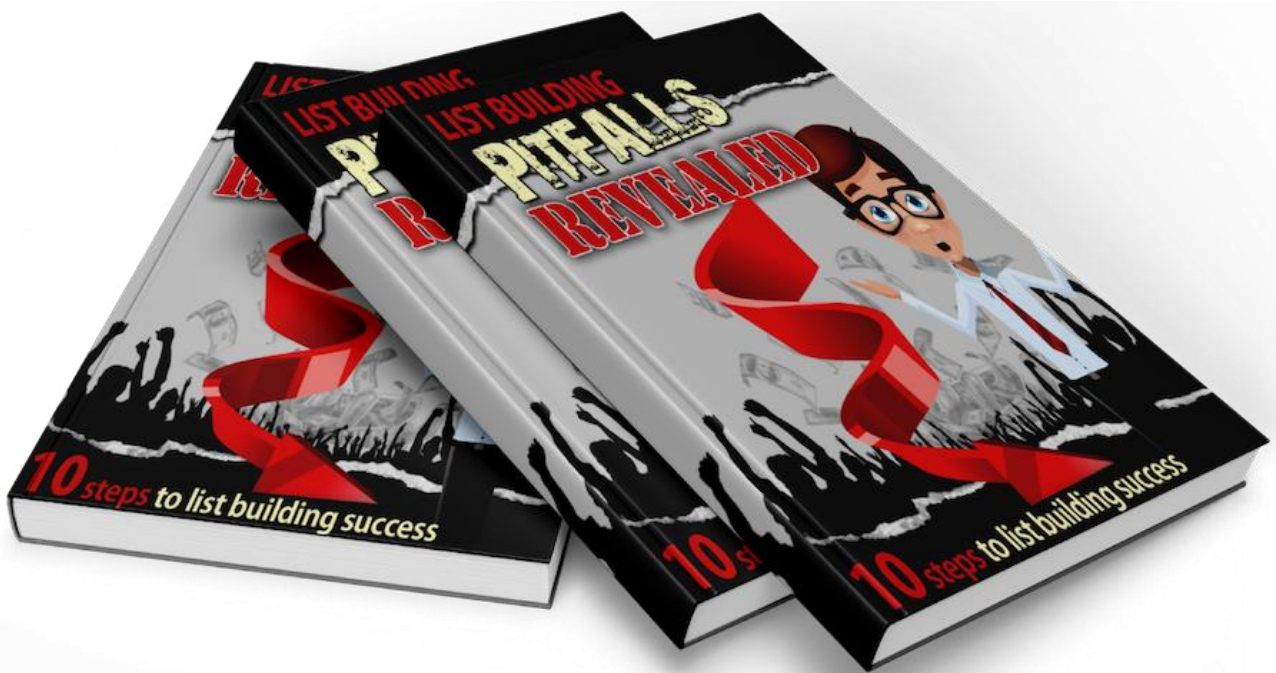


# List Building Pitfalls Revealed



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## Intro

List Building Mistakes To Avoid

When it comes to making money online, developing a targeted subscriber base of active referrals, downline, or team members is an essential ingredient in the recipe to success.

Having a list in your marketing arsenal will instantly maximise your outreach, while making it easier to make money with less work involved.

For example, with a mailing list you can simply create broadcasts that go out to your entire subscriber base that feature a blend of high quality information and content with promotional based offers that ultimately help you to build your downline in your network marketing company.

You can then include money making offers, recommend business opportunities or marketing tools that you are promoting, as well as gaining valuable feedback from your subscribers on the different types of biz-ops, tools or marketing systems that they are interested in.

This information will help you develop your own value of high quality, in demand systems or opportunities with a ready-made and growing member base of active followers waiting to jump into your business opportunities that you promote.

It's an exceptionally easy thing to build a list, even if you are a complete newcomer to the world of online marketing and business. The trouble comes with people approach list building in such a way as to hinder their chances of actually being able to fully monetise their mailing list.

Let's take a look at the most common mistakes made by email marketers.

## **Not using a professional autoresponder**

One of the most important steps you'll ever take as an email marketer is in choosing to power your mailing lists by establishing an account with a professional, affordable autoresponder provider.

There are many different reasons why setting up a remotely hosted autoresponder account is important, including:

### **1) Increased Deliverability**

There is no sense in spending time crafting a high quality broadcast or email if no one is able to receive it.

By setting up your mailing list with a decent auto responder service, you can rest assured that your emails will make it to their destination.

It's their job to maximise deliverability rates and help you connect to your subscriber base quickly and easily.

Professional autoresponder providers typically offer a quick “email check” prior to sending out your email that will analyse your mailing and determine whether it’s likely to be filtered by anti-spam tools. This enables you to quickly edit your email so that it is far more likely to be processed into your recipient’s inbox.

## 2) Safeguarding Your Mailing Lists

Professional autoresponder providers offer frequent back-ups of your database, in the event it becomes corrupted or inaccessible.

This is extremely important, because the last thing you would want to do is spend the time and energy developing a massive list of subscribers, only to lose it all.

Your autoresponder service provider will also handle all requests to unsubscribe, helps you comply with CanSpam regulations and provides you with the ability to write as many newsletter messages as you wish, and set up the dates and times when you want them to be published.

This means that you can write all of your messages at once and have them trickle out to your subscribers on specific dates.

## 3) Important Features

If you are interested in maximising your open rate and overall response rates, you need to utilise the different features available within your autoresponder account including your average open rate, opt- out rate, response rate and whether any complaints have been sent in regarding your recent mailing.

Keeping a pulse on your subscriber base and how well they response to your broadcasts will help you improve your mailings and tailor your campaigns so that they directly communicate with those who have subscribed to your lists.

You can review detailed statistics for your entire newsletter by logging into your autoresponder administration panel (most autoresponder services should offer enhanced features, some with the option to upgrade for access to advanced tools)

**IMPORTANT NOTE:** It is quite difficult to switch autoresponder providers once you have established a mailing list as your subscribers will have to re-subscribe to your new list.

Keep this in mind when you begin building your lists and choose to create an account with a reputable autoresponder company right from the start.

Here is our recommendation:

LeadLeap: <https://leadsleap.com/?r=evazz>

## Poorly structured squeeze page

One of the most important elements of a successful email marketing campaign begins with a well-constructed squeeze page.

Your squeeze page is the 'doorway' into your email marketing system and if it fails to convert visitors into subscribers, you will struggle to build your lists and thus building a downline in your MLM company. Your squeeze page needs to be very clean and simple.

You want people who visit your website to be given ONE option only; to subscribe to your newsletter. This means that you need to minimise any external links, and really emphasise your opt-in form.

You also want to limit the graphics that you use on your squeeze page, so that it loads quickly and doesn't distract your visitor from your objective; getting them on your mailing list.

In order to create an effective squeeze page that encourages visitors into subscribing to your list, consider the different types of incentives that you can offer. When it comes to listing the benefits you need to be clear and concise.

Make sure they understand 'what is in it for them', and what you are offering that will assist them (remember, solve a problem, address an issue, offer a way to save time, money, relationships, etc).

When creating the body content for your squeeze page, consider underlining, highlighting or colourising important information so that you can draw attention to the areas of your squeeze page that you want your website visitors to pay special attention to.

Internet and Network marketers feature a "bribe" on their squeeze pages that provide a special offer in exchange for a visitor subscribing to their lists.

You could offer:

- Free Report
- Free Ebooks
- Free Designs or Templates using share-codes
- Free Graphic Packages or banners
- Free Video Guides
- Free Tutorials
- Free e-Courses, Newsletter

This is a very effective method of building your list, however you need to make sure that whatever you decide to offer is directly targeted towards your followers such as health related, weight management, money making, work from home, or residual income etc.

Make sure that your squeeze page looks professional with a clean template and simple layout. If you aren't familiar with HTML and editing code, you will find it easier to use LeadsLeap free drag and drop editor or use our Share-Codes; pre-designed squeeze page templates that you can easily edit in the built in editor and customise to suit your needs.

Again just join LeadsLeap here for free: <https://leadsleap.com/?r=evazz>

## **Failing to split test**

Split testing squeeze pages is an important element of a successful email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyse each section of your squeeze page using the built in tracking within LeadsLeap, there is still no way that you will be able to accurately predict how well your visitors will respond to your offer, without comparatively testing alternative layouts.

One easy method of testing your pages and evaluating conversion rates is by using LeadsLeap built in split testing page tools, a free tool already built into LeadsLeap that will help you run simple split tests of any of your pages and funnels you own. There is also a built in traffic rotator system in LeadsLeap that can easily rotate your traffic to each of your pages.

You can sign up for a free LeadsLeap account at:

<https://leadsleap.com/?r=evazz>

When split testing, start with only one element at a time.

For example, if you change the headline on your squeeze page, leave everything else in its original state until you determine whether tweaking your headline helps with conversion rates. You may have a header that says: "1 little tip to making money online with a \$10 a month business" but on an other page you could use a header that says: "1 little tip To make an Extra \$497 from Home, spending just \$10 a month" etc and then you can test to see which page converts best.

Since you are split testing different layouts, text copy, and overall structure, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximise conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the colour scheme, opt-in box frame, or summary of your offer.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

LeadsLeap Landing page tracking tools will provide with enough information to be able to quickly analyse and evaluate your progress.

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## **Failing to build brand awareness**

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the Business opportunities and recommendations that you promote, the easier it will be to convert those subscribers into downline members in your Network Marketing team.

You should take full advantage of LeadLeap new list branding tools, LeadsLeap now allows you to add full branding to your lists including headers, email graphical templates, and email banners etc.

## **Promoting irrelevant businesses**

Every email you send to your list should directly work towards strengthening your relationship with your subscribers using value and not just pitching them on some get rich quick scheme or some random pre-launch. This means that you must be extremely careful with the kinds of opportunity you promote as well as the quality of the value or platform you endorse.

Whether you are the developer or not, if you give it your stamp of approval as a promoter or affiliate, your subscriber base will hold you accountable should the company or service fail to deliver on their promise.

You should therefore always review each company or offer you are planning to promote and do plenty of your own due diligence so that you can not only stand behind it, but can directly answer any questions that your subscribers may have about the offer or business opportunity.

You also need to make sure that the Business opportunities you are advertising are relevant to your newsletters overall theme or topic. If your subscriber originally signed up for your newsletter in order to receive information on "How To Earn A Residual Income With Health Products", they aren't likely going to be responsive (or impressed) if you begin to send out content relating to "Crypto" suddenly.

Keep your emails focused and relevant. If you end up venturing into a new niche or are interested in exploring other MLM products such as Weight loss, you should work towards creating individual segmented lists for each niche.

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## **Failing to deliver quality content**

This is perhaps one of the biggest mistakes (and fatal mistakes) that both new and seasoned email marketers make when running their list campaigns.

While the objective of building email lists is to effectively generate a signup into your business and earn you a downline member in your network marketing team, you need to earn the right to send out promotional based emails.

This starts with first building a relationship with your list by offering high quality content, free tools and resources and material that is helpful and well received in the form of “Value” .

Once you have worked towards connecting with your subscriber base, however, you need to maintain that relationship by focusing on a well balance of solid, high quality content with any promotional emails you send out.

In fact, one way of maximising open rates and response from your subscriber base is to over-deliver on quality content even during times when you don't have an exciting new shiny pre-launch or MLM program that you are planning to promote.

People tend to notice habits, and if they discover that the only time you seem interested in contacting them is when you have something to sell or promote, you will quickly lose any trust and credibility that you may have earned from your previous communication.

Keep this in mind whenever you create a new email campaign or broadcast.

Consider whether your email truly offers value and is written so that it genuinely benefits your subscriber base. If you build a solid relationship and brand with your subscribers, you'll subsequently build a very responsive and loyal customer base.

## **Letting their lists run cold**

You absolutely need to focus on staying in constant communication with your subscriber base. This doesn't mean that you necessarily have to email them every day, but what you want to do is consider creating a posting schedule so that you can get into the habit of connecting with your subscribers regularly, while demonstrating consistency. Your subscribers will then begin to expect your emails on certain days and by doing this, you will begin to see a dramatic increase in your open rates.

The more consistent you are with your broadcasts, the easier it will be to condition your subscribers to accept promotional based emails and advertisements about your Biz-Ops in between mailings containing free content and resources.

## **Failing to segment**



Segmenting your lists does more than maximise your chances of having your emails delivered successfully. List segmenting will also help you effectively communicate and target specific subscribers, increasing response rate and helping you create successful broadcasts.

For example, if you developed a mailing list catering to the “Internet Marketing” crowd, it’s likely that your subscribers come from different backgrounds, are currently at different levels of their marketing training or are interested in various areas of the Internet Marketing industry.

By segmenting your lists, you can create content based on each groups interests and skill levels as well as develop products and services around each subscriber category.

With LeadsLeap, you can easily segment your lists by creating multiple different mailing lists that you can broadcast separately. This way you can better identify your subscriber based on their location, skills and interest LeadsLeap also shows you detailed stats about your drivers as to where they come from, and shows you their interests based on their clicks and views. You’ll be able to see how many viewed your email and who actually clicked a link within your emails.

## **Copy & paste fanatics**

When it comes to promoting business opportunities to your list, you need to avoid the common “lazy email marketer” tactic of utilising existing done for you resources such as the email swipes and banners the company provided for you that all the other lazy marketers and using to promote that same business opportunity to your list.

Instead, create customised emails, banners and graphics that truly connect with your target audience and speak directly to your subscriber base.

Since the majority of members in your MLM company will be busy using the pre-made content offered by the company or upline, you will be able to stand apart from the crowd by simply developing your own unique promotional based content for you and YOUR own team.

Besides, you know your subscriber base and what they are likely going to respond to, and by crafting emails that really touch down on the things that are most important to them, you will be able to maximise the results of every broadcast.

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## **Failing to monetize**

While it’s very important to provide your list with fresh, useful and free content, resources and information, you are in the business of email marketing so that you can build a profitable business and you need to get into the habit of monetising your list right from the start.

Here are a few ways to quickly monetise your lists: 1) Traffic recommendations

You can promote traffic recommendations to your list, where you will earn a commission each time one of your subscribers purchases traffic using your referral link. You can recommend solo ads or advertising platforms so that your downline (subscribers) can learn what traffic they can use to build THEIR list / downline team.

To begin, visit <https://udimi.com/a/17rq8> and review solo ad venders on Udimi.

With this resource alone, you will have an unlimited number of traffic and advertising available to promote your Network Marketing business.

