EMAIL LIST
SECRETS

RESOURCE CHEAT SHEET

If you've been through all of the reports and read through all the extra materials, then you should now have a *much* better idea of how to run an email marketing campaign than 99% of the other internet marketers on the web. This puts you at a huge advantage as you'll be able to start building engagement like never before that translates to real sales and a site that spread like wildfire across the web.

But that's all just theory. Now it's time to put this into practice and that means getting to grips with the many tools we touched on and doing more of your own research to expand your knowledge. Here, you'll find all of the tools, resources and more that you need in order to set up your campaign and then keep it growing!

Building Your Site

To get started, you will likely need…

BlueHost
www.bluehost.com

While there are a lot of different hosting services out there, BlueHost is among the most powerful and feature-rich. It's also very affordable and has good customer service, so it's a good place to start.

WordPress
www.wordpress.com

You absolutely *must* build your mailing list with WordPress if you want to make the very most from it. This is what will allow you to support many of the plugins that we will touch on later in this resource sheet. It's a tried and tested commodity, it's entirely free and it has a HUGE amount of support on the web. There's really just no reason to use anything else.

Optimize Press
www.optimizepress.com

Optimize Press is a tool designed to let you easily build professional looking landing pages where you can collect emails. There are plenty of different options out there and this one's main advantage is its versatility – it lets you build sales pages as well and gives you access to a range of interesting tools.

It's not the cheapest though and many of these features won't be needed for pure email marketing.

Thrive
www.thrivethemes.com

This is the landing page tool that I recommend. It is the most affordable and has its focus squarely on building leads. What's more is that it gives you a ton of highly professional, responsive and speedy templates to work from. You don't need a tool like this at all, but what it will do is to elevate your brand by making you look more professional and trustworthy – which results in more people signing up.

Lead Pages
www.leadpages.net

Lead Pages is a tool that will help you to build a landing page again. The difference is that this is a 'hosted' tool, which means it is an option for people who don't necessarily have their own site or blog.

<u>Managing Your List</u>

For managing your list, you are going to need what is known as an 'autoresponder'. This is a tool that automatically delivers your emails, lets you build opt-in forms to collect contact details and provides additional features like metrics and scheduling.

There are four that we recommend, each of which is slightly better or worse depending on your situation:

Aweber
www.aweber.com

In many ways, Aweber is the biggest email autoresponder out there and is favored by many of the bigger organizations. A good option that will provide you with all the features you could need.

GetResponse
www.getresponse.com

GetResponse is a professional-grade tool similar to Aweber but the main difference is that it is focussed more specifically on autoresponder sequences. This gives you the most control over scheduled emails and automated responses.

MailChimp
www.mailchimp.com

Favored by many new start-ups and smaller businesses. This tends to be a little cheaper and has a slightly more welcoming interface. It also has some more advanced features missing however and is a little slower and less polished than the competition.

Infusionsoft
www.infusionsoft.com

Infusionsoft combines an autoresponder with a sales platform, allowing you to integrate your sales with an email campaign that can utilize cookies and other advanced features in order to respond dynamically to the actions of your audience. This is great if you *are* selling a digital product but isn't the best 'pure autoresponder'. It's also more expensive.

Optimization and Refinement

Optimizely
www.optimizely.com

For getting the very most out of your landing page, Optimizely is a very powerful tool. This lets you perform split tests, which effectively means creating two slightly different versions of the same site and then pitting them head-to-head to see which results in the most new subscribers. You then adopt the changes that you featured in the most successful example of the site and that will allow you to keep tweaking and improving your site until you have a perfectly efficient page for landing conversions.

Huge-It

You'll find Huge-It through WordPress' plugins. This is a plugin that allows you to create lightboxes (one of many), which in turn will allow you to make sure that nobody misses your new emails. These are very powerful tools which have been shown to increase conversions by as much as 400%. While you're at it, be sure to put some opt-in forms in your sidebars.

Grammarly

www.grammarly.com

This is a tool that you can use to automatically check your grammar and spelling that goes beyond the features built-in to Windows. The result is that your emails will sound much more professional and you won't risk making your messages sound like they came from a 10 year old!

Two Good Examples

Finally, consider checking out two very interesting examples of great email marketing. One is the email list of Brain Pickings.org by Maria Popova. This site demonstrates how you can build a successful mailing list on the strength of its value alone. She only built the blog because the mailing list was such a hit – the opposite story from most blogs!

The other example is Tim Ferriss' incredibly simple email landing page which can be found here: http://tim.blog/7-reasons-to-subscribe/. This is a great pitch that effectively sells the mailing list with no need for incentives or even for fancy images and templates.