The three elements don't need to appear in the way I've shown them, they can be moved about in any sequence so long as the sentence makes sense and reads well.

Certain words generate emotion in the reader and are more inclined to cause them to click your headline. You need to use these words. Check out this article to find out more about good copywriting techniques.

Also check out CoSchedule Headline Analyzer. It's a great tool that I use to develop my headline before I publish a blog post or podcast. I make sure I get the green light on the headline before I begin to produce the content around the idea.

A green light is a score above 70 and I am good to go.

## #2 The Subhead

The Subhead allows you to further elaborate on your headline and give your reader more information about the contents of your article.

Using the same headline as above, our subhead might read like this;
"In the post you can learn more about the tactics professional photographers use to get great results from their photos every time"

Amateurs admire professionals, they aspire to become professional or at the very least, want to produce results just like the professionals. When you afford them ways and means to do that then you get their attention.

They will want to engage with your content to find out how to do that, but you must present it in a way that coaxes them in.

## #The Introduction

The Introduction is the part of your post where you will go further into detail of how your reader can achieve the results your promised them in the headline and subhead.
The Introduction is broken into three elements as follows;

1. The Problem

Here you will show empathy for your readers problem. Detail the problem in a few sentences but no more than that. Maybe use a story to show personal experience or that of a friend or someone you know. Make this a paragraph or two.

2.  The Solution

Next you will highlight the solution. Again, using your own experience or your friend's, detail what you did to solve the problem and explain the relief you felt after you achieved it.

3.  The Promise

Next you will explain in about 1 sentence, that you will now break down the details of what you did and the steps you took to solve the problem.

The entire introduction should cover about three or four paragraphs.

## #4 The Body Content

This is where you break down your content into bite sized digestible pieces that your readers can follow and implement. Breaking your content out like this allows your readers to take action at their own pace and, if necessary refer back to your article for further steps. This is where the value is.

1.  Use Bullet Points & Lists

Bullets and lists help break your content up and show each step one by one. They make your content easy to follow, just like what you're reading here.

2.  Use Custom Images

Images help to make your content scannable and further digestible. They also help you reinforce key points that you want to make.

3.  Use Tweet This

Using a tool like Tweet This allows you make the key points from your article available to your reader to share with their network, affording you the opportunity to spread your content further. Like custom images, they also allow you to break up your content.

4.  Use Famous Quotes

I like using quotes, either my own or famous ones from experts. Quotations allow you to, again, break up your content so your readers can digest it.

**The Conclusion**

After breaking out your content sufficiently, your final element of the body content is the conclusion. Finish up with a paragraph or so by explaining how you felt when you finished the tasks outlined above.

Try give some emotional explanation of what it feels like to finally move through the content and have the final result in your hands. Explain what it feels like to be in the ranks of the professionals.

Be honest about it, don't over do it or it will lose its weight. Just keep to the facts of how it really feels to have completed the challenge.

## #5 Insert a Call To Action

The Call To Action is where you wrap it all up. If someone have made it through your content then chances are they like what you've given them, so give them the opportunity to get more of the same. Present a clear call to action at the foot of the post.

That can be a signup form, a link to check out a product, a link to an enquiry form, a download or whatever.

Whatever it is make sure it adds value and is related to what you've just broken down in your post. This is how you go about building relationships with people who value your content.

This is how you go about building your list. Your list is your gold and to build a solid list is to build your business.

# A Word Of Thanks

I want to thank you for taking the time to go through the content of this course. Yes, there is quite a bit of work here for you to do, but if you don't start you will not make progress.

Building your list takes time, but rest assured, when you get to 1000, 2000, 5000 and beyond, and you add a strategy for continued communication…

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Then you'll begin to see revenues climbing nicely. IN FACT, with a list of 1000 people and an Earnings Per Click of only $1, you could be making $900 per month additional income.

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