

# **8 LIST BUILDING MISTAKES TO AVOID**

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*"The List Building mistakes that marketers make, and what to do about it"*

## 8 LIST BUILDING MISTAKES TO AVOID:

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### Mistake 1 – Being Afraid to Email Your List:

This is a mistake that many marketers, especially newcomers, seem to really struggle with. They are just not sure how often they should email the subscribers they've gone to enormous lengths to get onto their list.

It's actually quite simple, - be guided by common sense. There's nothing wrong with emailing your list as often as you like. The ONLY proviso I make is that you absolutely MUST have something of value to send them.

As a more general guideline, I'd suggest you send once per day as a maximum. I know people who email their list multiple times per day, but I dread to think what that must do to the enthusiasm of their victims (I mean - subscribers, lol)

Importantly, if you haven't anything of value to send, then DON'T SEND!

Don't send crap just to fill a hole. Leave it until you do have something worth sending.

And that leads me onto a great way to find things to send to your subscribers. Get a load of this....

When you're struggling to think of something useful to send to your list, all you need to do is go to the site I've provided below. Don't worry, despite its name it's nothing shonky or illegal in any way.

Click on a category related to what you want to talk about, choose a piece of content that looks like it would benefit your subs, and then just conjure up a short piece in your own words.

Crikey, - it doesn't get any easier than that.

Nothing needs to be complicated.

Here's that link....

==>> <http://markettorrent.com/forum/43>

## Mistake 2 – Being Boring, and not Injecting Personality:

Writing in your own individual style is a huge part of email marketing, and may be largely responsible for your success, or failure, online.

Understand that ‘how you are’ is a big part of how you form relationships with other people – both offline and on.

And keep in mind, not everyone will like ‘how you are’. Don’t worry about that, and don’t expect everyone to like you cos it ain’t gonna happen!

But to be effective, you need to talk how YOU talk. Don’t try to be something you’re not. When I talk to people in my messages, I want it to sound like I was talking to them in the supermarket or whatever.

It’s a big part of the whole relationship building routine. It’s important that you inject your individual personality into every email you send out.

Your subscribers need to relate to **you**. Don’t make the mistake of trying to sell, or relate to everyone. Like I said, it’s just not possible to connect well with every person you meet.

In good old fashioned offline marketing there’s a saying that applies here too...

***“If you try to sell to everybody, you end up selling to no one”***

### Mistake 3 – Not Selling Enough:

Beginners and those lacking confidence do this a lot.

They're afraid to sell, and I personally find this amazing (in a baaad way!) but true nevertheless. This business is called....

### **Internet M-A-R-K-E-T-I-N-G**

And marketing involves selling - to your list.

You absolutely must NOT be apprehensive or lacking confidence when you do sell either. It will show through – I promise!

To demonstrate this, back in my early days after leaving school, I was a sea-going ship's Radio Officer. And we used morse code to communicate back then (no! – I'm not going back hundreds of years – lol)

And I'm not saying I could at first, but in really just a short time, once the whole morse code thing was second nature, I could easily tell the mood of the person on the other end, – just through the way he sent his morse code. This is totally true and it wasn't just me, - all the experienced operators could do this.

So what I'm saying is that it's possible your confidence level WILL show through to at least some of your subscribers. Therefore, be confident and sell with pride.

That is what you're online for - yes?

You're here to make money! To sell and promote products!

And you should rarely have a problem selling something if the product is of a high quality.

That's the key point here. ONLY sell or promote high quality stuff.

## Mistake 4 – Selling Too Much:

For sure, nothing gets me fired up and scrolling to the bottom of a promotional email faster than when I'm being 'sold' to every day by the same marketer.

How is it even possible that they've found time to try out for themselves all the things they're promoting? Because you really should look into everything you sell. Or HOW will you know its a great quality product.

I think it's safe to say that this is not a good long term plan, and it will kill off the responsiveness of your list quite quickly.

Personally I believe the correct ration is 3 content rich emails offering great value, to 1 promotional email.

I recommend you also put a "PS:" at the bottom of every email subtly promoting a quality product. This can be your own product for as long as you wish, or an affiliate product that can be rotated every four or five emails.

## Mistake 5 – Not Reminding Your List Who The Heck You Are:

Every marketer is on multiple lists. Crikey, some are on dozens. But we're all on at least a few. I think that would be fair to say – yes?

Well, speaking personally, I forget who the heck everyone is after a very short while. Don't you agree? They all kind of merge into one big jumble with no clear distinctions.

And this is why personal branding is very important. You should start off your email by reminding them who you are.

For example: *“Hi guys, your marketing buddy Paul Henderson here with some more stuff you can't do without one more day!”*

Or whatever.

Does that make sense?

Make it memorable for them, and always communicate your story to your list (in your very own personal style – remember?).

Building a real relationship utilising is critical to your online success.

## Mistake 6 – Not making “List Building” a Priority:

Of all the mistakes people make, this takes the cake. It's the 'biggie'.

Far too many aspiring marketers either leave it too late in the game to build a list, or they don't make it a priority. While others just shove an opt-in form on a page or on their website and hope for the best.

There's more to it than that. You have to treat this as an essential task that needs constant attention – like breathing. You have to be diligent, devoted, and enthusiastic.

Without a doubt, 'list building' is THE single most important part of your Internet business. And if you don't have a list, then you haven't got a business.

Okay, I know there are those of you who make money who don't use lists, but generally speaking the way 90% of marketers work, I'm right.

You must always strive to add new leads to your lists and be sending them through your funnels. Because don't forget, time moves on and fads and interests change. What was cool yesterday may not be cool tomorrow. So it's important to have fresh leads with their fresh fads and interests coming into your business every single day.

## Mistake 7 – Not Having Enough Follow-up Emails:

It used to be an established fact in offline marketing, that people (customers) buy if they're interested, after being asked 6 or maybe 7 times.

The average Salesperson gives up after asking just 3 times.

Can you see how those two are never going to make a great match?

So if we accept that the online world is filled with more or less the same type of buyers and sellers, then clearly we need to learn from this experience – yes?

Your Follow Up Sequence is what you should use to mould your new subscriber into your way of thinking. It's your chance to show them what to expect from you in the future.

It's also your chance to 'sell' them on whatever the offer was that they didn't buy after they subscribed to your list.

Now, this doesn't mean you just have to send them 7 bland emails and your job is done. That's not what I'm suggesting. The point I'm making in more general terms is that you have to have enough emails in your Follow Up to gently and tastefully sell yourself and your products. And to just keep reminding your subscribers that you have this amazing XYZ for sale.

For subscribers to a freebie, I recommend you send daily emails for one whole month. If they haven't bought after a month they probably aren't going to. There are other things you can do with these subs but we can't go into that here.

Follow-up messages are crucial to your business. Your offer must be seen by your prospects much more than just a couple of times. Be sure to schedule follow-up emails in the way I've outlined.

## Mistake 8 – Not Asking Your “List” What They Want:

This is not something that’s obvious to most people – until you tell them. When you tell them, they kind of go ... “Oh doh! That’s obvious!” But it wasn’t until you told them!

One of the biggest mistakes I see these days is when so called marketers try to tell their prospects what they want, - and then try and sell it to them.

That is just plain stupid, arrogant and egotistical.

What you absolutely MUST do if this is you, is to take your blinking flip ego right out of the equation and get inside the mind of your prospects to find out what they really want, - not what you think or assume they want.

It’s not as tricky as it sounds, and no you don’t have to guess.

You do it by just asking them.

Ask them...

*“What are your biggest concerns/problems/challenges/hurdles/issues? And what is it that’s holding you back from achieving your goals in your online business?” And so on...*

There are heaps of free tools available to get you started with surveying your subscribers.

Its ultra important that you do this, because once you know what they want, you can create it and sell it to them. Even if you don’t create your own products (although I recommend you do) you can still find an affiliate product from ClickBank and promote that.

Take away point:

**“When you find out what they want, go get that product and sell it to them, even better yet, create the product yourself”.**

You can use this free survey tool... <https://www.surveymonkey.com/>

## Conclusion:

*Hey guys,*

*It's been Paul Henderson here sharing all this incredible stuff with you.*

*What I've covered here are the 8 most common List Building mistakes as I understand them that will seriously hinder your List Building efforts.*

*With all of the points I've made here, the hindrance to your list building progress can be substantial. Yet often the things you need to change to remedy the situation are just some small easy changes.*

*If you're doing some of these things yourself right now, well at least now you have the information you need to make the changes necessary to improve.*

## **Are You Making Good Money Online?**

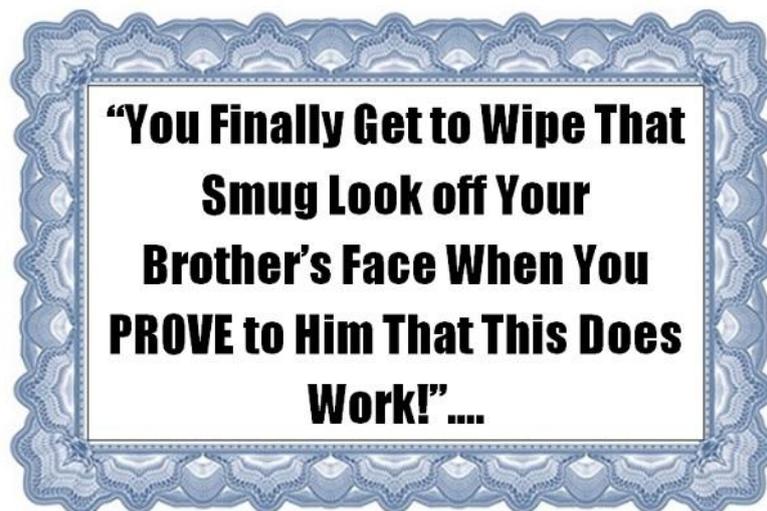
*If not, maybe you need help with your Internet Marketing.*

*Most people progress faster with a simple proven system laid out step by simple step in front of them.*

*If you're not making the money you hoped you'd make, then maybe you need to see a proven simple system that works as well now as it has since the internet has been around.*

*When you sign up to this list, which if you haven't made anything yet by the way, will be the most exciting step you've yet taken, you'll be shown an offer. The freebie is great, but the drama is in the offer. That's where you'll learn the whole process that the gurus use - laid out for you step by step.*

*No commitment, nothing to be afraid of. Just [click here](#) to learn more.*



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This report is provided for your own use only.

However, you may freely share the report provided you leave all the content intact.

No PLR or any other rights whatsoever are offered with the report, so please respect my wishes in this regard.

Thanks,

A handwritten signature in black ink that reads "Paul Henderson". The signature is written in a cursive style with a horizontal line underneath the name.

Paul Henderson

Zero to Hero Marketing

