

The Limitless Life Experience Podcast

Transcript

How to build your email list

You own your email lists. If the world caves in tomorrow, the social media world caves in you still have your email list and you can still contact your community. [

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, multiple six figure serial entrepreneur business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you and go from confusion to clarity when it comes to creating messaging that converts browsers into buyers, so that you can build a business that makes a real difference in the world and helps you live a life without limitations. This is the Limitless Life Experience.

Hello, you got a human being. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast and this mini episode is all about building your email list. This is a mini one. It's really interesting. I have now been in this business for six years, six freaking years, peeps. You know, I've done my time. And I want to let you in on a little bit of a secret. I, up until 2020, have never invested solely in building my email list. Oh my God. How? How have I managed to build a multiple six figure online business without paying any focus or attention on building my email list? I hear you ask - and you should be asking that question, because I do have one and right now it kind of fluctuates between like 5 and 7,000 people, which kind of spins me out. That's a lot of people. Not everybody opens my emails. Can you believe that? Can you actually believe it? We are just under 20% open rate right now, which kind of bugs me out a little bit. I want to be hitting 20% and that is a goal for myself and the team and we are working on different strategies in order to increase the open rate and maybe in two or three months time I will let you know how those experiments have been going so that you can rinse and repeat.

That's what this is all about, right? So, how have I got between 5 and 7,000 people on my email list, when I've not put any energy or attention into building it? Well, my friend, I have launched. And I have done quite a few launches, and it is through the launch process that I have built my list because whenever I am launching, certainly for the last four years now I have used Facebook ads to promote my launch trigger, which has built my email list in the process. So that's how I've done it, and it's totally fine actually to build your business in that way. If you are launching regularly and you are able to put some welly behind it with Facebook advertising or you already have a big audience, a big community or you're able to piggyback off somebody else's community... but ultimately you need to have some kind of mechanism in place where you are able to get a little bit of an injection in order to be able to build your email list.

Now, this is not the way that I teach building your business, for a very specific reason that feels even more relevant now. And that reason is, that with more and more people entering into the online marketplace, you are - in inverted commas - competing with way more people for the same amount of attention. And what that means is every opportunity that you have to create a new touch point with a client, the more you can increase the frequency of which you

are seen by them, and what we know from a psychological perspective is that the more somebody sees you, and the more they see your face, the more they hear your name, the more trust you are able to build up with them. And ultimately when we are asking people to invest in our products and services, we are trading in the currency of trust. If they don't think that you're going to be able to help them get the result, then they are not going to invest in you. And that is absolutely fair enough.

Now for me, the email is as powerful as the podcast. For me, these two places are really, really intimate opportunities for us to get to know each other. So to be able to be in your ear buds for 15-20 minutes, sometimes even an hour of your time and you'd be listening to me and my stories, it means that you're getting to know me really, really well. And for me it's the same with email. I know that if somebody is taking the time to open my emails every Sunday, that that person really wants to hear from me, and that - from a community building perspective, from a being able to share my products and services and gifts perspective with the world - I want to do that with people who want to hear from me. I am way more likely to be able to do that, live out my purpose, which is, you know, raising the frequency of the planet, helping people step into economic freedom, helping them live a limitless life, doing positive things in the world. I'm way more likely to be able to fulfill that purpose when I have people opening my emails, rather than Joe Bloggs who has never heard of me, who sees an ad pop up on a Instagram or Facebook one time in six months. It's about building the relationship and these two places, email and with the podcast, I feel are the highest level of intimacy. What's interesting is that you also know that I love video because when people see your face, they also feel that they get to know you. But video tends to be in a public space so you don't share in the same way as what you do in email or podcast. At least I don't.

Anyway, going back off my little little tangent. So the reason that it's important now is because we are in a more competitive marketplace. We are competing for the same amount of attention, but the marketplace is diluted by having thousands and thousands, and thousands of people all having a similar-ish message or sharing similar-ish products and offers. And so having that additional place where you can take space and somebody is really able to get to know you, increases the trust factor, increases familiarity. The other thing is, is we don't know what the heck is going on with these social media platforms. Over the last couple of months, I have seen more people's Facebook accounts get closed, just shut down with no communication from Facebook at all as to when they're going to get reinstated, or people posting links that are getting removed even though there is absolutely nothing wrong with them, or they have said something in a video which Facebook deemed to be beyond Facebook's standards, community standards. Their videos have been deleted, their photos have been deleted... like it's been crazy. And you might think, 'oh, that's fine, but I always follow the rules' more than a handful of people that I know who've had this experience happen to them recently are people who - in their opinion - have followed the rules.

And so again, it comes back to you own your email list. If the world caves in tomorrow, the social media world caves in, you still have your email list and you can still contact your community. And I think that this has been one of the most interesting things that we have seen during the Covid-19 experience, is people who have had in-person businesses and have worked with individuals face to face and have never built up an email list because they

haven't been online, and they haven't felt like they've needed to because people come into the shop, or people come in for a massage - and then Covid has hit and guess what? They cannot contact their buyers. They cannot reach out to people that already have the know, like, and trust factor with them because they don't have their email addresses, or they have their email addresses on like random pieces of paper all around the office. Like there's no system. People aren't used to hearing from them. And so it just really emphasized that even though this can be one of the most boring things that you need to do, it is a need if you want to be able to really cover all your bases, make sure that your I's are dotted and your T's are crossed when it comes to building an online business. I know that people do it in Facebook groups. I know that people have got their LinkedIn groups. I know that people have got their Instagram- and all of that is amazing. AND you should be backing that up with your email list. So hopefully I have made the case for email and if I haven't and you still don't want to do it, just drop

me a little message on Instagram and we can talk about it. We can work through this. Okay, so how do you do it? Basically there were two ways to build your email list. One of them is organically and the other is through paid advertising. So let's start with building your email list organically. In order to do this, you need what is known in the business as an opt-in, or a freebie. So something that somebody claims as a gift, in exchange for them giving you their email address. Now this in itself is a really big deal, and I want you to look at every person who says, 'okay, I'm going to give you my email'... I want you to look at them like a demigod. I want you to be like, 'Oh my goodness, you are incredible'. Like that is how I feel about people who give me their email addresses because I know how precious mine is to me. I know how sick I am of the trillion on one emails, but I get every day from people that I'm sure I have never actually subscribed to in my life. And so when somebody says, you know what says 'you know what Suze, this looks good, I'm going to give you my email'. I'm like, thanks. Like I really, really appreciate the opportunity, and that is exactly what it is. So when you're building your list up and you've got one person or 10 people and you're still getting 80% open rates, I want you to be patting yourself on the back and being like, yay, go me and go them, this is incredible. Because you can absolutely launch with 30 people on your list. You can do that. And when they are the 30 white people, that can actually be a very successful launch. But I digress again, so you need a freebie or an optin.

Now the best type of freebie, in fact, do me a favor, go into your inbox and look at the last three things that you signed up for that you didn't have to pay for. And maybe you're one of these people who are like, I don't sign up for anything. You will have signed up for something once and if you don't have anything in your inbox right now, think about the thing that you did sign up for like back in 1982 when you were four. Or something in more recent times, you get my point. I want you to have a look at the type of thing that you signed up for. My guess is 9 times out of 10 the freebie or the opt-in that you went for was really, really specific. It made a very specific promise about a problem, a specific problem that you are having right now and that is a freebie that gets opened, and that is a freebie that gets clicked on in the first place. When it's kind of wishy washy, when it's a bit like - Oh, I'm going to give you this meditation in which I can get off YouTube for free without having to give you one of my most precious assets, my email address, you aren't going to get less of a response. When you can say, I'm going to show you how one of my clients is like... I'm going to show you how to

make six figures from subscription boxes. Even if you never had an online business before or something like that, and that is in less than six months or in less than 12 months. That was a good freebie title because it's super specific. It makes a bold claim, a bold promise, and it gives a specific timeframe. That formula for writing a title (actually for anything) is super helpful but specifically it works with freebies really, really well.

Now a freebie might be a taster, so I'm going to give somebody a little bit of my time or I'm going to invite them to an event where they can get a little bit of a teaser of what it is that I am offering. It might be a PDF, it might be a checklist, it could be a masterclass, it might be a challenge. Generally speaking, if you are not launching anything immediately, and you are list building to build your community for when you are going to be launching like two, three, five months down the line - then a checklist or a PDF or a short white paper is more than adequate.

If you are using your freebie to generate sales for your launch, then it tends to need to be more long form, because you have to use that freebie to build the relationship with your potential new clients. And then you're looking at something like a master class, which might be 90 minutes long, or a video series, which you might release one video every day for a week, or every other day for a week. Or it might be a five day challenge or a seven day challenge, or... I know some people have done 30 day challenges. I mean that idea actually makes me feel a little bit upset. I think the 30 day challenge is way too long for most human beings. But, three day, five day, seven day, they all have a good track record. So that is the first thing you need to do if you are building your email list is to create some kind of freebie slash opt-in.

If you are building your list to build community as opposed to selling, and going for something short form that can be consumed within five to seven minutes... so lots of people do eBooks. For me, an ebook is not a great freebie because I can barely get through a paid book, let alone a free book, it takes too long. So anything that can be consumed super quickly is great, and it also doesn't work if you're going on to directly sell something. I think that it's great for building authority and I think that it can be great for building credibility if it's a proper book. But like a 10 page PDF freebie, no, not so much.

So how do we then get people on our list? So organically. So if you have your own Facebook group, I really recommend you using the three question option where you get to ask people three questions when they come into your group. One of those questions can be, have you signed up for my freebie or put your email in here so that I can send you something nice. But where you invite them to provide their email address or they can't get into the group. So that's one place that you can do this. It doesn't cost you anything. Making sure that you've got your freebie on your email sign off, podcast interviews, doing summits where you are a guest and your sharing some kind of masterclass with somebody else's audience - making sure that you have a freebie there. Doing complimentary workshops or master classes, again just for other people in their Facebook groups, and rather than selling anything, inviting people to join your email list. Guest posting, if you're going to guest post, then having a guest posting strategy where you are making sure that at least once every two weeks you are getting two guest posts on someone else's platform, and then making sure

that you have a freebie in your article. You can build your list on Pinterest, on LinkedIn, IG stories. If you're still using the link tree, then you can add it there. Asking your peers who have complimentary audiences to share it for you. Networking events, online events. So we're seeing this pop up in so many places right now. Again, because at the time of recording we are in a global lockdown, and so people are doing lots of online events. It's a really big missed opportunity if you are hosting an event... So I went to a breathwork session online, which is completely free last week and it's interesting to me that there was no email capture mechanism, and it's absolutely fine if you want to do something as a gift, and it's also fine to instead of charging people say 'would it be okay to keep in contact with you? Please put your email address in the chat'. Super, super simple. And then in other people's Facebook groups. So there were a few places that you can build up your list. Now another really good way to do this in Facebook groups is rather than sharing a link, share a story, share a story about how you achieved something that you know that your target audience are looking to achieve. And then just asking the question, 'would you love me to do a training on this?', 'Would you love to get my cheat sheet on this?', 'Would you love to get my X, Y, and Z on this? Just type yes in the comments' and you get a really beautiful mix of social proof. So you get other people signing up for it because they see all of these yeses, and people are...you're making the invitation, they're kind of... it's the double opt in. So they're saying yes. Then you can post your link for everybody to sign up to and the people that do this really well and people who don't mind doing a little bit of leg work and posting the link to every reply. And the reason that's really powerful is because it keeps the post going back up to the top of the group. So you obviously can only do this in groups that allow promotion, but it's a really powerful, quick way to build your list when you have that special something, something that your dream clients are dying to have more information about.

And then the second way, which is the fastest way to build any email list is to just put some money behind it. And I have always done this with Facebook advertising. I know that some people do it with Google ads. It's not something that I am really that tempted to try, simply because when somebody is searching for a product or service on Google, they're already in buying mode. And so there arguably is less need to spend time and energy adding an extra step of relationship building when they are already problem aware and looking for the solution. However, on Facebook when people are just kind of hanging out, minding their own business, putting together a sexy little advertisement where you're inviting people to take the first step in your relationship together, is a great way to build your list.

And again, right now at this particular time when lots of businesses are pulling their advertising budget because they are legitimately concerned for their future in an uncertain economic climate, what that means is that there is less demand from an advertising perspective, and more eyeballs. Which means when you are paying for leads, you're paying a lot less than what you would do when everything is super high vibe and the market is really buoyant. So April, 2020 - now is a really, really good time to be experimenting, dipping your toe in the water with Facebook advertising, when you're looking to build your community and get into more people's inboxes.

So that was a lot there. I hope that you have found this useful, and I hope that I have inspired you to start building your email list no matter what stage of your business you are at.

And, if this has been valuable, I would really, really appreciate you dropping a little screenshot, tagging me on social media so I can give this episode a shout out and spread the love to way more earbuds.

You have been listening to the Limitless Life Experience, and I want you to remember that...

Faith + Action = Miracles