

\$50 ebook “How to get your first 1,000 subscribers in any niche” – for email marketing beginners only

Below is an excerpt from the \$50 ebook “Email Marketing Expert: How to get your first 1,000 subscribers in any niche”:

--

Learn how to build a huge list of loyal subscribers who will continuously buy from you.

Table of Content

| | |
|--|--|
| 1. What is List Building?..... | |
| 2. What is Email Marketing?..... | |
| 3. Requirements for List Building | |
| 4. Niche Selection | |
| 5. Setting up a Squeeze Page | |
| 6. Creating a Free Report | |
| 7. Setting up a Thank You Page..... | |
| 8. Picking Offers to Promote | |
| 9. Working With an Autoresponder..... | |
| 10. How to Get Messages for Follow up | |
| 11. Email Subject Lines Tips..... | |
| 12. Writing Profitable Email Sequence | |
| 13. Using Great Call to Action | |
| 14. Driving Traffic to Your Squeeze Page | |
| 15. Writing Emails That Sell..... | |
| 16. Scaling for More Profit | |
| 17. Trends In Email Marketing..... | |
| 18. Benefits Of Using Email Marketing | |
| 19. How To Increase Your Email Deliverability..... | |
| 20. Benefits Of Having A Clean Email List..... | |
| 21. Key Indicators For Email Marketing..... | |
| 22. Conclusions..... | |

What is List Building?

List building is simply building a list of responsive subscribers to whom you can promote your products or affiliate products directly.

There is a common term among most internet marketers which is, “the money is in the list”- This is true. If you really want to build a business online and grow it, you should build a huge list.

Every smart marketer invests daily or monthly on list building, this way you get the email addresses of more people who are interested in your business and products.

For example, if you have a list of 20,000 subscribers and you promote affiliate products to them monthly and you get 5% conversion rate. If you are promoting a product that pays \$30 as commission per product, you will be able to make \$30,000 that month.

Someone who doesn't have a list will have to spend up to \$15,000 monthly to achieve the same result.

In this guide our focus will be on how to build our first 1,000 subscribers. Once you are able to do this, you will understand how the process works and how to scale it up for a bigger list.

List Building can be used to:

- Get ideas on what to promote next.
- Establish your reputation in a niche
- Develop relationships with potential business partners
- Send targeted visitors to a website or blog
- Build other people's list
- Sell Products and services.

What is Email Marketing?

This is the use of an email Software or Autoresponder to distribute promotional messages, newsletters and free bonuses to your subscribers. Basically, you can send your visitors something that is interesting, hoping that it will entice them to buy from you.

Having your subscribers email addresses on your Autoresponder software make it easy to send them messages from time to time. Also, you could make them trust you by also giving them free and valuable information too, this way they will feel you are out to help them and not just to make them buy products repeatedly.

Email marketing can be set to run on autopilot with the help of an Autoresponder software. More on this later.

You can create a series of promotional messages and schedule them to be sent on a later date. This way you can make money while you sleep.

Requirements for List Building

In order to succeed with List building, you must have the following:

a) An Autoresponder Service

An Autoresponder service will allow you put your list building and email marketing on autopilot. There are somany services out there, but I recommend www.aweber.com

b) Domain Name and Website Hosting

You need a domain name and a website hosting account where all your web files can be stored online for easy access by your visitors. I recommend www.namecheap.com for buying domain names and www.hostgator.com for website hosting.

c) A Squeeze Page

A squeeze page is needed to collect email addresses, it will be linked with your Autoresponder so that every email collected on your squeeze page and will be added to your Autoresponder.

You can easily create squeeze pages if you understand HTML, but the whole process has been made easier. There are lots of Squeeze page, drag and drop builders with many dynamic features. I recommend www.instabuilder.com. They have lots of training videos too.

d) A Download Page

This is also called a thank you page. This is where the subscribers will be directed to after subscribing. On this page you can thank them for subscribing, give them the download links and give them CPA offers as bonus offers. You can also use www.instabuilder.com to build download pages easily.

e) Free Report or Video

A free report is needed to ethically bribe people to give you their email addresses. This way they will be happy to give you their email addresses in exchange for your free report. People won't just give you their email address for any report, the report must be valuable.

f) CPA Offers

With CPA offers, you can offer more free packages as a bonus to your subscribers. CPA offers are action based offers. You are paid when your visitors take a particular action, which could be to enter their email, zip codes, fill a short form or apply for a free trial offer. By doing this, you are giving away more free stuff and making some money too.

Picking a Niche and Sub Niche

Firstly, what is a Niche?

A Niche is an area of interest of a group of people. Examples of Niches are:

1. Make Money Online
2. Health and Fitness
3. Love and Relationships
4. Pets
5. Sports
6. Self Improvement
7. Gaming

The above are just a few niches you can work with in building your list.

You can get a comprehensive list of niches and sub niches at:

www.ezinearticles.com.

A niche is very broad, so you will have to go with a sub niche.

For example, weight loss and muscle building are examples of sub niches in the Health and Fitness Niche

Golf and table tennis are sub niches in the Sports Niche.

Take note that we are building a list in order to be able to make money from recommending affiliate products or our products to them.

You must consider the following when picking a niche and a sub niche to work with:

I. Is there money in the niche? By this I mean are there people willing to spend money to get information or solve a problem in that niche?

You can know about this by doing a search for the sub niche at Amazon. If there are books on it, it means people are spending money on it.

II. The category of People interested in the Niche: if the only people interested in your selected sub niche are kids, then this is not a good niche to go after.

III. Are there lots of Affiliate products in the Sub niche? To be able to get the best out of your subscribers, you will have to send them great and new offers weekly. So do a search for affiliate programs to see if there are products in the niche.

The above Niches are the best to go after; I will suggest you go with one of them. But if you have another that meet the above 3 requirements, it's ok.

For the purpose of this guide, I will use the Weight loss niche as a case study. Millions of people are spending money daily to look better. Our main focus will be to build a list of 1,000 subscribers in this niche and make money doing it.

Why are people spending money to lose weight?

- a) To avoid health implications such as heart attack and diabetes.
- b) To look sexy for their wedding.
- c) To keep themselves fit.

Setting up a Squeeze Page

Squeeze pages are pages used to collect the names and email address of your visitors and in turn offer them a gift.

In the above image, you can see the squeeze page offering a free report in exchange for peoples email address.

Since we are focusing on the weight loss niche, we can package a free report of 5 to 10 pages as a free gift for your visitors.

Now we need to create a free report on topics that people seeking to lose weight will be interested in.

I have found a solution that will always work in any niche.

Step 1- Visit www.magazines.com

Step 2- Search for your sub niche

Step 3- Open 2 or 3 of the magazine's cover to see topics that has proven to sell.

--

The above is an excerpt from the \$50 ebook "[Email Marketing Expert: How to get your first 1,000 subscribers in any niche](#)". I hope you got something out of it.

P.S. Want to learn more? **Sign up to get an 80% Discount Coupon Code on this \$50 ebook to get it for just \$10** and receive notifications on how to build a huge list of loyal subscribers who will continuously buy from you delivered directly to your inbox.

Factal

"Knowledge is freedom"