

# **How To Build Your First Email List In Only 3 days**

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Published by Mike Mercadante

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# Chapter 1

## Introduction

“I Hated The Thought Of Marketing”

Who needs it, besides, it's confusing and expensive? That's how I used to feel.

Well, I'm here to say after one failed start-up, I need it; we all need it!

Hi, it's Mike here in a moment, I'm going to walk you through this simple step-by-step formula. We will go through the entire process from start to finish.

Before I do that, let me tell you about how I came up with this 3-day marketing formula.

### What I Did

At the time, I had heard about email marketing campaigns and didn't know much about them. I made up my mind to learn all I could and design a system that would change my life.

When I decided to create this formula, I wanted to figure out how to design a campaign that was easy to follow. A formula that could be repeated over and over again on a bootstrap budget.

So I studied the best. I learned from the masters who are at the top in each area of Internet marketing. I found the one isolated thing that each guy was great at. Then I put them all together. In my opinion, that's what makes this one of the easiest email marketing formulas around. These people are a group that actually found a way to enjoy Internet marketing. They have figured out financial security. They figured how to create a game plan, follow through, and make a healthy living online.

That's the life I wanted. That's the reason I created this easy-to-follow, step-by-step bootstrap email marketing formula. I developed a method that is realistic and practical. This formula works for just about anybody. There's no tricks, no gimmicks, and no black hat magic (sneaky, underhanded stuff). What I'm about to share with you will finally give you a solid game plan. It'll help put an end to that frustrated, helpless feeling you get inside, the one that says, “What Do I Do Next?” I got the same feeling too.

### What This Is

This formula will grow an email list by providing your fan base solutions. Solutions that they can use to solve their most pressing problems today.

What I've done has made this as easy as possible. So while Internet marketing is never easy (nothing worthwhile is), this makes it more of a snap!

#### **If you would like to;**

Build your first email list,

Increase your marketing skills,

Get more financial freedom

Build customer trust and loyalty,

**Then you're exactly in the right place!**

## Who This Is For

This formula was created so that it can help the small business that is starting out and has no email list at all.

This is not for the business folks who already know how to run a campaign. It's designed for the entrepreneur who knows how important running a successful campaign is. They're willing to work, but they just need a solid game plan. This will also work great for the person with a day job. The person who is looking forward to breaking away on their own into an Internet business. As well as the person running a business from a home-based office. All it takes is sometime during the morning and evening. You can build your list and run a complete email marketing campaign.

With this formula, you decide how much time you want to invest out of your day. You can spend a few hours to run a single campaign, or all day taking care of many campaigns. The beauty of this design is that it is a bootstrap system. It costs almost nothing but a few hours a day of your time. You will be emailing so your email service is important, as well as how big your list is, how often you email, etc. You may have to keep it under a limited number of subscribers, but the cost of the email campaign(s) is FREE!

For example, MailChimp will allow 2,000 subscribers on your list. They allow you to send out up to 12,000 emails a month free! I love free! Who doesn't, especially when you're just starting out? I won't mind when I have to start paying their monthly fee because by then I will have OVER 2,000 SUBSCRIBERS! Here's the link to their pricing: <http://mailchimp.com/pricing/>

## You Can Do It!

Now at this point, I know you might be thinking "I've never done anything like this before – how can you expect me to jump in?"

That's OK. This formula will work for you even if;

You've never run an email campaign before

Have no list at all

Got a unique or specific niche

Or even if you think you've tried everything

This step by step formula makes it so easy to gain our audience's loyalty and trust while growing your list and business. Here's a great example of how well email campaigns can work.

**Fact** - According to Direct-Marketing Association;

Every \$1 spent on Email Marketing Campaigns  
Results in an average return of \$42.80!

Every \$1 spent on Direct-Mail Marketing Campaigns  
Results in an average return of only \$12.57.

## Chapter 2

### The Campaign

#### Welcome to Behavioral Response Marketing

*Behavioral Response Marketing* is not new, it has been long forgotten.

This is a marketing structure in which the audience tells us what they do and don't want. We ask them, and they respond. That way, we're not wasting resources or time. We're not trying to convince them what they should have and where they should buy it. You'll see what I mean as we go further into the campaign.

#### **This campaign formula applies these 3 principles (Golden Rules):**

The Money earned will be proportional  
To the Value given

The Money earned will be proportional  
To the Goodwill given

The Money earned will be proportional  
To the Amount of Offers given

We're going to build goodwill with our fan base by the amount of offers you give them that have real value. Keep these Golden Rules in mind while you create reports, articles, products, and services. You will be a hero to your audience.

So the next thing to do is to start going over the campaign worksheets. That way you can have a clear vision of who exactly you're trying to help and how to help them.

## Chapter 3

### Worksheet Walk-Through

#### Your Customer Profile-Your Avatar

OK, the first thing you're going to start with is this.

You need to sit down and think about exactly who your audience is. I have included a worksheet in the back of the book to help out.

#### Let's try this exercise.

Imagine you're sitting down at a coffee shop, and you're across the table from your customer. Who are they? How are they dressed? Are they quiet or are they abrasive? You need to dig deep down. I mean deep into who this person is, all the way to even how much money they make.

#### You must answer these questions and more.

What do they look like?

Are they dressed like a professional in a suit & tie?

Are they dressed in business casual, or maybe jeans and a nice polo shirt? Plumber or contractor clothing or uniform? Can you picture who's sitting across from you?

What type of business do they have?

Do they sell products or services?

How many employees do they have?

Do they have an office or are they home-based?

When you're in their office, what does it look like? Is it neat or an organized mess?

How would you talk with this person?

What would your conversation sound like?

What kind of words would you use in your conversation?

You wouldn't want to talk to the small-business owner the way you would with the CEO of a major corporation. You wouldn't use the same lingo and terminology that

What's the greatest problem that they are facing in their business? It's the one that is causing them the most pain!

What is the biggest fear they have?

What will happen if they don't solve the big problem? Will they have to go find a job? Financial independence and future are gone?

What could be holding them back?

Why are they where they are today? How did they get there?

Do they lack knowledge in something critical, an area you can help with?

Do they suffer from lack of follow-through? Procrastination

**Tip** - You should know as much about your future client as you know, about a close friend.

### **Your Customers Problems And Solutions**

Now you're going to build your list by providing solutions.

Here's an example of 3 of the most common problems found in marketing. You would list in the **Problem** column.

1. Low Traffic
2. Bad Conversion Rate
3. Low Sales

So in the **Solutions** column you would write,

1. Expand targeting, use media, improve copy.
2. Better targeting, change copy, change media.
3. More offers, add bonuses, best value.

What you'll be doing is writing three (3) separate reports. They will be about the solutions you found to the three problems. You're not going to rush this, and you're not going to cut & paste!

You'll take your time. Write three reports that are full of quality information gathered from doing thorough research. Write the kind of report or article that you would like to receive. The kind of report that you would get online and tell your friends to check out.

## Chapter 4

### How to get email addresses

Who do you email to? This was my biggest hurdle. There are two ways I know of. One is free, but is a slow but sure method of growing your list. The other is a much faster, but riskier method of buying your list from a broker. You will have to choose which one is right for you.

#### Growing a list

Here is the solution to growing your list for free. **Go Social!** Social media can be your best friend. Join LinkedIn, Facebook, Twitter, and whatever relates to your product or service. You get the idea, right?

Then, join in the forums, groups, tweet, and get involved. Write blogs, answer other members blogs, in forums, let people know who you are and what you're about. Ask them what is their biggest problem is that they're facing right now. Then use this information to complete the problem/solution worksheet. It's in the back of the book. That's what your article and solution will be about. This will increase your opt-in rate because you have the solution to their problems. There's no sense in writing reports for people who don't need or want them

Next, write an article about the problem they are facing and post it. Let them know you have the **FREE** solution. Ask them if anybody would like a free report that will solve their problem. Then have them contact you by giving them a link to your landing page on your website. **BAM!** You have an address to mail to for future campaigns. This is a great way not to be pushy or black hat, but to provide true value to your audience.

#### Buying an email list

Another way to get an email list is to buy one from a broker like "**The SRDS Direct Marketing List Source.**" But be careful! This is where people make the mistake of buying a list that isn't targeted. This results in low opt-ins and high expenses. That's because they don't know their target audience inside and out. When you buy a list, the more defined your request is to the broker, the better your results will be. If I was looking for people to buy this book, I would start with a list of business owners and entrepreneurs. People searching for "How to start an email list." Rather than just asking for people searching for books about email marketing. This is where, again, your customer profile is so important.

## Chapter 5

### Campaign Schedule

#### **Let's get started!**

It's time to get busy building your email list! I broke the process down into 3 days to make it easy and take the guesswork out of the campaign. Just follow along with each day as written.

I selected a day to start, but it may not fit your marketing model. It doesn't matter. If Tuesday is the real start day because the audience is more receptive to that day, it doesn't matter. Just follow the formula and adjust the weekday to fit your schedule.

All the work is in the beginning, once this gets going it will become easier. You will rinse and repeat over and over again. Use the formula exactly as it's written. At the end, it's possible to go back through and make some tweaks and changes. Changes that will produce better results. Try another new campaign with just a different subject about another item.

There is both an art and a science to marketing to a list. How well you know your target audience will determine how well they receive your reports.

I can't stress enough how important it is to know your audience!

#### **-Here is a fantastic bonus to this formula-**

**Bonus** - This formula is capable of growing your email list as large as you want it. You can repeat the process over and over again.

## Complete Your Avatar

### Day 1-Friday Evening

You will start with your model customer profile or avatar. With a cup of coffee in the office after dinner, you need time alone without distraction. It's important to dig deep and think about who this person is. You want a clear vision so you can describe your avatar to a tee. As if they are sitting right across from you carrying on a conversation. Get ready to do some heavy thinking. You need to get crystal clear on your audience's needs, wants, fears, and desires. A clear vision of who your target market is. You will know where they are and how you should communicate with them. This will be clear when you complete this avatar profile. I have provided a worksheet for you in the back of the book.

Tomorrow it's time to complete the problem/solution worksheet. You will create the three (3) solution reports. Use the information you got in the problem/solution worksheet.

## Complete Problem/Solution Worksheet

### Day 2-Saturday Morning

Grab the blank Problem/Solution Worksheet from the back of the book. Let's sit down with a pen or pencil, and get a crystal clear vision of your audience's problems.

Now in the **Problem** column, you need to write at least 3-4 major problems that your target audience is facing. This will be the information you gathered from your friends, contacts, and members. You asked them what their biggest problem they have facing them today and they answered. Like we talked about in the "How to get email addresses" above

In the **Solutions** column, you need to write as many quality solutions to each problem as you can think of. You want to give them real content that they can put to work immediately as soon as they're done reading. When you have completed the worksheet, it's time to write the reports.

**"The Real Money is in  
Identifying Every Situation  
That could be causing the Primary Problem  
Then to attract leads offering  
Solutions to that specific Situations"**

- Frank Kern

## Create Solution Reports

### Day 2-Saturday Afternoon

Today it's time to use the information you gathered on the problem/solution worksheet. Use this information to write three (3) solution reports.

These are also known as "Lead Magnets" to help get email addresses. The more reports you have, the more you can send out to build your list. You're going to start with each problem and write a report that's informative. It will include easy-to-follow solutions to that problem.

You want to give your audience a solution they can use immediately to a problem nagging them. A problem that is causing them some actual pain. It's important to do thorough research! You are not

going to Google the subject and cut and paste the first crap you find so you can finish fast. These reports you will create will be assets in the future that you can use to get more clients or make money. If you do a good job, they will stand the test of time.

### **Email AutoResponder Service**

You will need to have an email service. This is so the interested person's email address will be added to a master list. Then it will be stored so it is ready for your upcoming campaigns. There are email services like Aweber, MailChimp, and others. They have an autoresponder system, segmentation, and more. I like MailChimp for many reasons and chose them. If you're like me, starting bootstrap style, I recommend them. That's because they are easy to get going and grow with. They are user-friendly. Once you set up an email service, then you'll need a landing page with an opt-in form. This is to capture email addresses.

#### **The opt-in form will serve two purposes.**

1. It will collect email addresses for your list.
2. It will engage your visitor into taking action.

You will then need to upload the solution report to a website server for downloading so it doesn't bog down your website if too many people try to download at the same time.

**Note:** A webmaster may need to help set up a landing page, opt-in setup, uploading reports, and an email service autoresponder system if you don't have the resources available to use.

### **Email First Solution Report**

#### **Day 3-MondayMorning**

Good Morning!

This is where the rubber meets the road. Today is why I've been adamant about creating the absolute best solution reports. I think of it this way, When I send someone a gift, why wouldn't I want to send them the best I could find? This is our handshake to our audience; we can't make it weak! Let's get this list building campaign going. Let's sit down and email one of the solution reports that you wrote earlier.

Now it's time to send your report to everybody you know and can think of. All your family, friends, Facebook fans, LinkedIn members, Twitter followers. Any other social media or person contacts you have access to. Can you think of anywhere your target audience would hang out like forums, clubs, etc.? Knowing your target audience pays off here. When you finish the customer profile, you should have a good idea where your ideal audience is. You will also know what their needs are.

### **Results**

Well, how did you do?

How many people said, "Yes, I'm interested" to see your solution to their problem. How many opted-in? Did you offer a solution people wanted? If your first response is low, write another article and post it. Do the exact same thing you did the first time.

## **Worst Case Scenario**

Now if you received under 50 opt-ins don't worry. There's no need to concern yourself with starting any goodwill funnel campaigns yet. That's where you can start to make money. Let's build up a good foundation. A solid list first of at least 100 to 150 people. That will give you a better chance of getting as many opt-ins, from as many people as possible.

Here's our backup plan. What you're going to do at this point is grab the second solution report that you made. Do exactly what you did the first time. Do it to the people who did not opt-in, and any new contacts and social media that you made.

It's important to build a solid foundation of targeted and interested customers. People who need your product. Do not get into a rush! Now do you see why you had to make at least 3-4 reports? I would love to guarantee that when you fired up your email, there would be thousands of addresses. That's just not reality. The more quality reports that you create, the more chances you have to grow your list. You will grow it with practical assets you offer to your audience.

## Chapter 6

### Rinse & Repeat

#### Rinse

So the articles were great for some people, but what about the others just sitting there? You don't have to worry about losing them; they're neutral. You haven't pissed them off yet with "Buy Bombardment." This is why I love this formula! People look forward to hearing from you.

Remember when you wrote the 3-4 list building problem/solution reports? Well, you only used one or two so far, I say, let's put another to work building your list even bigger.

#### Repeat

Now you want to dig back into the big pool of people who did not respond to your first email. Also, any other new connections you can plug into and add to the master list. You're going to email your solution report to all the original contacts. The ones who **Did Not** opt-in the first time.

You **Do Not** want to send this to the ones that are already on your list. They're busy in a goodwill-building campaign funnel.

**-It's possible to run 4-5 campaigns a week!-**

#### When You Feel Your List Is Big Enough

There's an easy solution when you reach the amount of subscribers you're comfortable with.

It's OK to take a break once in a while, but you should always seek to grow your list bigger. The bigger your list is, the more opportunities you have to make sales.

When your list is big enough for the moment, you can stop sending any more solution reports.

Now it's time to start sending value articles to build goodwill with your audience that is now on your new list. This will also help to establish you even stronger as an authority in your niche.

That's in my other book, "How To Re-Energize Your Email List & Re-Engage Your Audience In Only 4 Days." Inside there you'll find everything you need to keep your list growing and healthy.

## **Chapter 7**

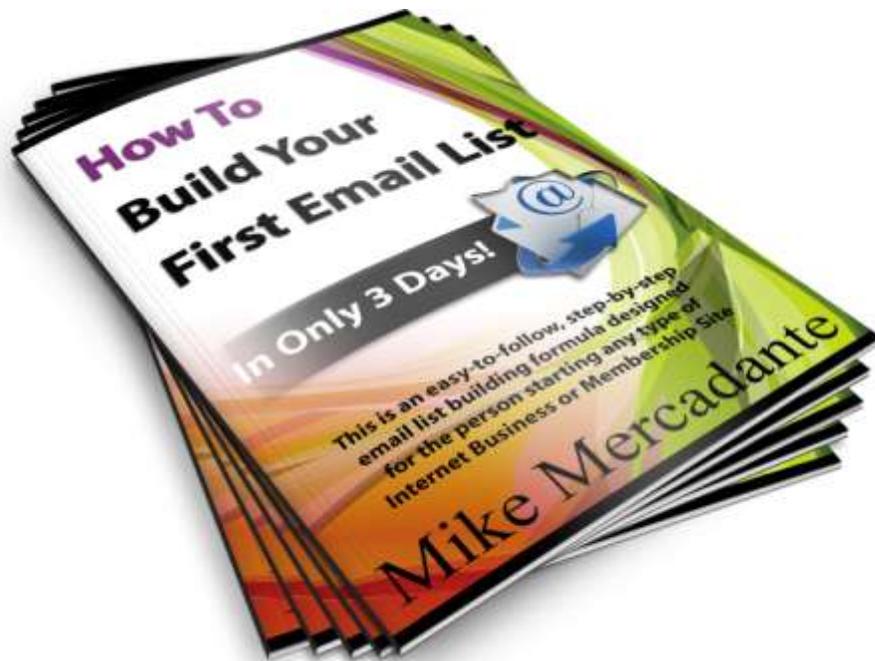
### **Bonus Worksheets**

**Your Avatar**

**Problem/Solution**

**Campaign Checklist**

**Daily Campaign Schedule**



## **Your Avatar**

Imagine you're at a coffee shop. You're sitting across the table from your customer. You need to dig deep, I mean to find out who this person is, all the way to how much they even make. Here's a worksheet to help get a crystal clear vision of them. First, let's get clear on the basics.

### **Fill In Your Answers.**

Age?

Gender?

Lifestyle?

Profession?

Income \$\_\_\_\_K Per Year?

### **Now you're going to start going deeper. You're going to find out more about them.**

What do they desire?

What do they want?

What do they aspire to?

What are their fears?

What are their frustrations?

What are their biggest challenges?

What keeps them up at night?

What do they like?

What do they dislike?

What conversations are happening around their kitchen table?

Do they read, What kind of books?

What objections could they have to buy?

How do they relax?

Which social media channels do they hang out?

How do they make their decisions?

Now can you describe their business/company?

Do they sell products or services?

How many employees do they have?

Home-based or office?

Neat & organized/organized mess?

What's holding them back?

What will happen if they don't solve their biggest problem?

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