

2 Steps To Building A Profitable List



By Welly Mulia

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I know this sounds cliché, but let's REALLY think about this for a second...

WHY do you need to build a list? WHY must you build a list?

I've said this a lot of times and I'm going to repeat myself again here...

You build a list because of the ability to **LEVERAGE** your hard work and time. Without a list, you don't have leverage and can only expect linear growth in terms of profits attained from your business. With a list, your profits have the potential to grow exponentially (IF you know what you are doing, of course).

See this story:

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Joe works hard to bring traffic to his website. He writes articles and submit to article directories; he submits his site to the social bookmarking sites; he participates in forum discussions and networks in social networking sites like Facebook and Twitter) ; he build incoming links to his site; he does video marketing on YouTube and other popular online video channels, etc.

For his hard work, Joe gets 30 visitors to his website today.

Tomorrow, he is lucky if he can get 10 visitors.

By the third day and beyond, he doesn't get any visitors at all.

So he starts his time-consuming, traffic-generating work all over again...

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To get visitors to Joe's website to see his offer, he has to work EXTREMELY HARD in generating all that traffic. If he takes it easy and decides to take a take a day off, he will not receive any visitors.

This is like: You work and you get paid. No work means no pay!

If Joe had instead captured the contact info of his visitors and built a list, he wouldn't have to work so hard day after day just to generate visitors to his website. If he had built a list, he could easily send visitors to any website he wishes with the click of a "send" button.

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I'm not talking about big numbers here. Let's just be realistic and assume Joe gets 5 new subscribers per day. In a year, he would have 1,825 subscribers (minus those who unsubscribed, of course).

At the click of a "send" button, more than a thousand people will get his email.

This is precisely why **you MUST build a list, starting TODAY!** Don't call yourself a marketer if you haven't start building your own list!

The Money Is In The List? (not quite...)

Everywhere you go you hear the term "The money is in the list". Then there are also others saying that "The money is in the relationship with the list".

The latter one is much more accurate than the former as the money you are able to make is indeed directly proportional to the relationship you have with your list.

How about this one:

"The money is in the relationship AND size of your list"

Much more accurate eh?

How To Build A Profitable Email List

There are 2 factors at play to building a profitable email list – the **RELATIONSHIP** with your list and the **SIZE** of your list.

1. Relationship With Your List

You don't want to build just any list. You want to build a **RESPONSIVE** list where subscribers are opening and reading your emails and clicking the links within.

After all, it would be useless if you have 100,000 subscribers but there are little to no one opening and reading your emails (let alone clicking your links).

A lot of marketers ask other marketers how big their list is and they use this as a measure of how successful that marketer is.

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A more accurate question to ask is how many clicks they get for a mailing to their list.

See the following scenario:

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You send an email to 100,000 subscribers.

Since your relationship with your list is poor (meaning your list is **unresponsive**), you achieve a 1% CTR (meaning 1,000 people click on the link in your email).

1,000 people see your offer and you have a 0.3% sales conversion.

How many people buy your product?

A miserable 3!

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So how do you build a responsive list?

You do so by cultivating relationships with your subscribers. You make them trust and like you, and the way to do this is by telling them who you are (tell your story) and giving them practical and useful tips that they can use. You do these on a **CONSISTENT** basis, not just once or twice.

2. Size Of Your List

The second factor that determines if you have a profitable email list is the size of your list. You can have most responsive list but if you only have 100 subscribers, do you think you can earn boatloads of money from your list?

No!

To give you a better illustration, let's run some numbers again:

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You send an email to 100 subscribers.

Since you have a responsive list, you achieve a 10% CTR (meaning 10 people click on the link in your email) – which by the way is considered a **VERY GOOD** CTR.

10 people see your offer and you have a 5% sales conversion.

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How many people buy your product?

0.5!

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This shows that even if you have a responsive email list, it's useless if you do not have enough subscribers to make your list marketing profitable.

So what you should do if you want to build a profitable list is to:

1. Cultivate trusting relationships with your list
2. Increase the size of your list

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