





Hey how are you? I hope you enjoy this course ebook.

Did a friend share this ebook?

Did you download for FREE from another site?

You can grab more FREE and Helpful content like this...

Head on over to larrygmaguire.com and [join an 8137+ community](#) of online business people who receive my FREE Email List Building Content every week straight to their inbox.

(This Version Includes Bonus Lesson)

[Introduction; Why You Should Be Building Your Email List](#)

[Your Email List Is Your Gold!](#)

[Neglect Your Customer Base At Your Peril](#)

[You Are Already An Expert. Now It's Time To Let Everyone Else Know.](#)

[The Course Material](#)

[Lessons](#)

[You Don't Eat All Your Grub At Once!](#)

[Scratching The Surface](#)

[Lesson #1; Why Most Use The Shotgun Approach & Why It Will Kill Your Business.](#)

[The Shotgun Approach](#)

[You've Got To Get Laser Focused!](#)

[So here's what I suggest you do](#)

[You Might Be Afraid... Or Lazy...Or Both...](#)

[Lesson #2 How To Create Emotional Content That Turns Visitors Into Buyers.](#)

[How To Plug The Hole In Your Leaky Content Bucket](#)

[#1 Before Writing Your Content](#)

[#2 Now Let's Get All Emotional](#)

[#3 Follow Up With Logic](#)

[In Summary](#)

[Lesson #3 How To Set Up Your Newsletter Account \(For Beginners\)](#)

[Let's get started...](#)

[#1 Signup For An Account](#)

[#2 The Get Started Screen \(Dashboard\)](#)

+ Bonus Lesson

[#3 Adding Members To Your List](#)

[#4 Integrating Mailchimp with your website \(WordPress\)](#)

[Once You've Set Things Up...](#)

[Lesson #4 Let's Customise The Newsletter Thank You Pages](#)

[Elements You Need For A Successful "Thank You" Page](#)

[Adding Your New "Thank You Page" Link To Mailchimp](#)

[Elements You Need For A Successful "Confirmation Thank You" Page](#)

[Adding Your New "Confirmation Thank You Page" Link To Mailchimp](#)

[Lesson #5 Let's Discover How To Create Your PDF Lead Magnet](#)

[Lead Magnet Ideas](#)

[The Last Thing You Need To Do](#)

[Lesson #6 The Secret To Creating Landing Pages That Convert](#)

[So First Off The Bat, What Is A Landing Page, And Why Is It So Different To Any Other Page?](#)

[The Anatomy Of A Good Landing Page](#)

[Different Types Of Landing Page](#)

[The Best Landing Page For Beginners](#)

[Lesson #7 "How To Convince Your Visitor It's A Good Idea To Sign up"](#)

[What's In It For Me?](#)

[So How Do You Convince Them?](#)

[You've Got To Think A Little Left Field](#)

[In The Next Lesson...](#)

[Lesson #8 Discover How To Keep Your Customer's Door Open](#)

[The Magic Of The AutoResponder!](#)

[What Can An AutoResponder Do?](#)

[If you Want To Deliver A Course, Here's A Brief Way To Get Going...](#)

[To Set Up Your AutoResponder In Mailchimp](#)

[This Is Gonna Take Time](#)

[If You've Made It This Far, Congratulations!](#)

[Lesson #9 How To Market Your Content To Increase Subscriptions](#)

[Is Just Getting By Enough For You?](#)

[Choosing Your Channels](#)

[1. Blog Once Per Week](#)

[What To Do If You Have No Audience](#)

[2. Social Networks \(Select 2 Only\)](#)

[3. Guest Blogging](#)

[In Summary](#)

[Bonus Lesson: How To Construct A Blog Post That Gets Massive Social Shares](#)

[The Structure Of A Great Blog Post](#)

[#1 The Headline](#)

[#2 The Subhead](#)

[#The Introduction](#)

[#4 The Body Content](#)

[The Conclusion](#)

[#5 Insert a Call To Action](#)

[A Word Of Thanks](#)

[Download The Audio Version in .mp3 format](#)

Introduction; Why You Should Be Building Your Email List

You know, it's taken me a while to finalise the content for this email course but I'm glad I took my time, because I reckon it's been worth it, and I think the content I have for you is going to help you a lot.

I've got some great information for you coming up over the next few days that will help you get a handle on the whole Building Your Email List thing and **Why It's So Important To Your Business!**

Your Email List Is Your Gold!

Your List Is Your Gold! That is my mantra and you'll be sick to your back teeth hearing me say it! But it's true.

If you are not actively building your email list then you are letting your valuable customers slip away.

Your email list allows you the opportunity to communicate with your casual website visitors over time, turning them into valuable and loyal customers by giving them the advice, guidance and information they need for free.

The Awesome Email List Building Course | A Strategy For Building Your Email List

+ Bonus Lesson

Your email list is your sales funnel, and your sales funnel represents the various stages in the buying process where your many customers may be at any given time.

You must have a means in place that continually addresses your customers concerns and desires at the various stages of this sales funnel.

This FREE course will help you do just that.

Neglect Your Customer Base At Your Peril

If you don't stay in touch with the people who come looking for your help it means in their eyes you don't love them and you don't care, and they'll go elsewhere.

Now, you might well love your customers, but from their perspective you don't. They will simply move on by the natural effect of you not giving them your energy and focus.

Believe me I know this!

I ran several brick-and-mortar businesses over the years and I was so focused on getting my day to day done and trying to pay bills that I never gave my customers very much attention. They got little else other than the job they hired me to do.

The result was crappy customer retention. Big turnover in customers. NO ONE STAYED!

Please, for the love of God, Jehovah, Muhammad, or whoever you worship, look after your customers and stay in contact. It's the difference between success and failure whether online or offline. Take my word for it.

You Are Already An Expert, Now It's Time To Let Everyone Else Know.

You already know your business or craft inside out, and it's likely you do a great job offline. But taking your knowledge and skill from offline to online and making your efforts count can be a huge challenge.

The trick is to find a strategy, pick a road, and go down it, refining your strategy along the way. All the while not being afraid to turn around and go back if you need to.

The Awesome Email List Building Course | A Strategy For Building Your Email List

+ Bonus Lesson

I designed this course to get you started, or if you've already started, to help correct your direction and focus.

The worst thing an entrepreneurial business owner like you can do is put your head down and work frantically day after day expecting to make your business a success.

Because you won't...

The good news is I have a strategy that will allow you release the potential in yourself, engage effectively with your audience, start Building Your Email List and your bank balance.

The Course Material

Here are the lessons that I have on the way to you. Every two days you get a new lesson. Save these emails in a new folder in you email client and refer to them ongoing.

Study them. Take action on them and practice. You'll find you will perfect these elements and add to them over time, creating your own strategy and system.

Consider this your Starting Point, or your Reset Button! Today is the day you get cracking and start making a proper go of it.

Lessons

Lesson #1 - Why Most Of Us Use The Shotgun Approach & Why It Will Kill Your Business

Lesson #2 - How To Create Emotional Content That Turns Visitors Into Buyers

Lesson #3 - How To Set Up Your Newsletter Account (For Beginners)

Lesson #4 - Let's Customise Those Newsletter Thank You Pages!

Lesson #5 - Let's Discover How To Create Your PDF Lead Magnet

Lesson #6 - The Secret To Creating Landing Pages That Convert

Lesson #7 - How To Convince Your Visitor It's A Good Idea To Signup

Lesson #8 - Discover How To Keep Your Customer's Door Open

Lesson #9 - How To Market Your Content To Increase Subscriptions

Lesson #10 - Wrapping Everything Up & Course Summary (+ PDF eBook)

There are endless topics that we could cover, Newsletters, Autoresponders, Article Writing, Content Upgrades, eBooks, Social Media, etc etc

And within those topics there is an endless amount of detail that we could go through.

But bombarding you with tons of detail right off the bat will just overwhelm you.

[However, I am working on a Premium Course for you guys with more detailed information, instructional videos, audio material, and worksheets which I'll be releasing to a limited number in the next couple months. Keep an eye out for that!]

So what I've got for you here is enough detail to allow you put a strong fundamental plan in place, but not too much detail that you will lose your mind!

You Don't Eat All Your Grub At Once!

You know it's like when you sit down to a meal in a restaurant, you don't get all the food served to you at once, and what is served to you is eaten slowly so you can digest it easily.

That's what we are doing here.

The important thing is that you gather enough information to get started today. I'll look forward to providing you with subsequent more in depth information in later courses to cover each sub-topic in greater detail.

So starting tomorrow, and over the next 10 emails we're going to cover important subjects like....

- Understanding why you are in business & who you are serving
- You're already an expert, find out how to show your potential customers by building trust.
- How to find, and focus on a single niche and why it's vital to your success.
- What a Newsletter actually is (these days) and how to use it to build your audience.
- How to setup your newsletter account and integrate it with your website.
- The easy way to create digital content like ebooks and checklists that your customers find invaluable.
- What a landing page is, why they are so effective in getting visitors attention, and how to build one.
- How to write and format a blog post so visitors will want to read and share it. (It's amazing how many bloggers and marketers are getting this wrong).

+ Bonus Lesson

- How to keep the momentum going and maintain your upward progress.
- How all of the above means more dollars in your account.

Scratching The Surface

I'm only literally scratching the surface here and there's lots more on the agenda apart from the above.

After each email, you'll get a few days to digest and take action on the information I send you before the next email. It doesn't matter if you don't get the work done before the next email arrives, and really I don't expect you to, because for some it might take months to fit this work in around the normal day to day activities.

However, if your focus is promoting yourself or business online as a primary method of marketing then it is important that you do make progress in order to see results, so keep these emails in a separate folder that you can access quickly later and use them as a reference going forward.

At this time I'm not affording one to one coaching so you have to get self motivated. I will provide coaching down the road and if you would like to avail of it let me know and I'll register your interest.

After the course...

After the course has finished I will send you an e-booklet of the entire series FREE (value \$49) that you can download and keep for reference.

Cool right?

Lesson #1; Why Most Use The Shotgun Approach & Why It Will Kill Your Business.

I'm going to ask a couple hard questions of you here, and challenge you to think about who you are, what you represent, what represents you, and what you are doing in the world.

If you can't get through this material then you go home with empty pockets. End of story.

The Shotgun Approach

The Shotgun Approach is accepting work from everyone and anyone, and serving none of them very well at all.

The Shotgun Approach says;

"I'm desperate and I'm afraid that what I'm doing won't work so I can't allow any customer, no matter how bad for me, escape, because if I do I'll go broke and won't be able to pay my bills and my business will fail"

The Shotgun Approach is fear based and says a lie about you and your abilities. Change your mind about it or you might as well pull the pin on this whole business thing now.

How can you possibly deliver your products or services with quality and value to every customer type that moves and expect to become successful?

It's not going to happen. You'll end up chasing your tail and making no money doing it, worn out, stressed out and resenting the very thing that inspired you to begin with.

Bad Buzz....

You've Got To Get Laser Focused!

That's what this lesson is all about, focusing. Building an email list is building a customer base, and you can't build a solid base of customers if you don't find your niche and focus on it.

Focusing in on the following couple of fundamentals will allow you establish a solid base from which to move forward successfully.

Please don't choose to breeze through this material and skip on to the next lesson because it's vitally important to your success that you give it your energy.

Do some preparation. Don't jump in with two feet until you've got this work done, because you'll regret it. You'll end up fighting fires and spinning plates and have no time to do the necessary work later.

So here's what I suggest you do

Answer these 2 questions;

Question #1; What Do You Want To Be Known For?

Find Your Point Of Focus for your business. This stuff comes from the heart, it's what will speak for you every day. Know it, Live it, Preach it, Teach it.

+ Bonus Lesson

- What is the one skill you possess that totally stands out for you?
- What is it that you would do every single day for the rest of your life without ever getting paid for?
- What is it that you love doing that makes time stand still?
- What were you born to do?
- What is it that you do that makes others go "WOW"?
- What one thing do you want to stand out as being the absolute best at?
- What product/s represent that perfectly?
- What service represents that perfectly?
- How will you deliver that to the world?

If you're not doing something that sets you on fire then you're wasting your time. Do what you love and charge accordingly. When you do what you love people will be drawn to you and pay you well. I guarantee it!

Find out what floats your boat. Detail it. Write it down. Don't stop writing it down until it absolutely sings off the page back at you.

This may take some time, or you may be doing it already. But you simply must find your point of focus and reinforce it by going through the above process.

IMPORTANT; If you need staff, make sure that they represent these values. Train them to do what you do and represent you impeccably. Take no prisoners with regard to this. You absolutely must not compromise on your values. (And remember to be nice). If you do not train staff, they will establish their own boundaries and system of work, this will lead to lots of problems for you, so please, Induct your staff to your way of working.

Question #2; Who Is Your Best or Ideal Customer?

Find out who is the one that gives you, or will give you 80% of your revenue. Profile them exactly. You should be able to do this by looking at previous transactions if you've been trading for a while. If you have not been trading long then imagine who exactly you *want* to serve.

+ Bonus Lesson

- What sex are they?
- What's their personality like? Detail it using emotional words.
- Where do they live?
- What do they wear?
- How old are they?
- Where do they holiday?
- Are they married?
- Have they kids, if yes how many?
- What's their job or are they self employed?
- What's their income?
- How much do they spend on (your product or service) annually?
- What's their greatest fear? What keeps them up at night?
- What's their greatest ambition? What do they crave?

Most people run a mile from these questions because it takes time to answer them. Most business owners want to keep their hands dirty in the day to day and see these questions as fluffy and non productive.

You simply must know the answers to these questions if you are to move forward and serve these people well. If you don't know this person inside out you can not deliver them what they want, either online or offline.

If you don't know all the answers to these questions then select 5 or 10 people who match the ideal persona best and ask them for their help. Ask them to meet you.

Tell them you need help to understand more about what they are looking for (in relation to your product/service). Get into the emotion of it, get to know what floats their boat about your stuff.

When you identify this person, focus on serving them as best you can. Others will come along and you will serve them (or not) and that's fine, but by identifying this person you're setting your bar high and your focus narrow.

If you don't have a customer base yet from which to derive this data, then this is what you need to do...

+ Bonus Lesson

Identify a business either online or offline that does what you do, or very similar. Call them up. Ask them to meet you. Tell them you admire them, that you are just starting out and you'd like to get their help.

Tell them what you are trying to do and ask them for assistance in profiling your best or ideal customer (who will be the same or similar to theirs by the way!).

You Might Be Afraid... Or Lazy...Or Both...

Now, there's a lot of work in all of this, and there is a chance that you'll sit on the fence. You might even be afraid to pick up the phone and make those phone calls.

But you simply must. If you are to make progress and find your audience you absolutely must take the time and space to properly identify your niche.

Box off some quiet time to think through the entire process. Pick one afternoon per week, I like Friday afternoons because there are no business responsibilities to distract you later that day.

If you do it, you'll be set for Lesson #2. If you don't, you might make some progress but it will be stop start. It will be inconsistent and frustrating.

[Here's a post from the blog that might help you](#), it's one of three Podcast and associated posts on The Future Of Work series.

Coming Up In Lesson #2 You're going to learn How To Create Emotional Content That Converts Visitors Into Customers. Keep your earballs and eyeballs out for that one. It's at the core of content creation!

Lesson #2 How To Create Emotional Content That Turns Visitors Into Buyers.

Visitors come to your site because they believe there's a chance you can solve their problems. They believe that you can fulfill their needs.

They have a desire, and it's either fear or love that fuels it.

You have a gilt edged opportunity to meet this desire head on and fulfill it... but you've got to have the content to do it!

If you've not created meaningful and engaging content on your site that actually addresses your ideal customers' pleasures and pains, then you'll have a leaky bucket.

Your content is the cornerstone on which you build your reputation and your entire sales funnel online. If your content is weak then the response from visitors will be weak and conversions will be slow.

You've simply got to dedicate yourself to creating great content that your readers value. But how do you go about that?

In this lesson I'm going to get stuck into how to start making great content, and why creating content that speaks your visitors language is critical in order to build a solid list of ideal customers.

How To Plug The Hole In Your Leaky Content Bucket

It all goes back to Lesson #1 and knowing your ideal customer inside out. Without knowing who they are, what floats, and what sinks their boat, you cannot write for them.

So if you've not completed the exercises in Lesson #1 then go back and do that as soon as possible.

#1 Before Writing Your Content

Before you start writing content for your site you need to take things you discovered from Lesson #1, and then link them together to form a complete loop.

1. Who your customer is
2. What their desires are
3. Who you are and what ignites your fire
4. What product or service you'll provide that meets 1 to 3 above.

Once all four elements correlate perfectly, once your purpose and drive are at the heart of the service or product you provide and that product satisfies a specific need on the part of your chosen market which you understand inside out, then you're in an excellent position to speak the language required to get their attention.

#2 Now Let's Get All Emotional

Emotion sells. End of story. If you can get that and lead with it, then your content will speak volumes.

Check out how some of the bigger brands do it.

Coca Cola leads with "happiness", check out this paragraph from their US site...

"At Coca-Cola our definition is just a little bit simpler. Happiness to us is anything that can bring a smile to someone's face. We're in the business of spreading smiles and opening happiness every day all across the world. We know we might not change the world over night, but if we can add just a few smiles to the world then we've done our job."

Check out how Naked Juice heals your body and takes you away to paradise...

"While water is nature's purest liquid, the nectar produced by the coconut palms that line tropical beaches comes a close second. However, when it comes to taste, it's no contest. This delicious

elixir has potassium and other electrolytes that make it a great beverage for replenishment. So, after you're done working your body into shape, treat it to a tropical getaway."

Being able to write like this may not come to you overnight, so you'll need to practice it. Get your hands on [these books](#) that will help you learn the art of Copywriting.

If you are not going to write yourself, then at least gather the basic understanding of what I'm saying here so you can judge your copywriter's work and know if it's a fit.

Also, ask your customers for their opinion, for their feedback on new material, then make the necessary adjustments.

#3 Follow Up With Logic

Technical people tend to lead with the features. Don't do this, don't fall into that trap. Remember, you are not producing content for you, you are producing content to meet emotional demand of your customer.

Your customers are not interested, at least primarily, about the features. Features come down the road a bit and they merely serve to finalise the deal.

Features never win you a customer. Your ability to meet their emotional needs does.

See how Naked Juice has the nutritional facts available on the product page, but you need to click in to view it. The sales copy is prominent.

In Summary

1. Complete Lesson #1
2. Emotion sells so make your website copy and articles address the emotional needs of your buyers
3. Follow up with technical details second, where necessary.

I hope the info I've given you here has helped you establish as base. I could do a whole course on Copywriting alone so we are only touching the surface, but once you can get the principle here it's a good start.

Lesson #3 How To Set Up Your Newsletter Account (For Beginners)

If you are already cool with setting up a newsletter then you can move on to Lesson #4, however there may be something for you below so give it a scan anyway.

Here we are going to get into some of the technical meat in the sandwich. Some of you will love this and subsequent lessons because you are more technically minded.

Others of you would have loved the last two lessons because they made you go to your heart and find out who you are and what you are doing.

But both the heart and the mind are needed to work together to create a positive result so hopefully you'll find a way to pair the two successfully.

Let's get started...

Besides, Mailchimp has many tutorials that are great for beginners. Fact is whatever newsletter provider you choose, you're gonna need to get your hands dirty and learn the ropes if you are to market yourself properly.

With Mailchimp you get to have up to 2000 list members free before you have to pay a subscription so it's good for beginners.

Mailchimp is what I use so that's what I'm best able to help you with. As your system and business grows you may need to expand and consider a different provider, but I like Mailchimp right now so let's use that.

If you prefer AWeber [here's a good setup guide](#)

If you use Infusionsoft [here a guide for that](#)

If you prefer Vertical Response here's a guide for those guys

#1 Signup For An Account

This bit is simple. Go to <http://mailchimp.com> and signup using your best email address. Then confirm your account.

#2 The Get Started Screen (Dashboard)

Mailchimp has very good tutorial articles and I'd suggest you take the time to read those. Here's one you should defo read.

<http://kb.mailchimp.com/accounts/account-setup/getting-started-with-mailchimp>

Follow the guide on the Dashboard Get Started screen and complete each section.

#3 Adding Members To Your List

To allow people subscribe to your list you'll need to;

1. First [create a list in your account](#)
2. Then, create an API Key (*Account >> Extras >> API Keys >> Create API Key*)
3. Create a Form (Customise this is you like)

There are several types of "forms" depending on your needs but you don't need to worry too much about this for now. The default forms will do just fine to get you started.

In later Lessons we will customise your visitors experience by editing these forms and changing the visitor landing pages that are currently handled by default within Mailchimp.

#4 Integrating Mailchimp with your website (WordPress)

If your website is not built on WordPress then you will need to consult with a developer to integrate your newsletter provider with your website.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

