



## Grow Your Email Marketing List!

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# How to Grow Your Email List

Welcome to “How to Grow Your Email List”. Today, we’re going to cover everything you need to know about growing your subscriber list using email campaigns that feel natural, fun and easy to create, so make sure you have a drink at your elbow, grab a notepad and paper, and make sure you’re seated comfortably.

First we’ll start with the **psychology** of email marketing. Understanding a little about how people use email nowadays and how they respond will give you an edge your competitors may not have clued into, yet. Then we’ll delve not only into email **strategy**, but into the importance of email **style**. We’ll plan for **follow up** and **growth**; then determine what makes up emails that actually get read.

So let’s get started!

## Step One: Understanding the Psychology of Email Marketing

The return on investment for email marketing remains stronger than ever, especially in the B2B, business-to-business sector. Two factors are at work in this:

- Thanks to mobile devices, people can check their email inboxes anywhere, anytime.
- People are less resistant and more open to email marketing. Email marketing has become main stream in the public consciousness.

That being said, people are also quicker to spot insincerity and aggressive sales tactics in email marketing. ***You have only one chance*** to make them remember you; to make them remember why they signed up to your list; and to show them how compatible your emails are with their needs, lifestyles and wishes. Miscalculate on that, and they may never open another email, even if they don’t bother to unsubscribe.

A subscriber that skips your emails is creating a **habit** of skipping your emails. And this type of person’s subscription is less than useful, because her presence on your list falsely inflates your numbers and incorrectly colors your demographic.

What you really need are subscribers who are eager to open and read your emails: And who then take action to become regular, recurring, happy customers or clients.

To get your emails read, you need to provide your subscriber with three things:

1. Irresistible Subject lines
2. A clear picture of who is sending the email
3. Perfect timing and pacing between each one

There are all sorts of formulae about timing and pacing emails. Loosely, you don’t want to send emails so often your subscriber starts to feel pestered and you don’t want to let such a long gap grow between emails that she forgets who on earth you might be. Everything else is just that – a suggestion.

## Implementing Your Email Marketing Psychology

What you do, in order to figure out pacing and timing, is track and observe:

- Which emails you get a response to
- Which emails generate clicks
- What type of email it was
- What type of email preceded it
- What type of incentive or call to action you included
- Whether or not you *did* include a call to action

Above all, you have to “listen” to your customers, just the way you would listen to someone you had newly become acquainted with in person. If you had met someone at a workshop and decided to meet for coffee the following Monday, you would not sit with her in your local Starbucks and start telling her your plans for renovating her boathouse while she was trying to tell you about her children’s latest cute actions: You would most likely listen to her and make appreciative comments, and maybe respond with a similar anecdote about your own child.

This is called the **bonding phase**, and it’s important to any new relationship. Later on – not that far down the road if you have established a strong-enough initial rapport, you can listen to her complain about her boathouse and at the right moment, naturally slip in the observation: “You know, I renovate boathouses. Want to see before-and-after photos of one I did major repairs to after that big storm last year?”

Granted, emailing is an artificial situation, but the closer it simulates real-life relationship pacing, the more successful you will be.

Think about this: If you and your new friend met every day at your local Starbucks and enjoyed a coffee and an animated chat, you would soon become fast friends. If you only invited her once a year, she might have trouble placing you and remembering your face. And if you dragged her to Starbucks every day when her budget was once a week or she was overwhelmed with responsibilities, she would very soon start acting like a hunted animal and stop picking up the phone when she saw your name in call display!

The point? Try to keep email interaction in as natural a flow as possible.

### Step Two: Deciding On Your Email Strategy

Once you’ve thought about your target customer, did your homework and made notes of any social media or forum interactions that might provide relevant clues, it’s time to settle on an email strategy.

Here are two simple core requirements that are mandatory and compulsory, if you want any email strategy to succeed:

1. Consistency
2. Regularity

Anything else can be tailored to your business persona and to your subscriber.

What is also highly recommended: A *mix* of email types. At that Starbucks coffee date, you wouldn't always be endlessly reminding her that you fix boathouses. You'd talk about lots of other things too, in between.

And in a B2B situation – if you were a renovator and she was a designer – it would be only natural that the conversation would be mostly about those areas and how they influence each other. Similarly, if you both had a passion for marathon running, a good chunk of conversation would be on that topic, with only a little on personal matters.

But if you were both runners, you wouldn't endlessly be trying to sell her your new Fit-O-Meter during those Starbucks dates: A good chunk of time would be spent exchanging tips and experiences, comparing races you've both run, talking about injuries or the best way to build up stamina or the type of clothes you feel most comfortable wearing during a race.

So here's the tip: The more passionate your email contact about her niche, the more focused your emails can be on that niche topic.

If, on the other hand, she's a beginning runner and doesn't think she'll ever have what it takes to compete in a marathon, a proportionately larger chunk of your time might be spent in building her confidence, reassuring her she can build up to running marathons and digging deep into your own early running days, when you were thirty-five pounds overweight, to share tips that inspire her to take action and get past mental blocks.

It's called being "situationally aware" – and it's your best strategy generating habit.

That's the emotional part of email strategizing: To take it to the next level, we'll turn to proven methods.

### **Implementing Your Email Strategy**

We've already spoken about mixing the types of "conversations" so that your conversation feels fun, empathetic and natural. When furthering the relationship by email, this would translate to sending and rotating different types of emails:

- A hot tip
- Breaking news
- A personal experience shared (and what it taught you)
- A conversation about an important event (a) that is coming up or (b) you just attended

- Gossip about niche celebrities (for example, recounting your meeting with the celebrity or expert; and what you got out of it; or sharing shock that Hero “A” went to jail so unexpectedly; and speculation on where he went wrong)
- Sharing something fun your friend can use (e.g. a beautiful piece of clipart)
- Offering to share your skill to her benefit (e.g. your paid offer)

Just do your best to mix up these types of email in sync with your subscriber’s character, so that the pacing and the types of interaction both feel as natural and helpful as possible.

For example, you might want to just keep it more conversational for your beginning runner, whereas you would be more likely to offer a six or seven-part email “How to” course to someone heavily into crafts or business methods.

### **Step Three: Deciding on Your Email Style**

Here’s one aspect of your marketing no one ever seems to fully explore. You’ll find articles on email **strategy** all over the web, but not too many articles seem to acknowledge the importance of your email **style** in creating the sort of loyalty and consistency that helps grow healthy lists.

It’s also dismayingly easy to blow favorable impressions in the crucial follow-up stage through ***inconsistency*** in email tone and voice.

Using your own authentic voice in all your communications is the best way to circumvent this sort of unwanted effect. But you should also, quite consciously, decide what parts of your persona you want to share. One easy way to decide on this is to ask yourself the following question:

- “Do I want my reader to see me first and foremost as an expert or as a friend?”

There is no “right” or “wrong” answer: A business trainer for corporate workshops doesn’t need to tell her clients all about her kids and her frustrating day when presenting a webinar or sending follow-up emails. An expensive suit or a flow chart might be a helpful aide in creating the right impression with her potential subscribers, whereas a fantasy gaming guru who uses his blog to reap affiliate commissions from hardware and software would excite derision if he consistently turned up in webinars dressed like a Wall Street executive – or sounded like one in his emails.

But it’s important to remember that what people are really reacting to is a lack of authenticity. ***People don’t like fakes.*** They instinctively mistrust them.

Somebody who is thoroughly, totally comfortable in their own skin of course can get away with wearing-or-sharing anything – but these rare beings are the exception, rather than the rule. This will be what you’re striving for and you should use your authentic voice from Day One. But being aware of your online style and first striving for **consistency** – particularly in your email campaigns – is essential to success and growth.

Social consciousness today insists that you need to be a friend to your subscriber – and that’s too bad because, while often a handful of subscribers do end up as your personal friends, that

shouldn't blindly be your goal. You really don't want your subscribers emailing you every five minutes, venting about their days and endlessly tapping into your fountain of knowledge (and time) for free, do you?

To your subscriber, you should *feel* like a trusted friend... but one that's still a step or two ahead of them. And if you're in certain niches, you can go right ahead and be the expert.

If your personal style just isn't being the chummy sort, you'll actually create a better impression if you position yourself without any false modesty, from Day One, as all business.

This means **people should know your boundaries**: Which means you should know – and consciously decide on – these too.

Your boundaries should be set with absolutely consistency:

- At first contact
- In posts
- In your website's tone and "voice"
- In props and teaching aides you use
- In your choice of visuals or sound clips
- *Especially* in your email campaigns!

### **Implementing Your Email Style**

You see, email campaigns are never stand-alone strategies, they are stand-alone *units* of your overall business plan. And they have to be consistent, across the board. **Everything has to work together as a whole** – from webinar to blog to social posts to offers... to emails.

Let's take a quick look at an unfortunate...

**Case Study** -- What you should never, ever do is position yourself a certain way, then act completely differently to your subscribers. Recently a Fortune 500 niche expert held a webinar that blew everybody's socks off. She went out of her way to convince people not previously exposed to her that she was their best friend – there 24/7 to help them. She finally announced that she identified with their struggles so much, she was going to open up a private membership at an incredibly low price.

Once she had them in her membership site, however, people began to complain among each other that she was "ignoring" them. And one of the complaints was that, when she did post or email, she seemed to be frequently telling them how much they annoyed **her**.

Some were particularly insulted when she sent a blunt email acknowledging the criticism and stating that since she had given them such an incredible deal, they shouldn't expect the same attention as her higher-paying clients: While this may be a fact of business life in that type of niche, that point should have been made in the webinar. Because she had intimated the opposite,



the message that actually got across – loud and clear – was “you’re not important, I’ve got your money, so don’t waste my time”.

Finally, she started posting announcements in the membership sites about events and training for her Executive Elite group – finishing off with comments like: “Didn’t choose my Executive Elite option? Too bad – you miss out on the training. There may be some openings in 2014, but it is currently full.” That is so counter-productive and antagonistic, it boggles the mind.

Posts to the membership site decreased. Interaction rapidly dropped, except for a small group of “die-hards”.

Here are the exact mistakes this top niche expert made that created such an unusual degree of ill-will and disappointment among her new [regular, recurring, paying] subscribers – and notice how much her emails had to do with this.

We’re talking about:

- Emails that continuously announced her achievements and focused on her expert status, rather than on her members’ needs and interests
- Emails that chided them for needing help, continuously comparing them with higher-paying clients
- Sporadic emails, with long gaps in between flurries
- Sporadic interaction in the membership site.
- Not delivering what was promised. Her webinar promised a warm, best-friend type of relationship with step-by-step hand-holding. Her sporadic emails and even rarer membership site posts did not follow through on this persona or promise.

In the case of our example, one of her frustrated members finally stated: “I feel like we’ve got her evil twin or something. Why did she do it if she has no time for the membership site?”

Taken objectively, her pre-emptive, defensive posts and emails continuously warning her members that she was ***not*** available for their questions serve as a sure sign ***she wasn’t enjoying*** having let this obviously-unfamiliar, economically lower-paying group into her marketing mix. Perhaps she sincerely wanted to help them and didn’t realize what that would truly entail; or perhaps she was simply being greedy and making sure she netted the “bottom feeders” – we’ll never know.

But the real point here is that no matter how great the initial impression anyone makes with first contact, you can rapidly destroy it and create strong negative feeling *without even meaning to do so* by being inconsistent in your posts and emails. Add focusing on yourself in your emails, instead of on your subscribers, and you’ve totally killed the goose and – worse – created bad press.

The character you portray in the webinar should be ***the same person people feel they are interacting with when they read your emails and posts.***

But what got people to her hot webinar in the first place?

***A perfectly crafted landing page and email.***

What annoyed people into giving up on her membership site?

Email follow up that wasn't:

- Subscriber focused
- Consistent

You may be saying: “Well, all that’s well and good, but how does managing a list help me grow one?”

#### **Step Four: Planning for Follow-Up – and Growth**

Here’s a secret: A healthy list is a growing list. An unhealthy list – one that isn’t balanced – dies or – worse – your emails get ignored. As in “never opened again”.

Some people think they’re a smash success because the numbers are high. The truth may be that subscribers *haven’t bothered to unsubscribe...* and these marketers will not get the results they would get with a healthy, balanced, perfectly targeted list.

If you have a list full of people who are ignoring your emails, it is static. Sales drop off. Figures are false. No word-of-mouth, no viral buzz, is created.

The real statistic you should be watching doesn’t relate so much to big numbers – these can be over-inflated. You need to focus on keeping your email list:

- Growing
- Active

How do you know if your email list is active?

- Feedback in the form of emails
- Feedback in comments of blog posts whose links you’ve shared via email
- Sharing of these same posts in social media
- Requests, complaints, kudos, questions

We’ve already determined two important factors in high engagement: **Consistency** and an **authentic voice**.

Now it’s time to focus on deliberate **growth and follow up strategies and tactics**. Base these – and the degree of formality you include – on how you would like your audience to perceive you, based on your authentic voice.

## 1. Invest in an Autoresponder service that will allow for growth.

You need one that will allow to segment lists further down the road – even if you’re not planning that initially. You also need one that allows for unlimited subscribers.

Avoid free Autoresponders – they will almost certainly run ads that at worst directly compete with your business; at best, annoy your customers and drop your SEO. Be wary of using MailChimp too. They are an excellent company, but they have restrictions that make them not suitable for many types of online marketing businesses.

[Aweber](#) and [GetResponse](#) are two of the top Autoresponders – and with good reason. Their tutorials are top notch, their web contact forms are easy to use, and they will grow with you for many years to come.

## 2. Make sure you have at least the basics in automated emails loaded into your Autoresponder, when starting out.

At the very least, you need:

- A Thank You letter for signup
- A Follow up email set for three days later
- A Subscription Renewal email

Make sure your “Thank You” letter includes:

- An invitation and contact information on how to get in touch with you, if your new subscriber has questions or “Help” issues
- Information on your website – especially where to find your FAQ page
- When your new subscriber can expect the next contact from you: And how regular your emails or newsletters are likely to be

(Your Autoresponder service will **automatically include** an unsubscribe link.)

## 3. Make sure your emails get through.

### Implementing Your Follow-Up and Growth Plan

But it’s not enough just to set up and send the right sort of emails: You also have to make them inviting and irresistible, so that your new subscriber is eager to open them.

This is no small feat in today’s online information overwhelm culture, but it can be done – and simply, too.

You need to...

- Focus on your subscriber.

- Use irresistible, curiosity-arousing Subject Lines
- Avoid words in your Subject Lines that trigger these filters and keep your intended recipient from seeing them
- Use a conversational tone.
- Make your emails shareable
- Track your emails

(Use those six points as a **checklist** for every email!)

### **Step Five: Writing Emails that Get Read**

This is a simple skill, but as usual it's based on other factors than perfect prose. We've already mentioned irresistible, curiosity-arousing email Subject Lines in the little, six-point checklist we just created.

You also have to make sure your emails hit the high points quickly.

Your emails need to be:

- Short
- Easy to read
- Clear
- Free of tangents
- Free of long sentences, adjectives and adverbs
- Conversational – in other words, your reader should practically “hear you speak”
- To the point

Above all, they need to leave the reader feeling glad she opened your email today.

### **Implementing Your Email Writing Style to Make Sure They Get Read**

Remembering that *nowadays people read emails mostly on their mobile devices* will help you make sure you observe all the points we previously just listed.

Remember that people “scan”, looking for something to catch their interest – they won't read; especially if they're checking mail on the go.

If you are using an HTML template for your emails rather than plain text emails, do keep the graphic data large and simple: It's hard to see a lot of detail on a small screen.

And make sure each email includes one priceless “takeaway” – whether that’s a freebie offer, a hot tip or just even a story or quote that brightens your reader’s day.

## **Step Six: Attracting New Subscribers**

This is the part you’ve been waiting for – current tips and techniques for attracting new subscribers and growing your list. But if you aren’t on board with proper set up and a thorough understanding of how to make the most of email marketing, it won’t matter how many subscribers you attract: They won’t stay... and all your hard work will have been for nothing.

So make sure you have thoroughly studied and implemented the first five steps we covered in this webinar.

And once you’ve made sure your email quality level is set up to be top notch, try these external subscription-generating techniques:

### **1. Create a Facebook Page App**

Combining this with a Facebook engagement ad, where you ask for “Likes”, is currently a hot – and successful – strategy for subscription generation – [check out the MyNAMS Facebook page here](#)

### **2. Create a Hangout**

Google Hangouts are a great way to get sign ups or bond with your list. They get to see you face-to-face and interact with you in real-time – and you get to see them and understand better what their personalities are all about; and what makes them tick.

Best of all, you can include a call to action to sign up for the next Hangout notification. [Join the MyNAMS Google+ Community to get notifications of our Hangouts](#)

### **3. Use as Many Interactive Marketing Methods as Possible**

Interactivity is a major key to engagement these days. In fact, people have come to expect it.

The Google Hangouts feature is just one of many examples in how you use an interactive method to encourage sign ups. Another might be asking for input on a short poll or survey – then thanking the respondent and offering to share the results if they provide their email addresses.

### **4. Create a Teleseminar or Webinar**

The best part about webinars is that they come in all shapes and sizes, to suit every market and every presenter. And you can include sign up incentives for other lists you have within your webinar (which they’ve already signed up for).

### **5. Use QR Codes**

Our final tip: These graphic bar codes have become a mainstream part of today's mobile culture, so don't be afraid to put QR codes leading to sign up opportunities in every facet of your marketing:

- On your website or blog
- On your Facebook Cover Photo (check Facebook Cover Photo rules first: These change faster than internet technology)
- On your flyers, business cards, sandwich boards or store window, if yours is a local business
- On promotional items such as t-shirts, mouse pads and hats

And remember that QR codes don't have to just lead to your website: They can also lead to text SMS, a phone number – or your email address.

### **Implementing Your New Subscribers Attraction Plan**

What it's really all about is not just getting signups, but *creating loyal fans*. This core group spreads the word about you, gives recommendations and testimonials, keeps your Facebook Pages and Twitter account attractively alive with chatter and turns your Facebook Groups and membership sites into powerful communities. From these communities you can keep your finger on the pulse of your particular niche market. And new members will clamber to get through the "door".

Through these avenues, you can see without any guesswork exactly what is currently hot with your most devoted subscriber at any given time. You can listen to their complaints and pay attention to requests and ideas – all while building a strong community. And do make sure your offers have affiliate opportunities, with plenty of affiliate resources.

Apart from making sure that emails are "scannable" and clearly visible on mobile screens, there's nothing new you have to worry about when creating your email campaigns. Just make them part of your integrated marketing plan – and keep sending those emails regularly.