

Marketing Minute ~ The 7 Deadly List Building Sins

When it comes to building a list, you're always going to hear about the latest and greatest ninja marketing tactics on how to do it. Problem is, most wannabe marketers are always searching for those "secret" strategies, while failing to implement the obvious building blocks of list building to their own sites.

The following are **the seven deadly list building sins** - are you guilty of committing any one (or all) of them?

1.) **Sloth: Being Too Lazy To Build A List**

The first and most obvious list building sin is to simply not build a list at all. This is probably the most common of all the seven. Let's be honest - most people are just lazy or too scared to figure it out.

That said, we understand that there's a good group of you who need to be educated on some of the possibilities if you're going to be inspired to take the first step.

Here are just a few **great reasons to have a mailing list**:

- **You have direct communication:** Having access to a list means direct communication with your audience. With social networks or blogs, you are dependent on your audience being online at the right time to see your latest news or coming to your website. Email marketing on the other hand, allows you to get right into your audiences' inbox – something that they are most likely not going to miss.
- **You can keep your audience updated:** With a list, you have the ability to keep your readers, customers, and fans up to date with the latest information about your blog or business.
- **You'll become the go-to person:** Emailing your audience regularly will keep you on the top of their mind. Even if they don't need your information, products, or services now, they will remember you when they do need them.

So if you aren't building a subscriber list, begin today! You can get started with any of these email marketing / mailing list providers (Kajabi integrates with all of them):



- [Aweber](#)
- [MailChimp](#)
- [iContact](#)
- [GetResponse](#)
- [Infusionsoft](#)
- [1ShoppingCart](#)

Be sure not to make your decision on an email marketing provider only by price. Watch some videos to check out how user-friendly each one looks. You'll be using your email marketing service to mail to your list often, so you're going to want it to be easy to use and figure out. When in doubt, find businesses similar to yours. Subscribe to their newsletters and mailing lists, and find out what they use.

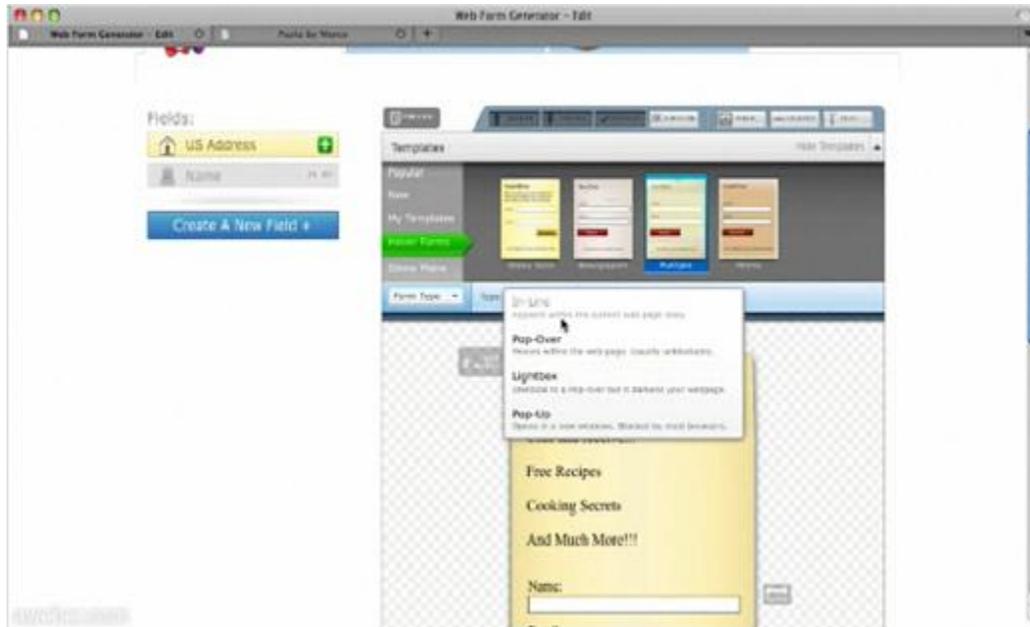
2.) **Pride: Thinking You Don't Need To Make It Easy For Visitors To Sign Up For Your List**

You can incorporate sign up or opt-in forms for your mailing list in a variety of ways. Be sure when you include yours that it's available for anyone, anywhere on your website.

Some great places for an opt-in form are:

- On your sidebar
- At the end of your content / post
- At the top of your website in the header area
- In the website footer
- As a popup when visitors arrive at your website

Most email marketing services provide you a way to create an opt-in form and deploy it on your website. You'll get a simple piece of code that you can copy and paste in to your site's code, wherever you see appropriate to place an opt-in form.



You can even create popup or hover opt-in forms with all kinds of fancy options (when they show, how they appear, etc.). Though popups are a controversial way to get additional opt-ins to your mailing list, most people using popups can attest to their results. While you may lose some visitors based on their annoyance, you will also gain more sign ups to your mailing list.

3.) Lust: Coveting Attractive People On Facebook, But Not Attracting Your Own Facebook Visitors To Opt In

Facebook is one of the few social networks that allows you to have custom content on your business page. You used to be able to take advantage of this in a big way by adding an opt-in form for you mailing list on a custom content tab on your Facebook page.

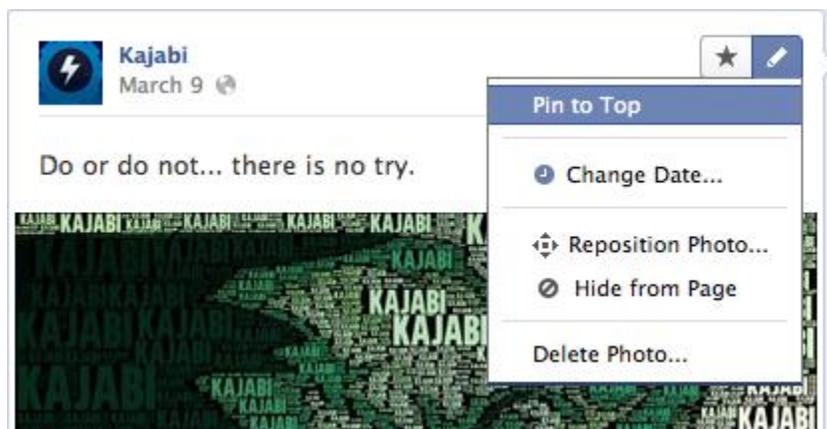
However, Facebook Timeline for Business arrived and changed a lot of things. The new update removes the option of choosing a default landing page, dramatically reducing the results you could have had with it.

But don't fret! Initial studies are showing that Facebook visitors engage more with the Timeline format than they ever did with the old fan pages, so take advantage of this. The good news is that with Timeline, you have new options for getting your content in front of Facebook visitors.

First, you can highlight important posts. This will stretch the content on the timeline so that it takes up the full width, putting it front and center as visitors scroll down your timeline.



Second (and probably more effective), you can pin any of your posts top the top of your Timeline, making it one of the first things users see at the top of your Facebook page.



Pinned content gets unpinned after 7 days, so just remember to repin it, or better yet, create new content or offers that you can pin. Some appropriate content to pin would be Facebook-only deals, product announcements, and new blog posts.

4.) Greed: Not Offering Your Visitors Something Free For Signing Up

If you're not trying to build a massive email list, you can probably skip this one. But if you do want to get as many signups to your email list as possible, probably the most compelling reason you can give someone for joining is a freebie.



A freebie can be something as simple as packaging a series of blog posts into PDF format and calling it a free eBook, or offering a percentage or dollar off discount for your products / services to mailing list subscribers. It can be a video or audio training that you're making only available for those that opt in.

Just be sure that the freebie offered is something that attracts your target audience. Sure, an iPad giveaway is likely to attract lots of sign ups, but the important thing is whether those subscribers will care about your emails once the contest is over.

Think about why someone would have come to your site. Where did they come from? What was on their mind when they came to your site? What were they looking for, or what did they need? Once you determine the answers to these questions, figuring out the right type of freebie that will convert new leads for you becomes much easier.

5.) **Envy: Always Wanting & Wishing, But Never Creating Your Own Squeeze Page**

How can you do more for building your mailing list than having well-placed opt-in forms? Try a squeeze page. Chances are you've come across numerous ones in your time online that you wished you could have, but never took the time to make a beautiful one for yourself.

This is a page that is solely dedicated to getting people to sign up for your mailing list. It's a page where the main and only call to action is getting someone to give you their email address.

Your visitor arrives at your page and you hit them with an offer. Here's what you could say on video: "Have you ever wanted to learn how to (insert visitor's need)? I am an expert at (your relevant expertise) because I've (list your relevant credentials). I'll show you just how to (insert visitor's need) in (number) easy steps. Just enter your email address and I'll send you the info, right now."

As you can see, squeeze pages work best with a freebie. It's also commonly referred to as an "ethical bribe". You are offering them something of value to them (that's the ethical part) in exchange (the bribe) for their email.

The part that people get hung up on is how to design the darn squeeze page. Here at Kajabi, we understand that. So we've made the process extremely simple. Choose a theme, enter in your marketing copy (above), and add an eye-catching headline for good measure. Publish your squeeze page, and you're ready to start capturing leads.

Here's a squeeze page we built using Kajabi:



Yeah, Kajabi's pretty friggin' awesome like that. [Learn more here.](#)

6.) Anger: Only Getting Rid Of Subscribers, But Never Wisely Segmenting Them

Over time, you're bound to build up certain kinds of subscribers you don't want or need on your mailing list. Therefore it is essential that you occasionally prune & regularly segment your email list. The problem is, if people ever take action on any, it's the first and not the latter.

Pruning Subscribers

Most mailing list providers charge you based on your number of subscribers. While you may not get many of the above referenced subscribers, remember that even 100 bad subscriptions could be the difference between one pricing level and the next.

For example, you'll inevitably get several visitors who register using fake email addresses (if you don't use an email confirmation requirement). If the email address is gyxcicoows @ hotmail.com, then it is probably a fake or spam registration.

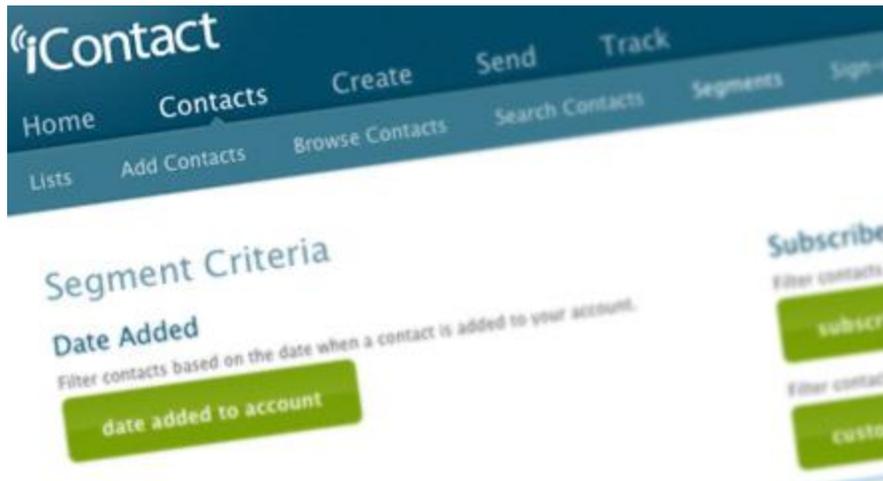
You'll want to get rid of these, as they have no potential or value for you. Filter your list for email bounces, and remove emails that have bounced a few or more times.

Also, some email marketing providers will still count unsubscribed emails toward your list total. Download and backup these email addresses if you need to, but you should also trim them from your list too.

Segmenting Your List

It's obvious why most people focus on pruning their list. Doing away with the surplus of unnecessary emails on your mailing list is going to save you money right away.

Having said that, segmenting your list will actually make you multiple amounts of money over what you might save by only pruning it. When you segment your list, you can deliver more targeted messages to each of your subscribers, giving them more of what they're looking for, and not hitting them with messages that are irrelevant to them.



You can segment your subscribers by a variety of criteria based on how they've responded while being on your list. You can separate them depending on which emails they've opened, which emails they followed links (clicked) on, how recently they engaged with your emails, amongst several other factors. Tailor your messages to these segments and guarantee better open and conversion rates from your future email blasts.

For instance, with a segment that never opened a particular email for your newest product, you can try sending them an email with a headline that offers a special discount or free trial to that new product. This way, you're sending only this segment another email, without burning out the other part of your list that's already opened your previous email.

7.) **Gluttony: Mailing Your List A Bunch Of Crap They Don't Want**

The last (but certainly not least committed) list building sin is sending your subscribers stuff they don't want, need, or find value in! There's no sense in collecting leads and in building a mailing list if you're just going to start obliterating the relationship from the getco.

The biggest mental hump for many marketers to get over once they have a list is to just start mailing their subscribers. They stop themselves with mind talk like, "what if they get mad at me for mailing them? What if they unsubscribe? What does that say about me? I can't handle that kind of rejection... :("

That's the kind of conversation many people have in their head - sad, but true. They'll pay a monthly fee for a list, but are initially scared to do anything with it. So if that's you, you need to get over that real quick! :)

Be careful though. Once you can muster up the courage to start taking action with your list, the tendency is to go guns blazing and start spamming your readers with useless sales offers in hopes of monetizing your efforts thus far.

Needless to say, if that's you, you may be a little lost at this point. And we get it, it's common. We've all been there. You have a mailing list. You want to make the most of it. But how do you know what kind of stuff to send to your subscribers so that you're building your list, and not tearing it down?

You can find several resources online of how to communicate with your subscribers, but the bottom line is, you want to send them as much cool and valuable info as you can, while simultaneously selling to them. Yes, not one or the other, do both!

If you find a way to sell entertainingly, you can do it in every relevant message. There's no "6 days of info, 1 day of selling" magic formula. Your best bet is to offer value while cleverly selling, in every email.

Sometimes it's selling yourself, sometimes it's selling your product, sometimes it's selling someone else's product. If you're relevant and you teach something worthwhile with every sales message, believe it or not, people will love to get sales messages from you! Makes sense, right?

The point is, if they subscribed to you at one point, they're willing to listen. In fact, they're probably waiting to hear more from you, and hoping it's good. You get to determine how that subscriber relationship gets built. So don't let them down - communicate with them and add value to their inbox!



Even if you don't have a new product to promote, simply get in touch with your subscribers by sharing a new blog post, video, or article that they shouldn't miss. Whether it is your post (which is preferable) or someone else's, that simple bit of contact might be the difference between keeping your business in mind the next time they need something vs. forgetting about you completely.

These aren't the only list building sins out there, but they are some of the ones committed most often. What are some others you would avoid for successful list building?

April 2, 2012, www.kajabi.com blog

Information provided for you by ~

Marilyn K. Dayton, Business/Marketing Specialist

<http://www.marketingandbizpro.com> ~ marilyn@marketingandbizpro.com

860-389-2521

