How To Build

a Profitable ✨ Email List...FAST

Follow these steps and your email list could be generating profit in just 7 days!

Hi, I'm Louise

Hi, I'm Louise, and over the last 10 years, I've built 7 very different businesses.

I've built a food company, 2 magazines, an agency, and several e-commerce companies -- all in very different niches. I've sold 3 of those businesses, shut down one of them to travel the world, and I'm still growing and running 3 businesses. I've sold tens of millions of dollars of products and courses - all very profitably.

My companies have been on the Inc 500 lists for multiple years, which is the top 500 of the Inc 5000's Fastest Growing Companies in the US.

My companies have also been featured in tv and publications like Forbes and Fox & Friends.

And the single most important aspect of pretty every business I've run is ...

EMAILS!

And no wonder...even recent (2021) studies show that email STILL generates $36 for every $1 you spend. That's a 36 times return on investment!

But like me when I first started, you're probably wondering:
(1) how the heck do I get people to come onto my email list?
(2) how on earth do you monetize your email list to generate that much profit?

Well, in this short e-book, I'm going to cover the 3 steps for you to start building your email list in just a few hours and also the 3 secrets to skyrocketing your email profit, so you can start generating revenue from your email list in less than a week!

I hope you're as excited as I am...so let's get started

3 Steps

To Building Your Fast Growing Email List

Every successful email list has 4 components:

1 The Lead Magnet (incentive for why should they should join your email list)

2 The Landing or Optin Page (the page where they sign up for your email list)

3 The Thank You Page (the page they see after they sign up for your email list)

4 Your Emails

WORK HARDER IS GOOD, BUT.. WORK SMARTER IS BETTER
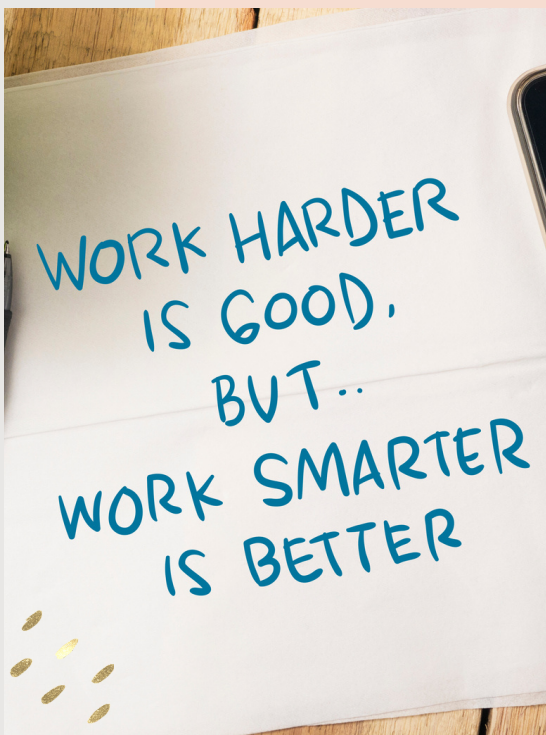
Just reading the list above probably made you groan inwardly...it sounds like a lot of work to create right?

Well, this is where I'm going to tell you: We're going to work SMARTER, not just HARDER!

That's why these steps below are designed to shortcut the process, simplify the technology, and save you days if not weeks of indecision and frustration.

Step 1 Discover AND Create Your Ideal Lead Magnet in Less Than 3 Hours Total

Phase 1 : Discovery Phase (60 Min)

Find 2-3 people in your niche that you think of as role models - i.e. you'd love to build a business similar to theirs. Write down their website and social media profiles.

Now think of 2-3 people in your niche with similar business models. Maybe those people don't jibe with you - maybe you don't like their message or their design. That's ok, write them down anyway. Write down their website and social media profiles.

Phase 2 : Exploration Phase (45 Min)

Your job here is to just explore all of their websites and social media profiles looking for how they add people to their email lists.

Phase 3 : Decision Phase (5 Min)

Look at the lead magnets others are using in your niche, spot any patterns, and pick the one that seems to be most popular.

Phase 4: Use a template to create your Lead Magnet (60 min)

There's no need to start from scratch! There are only 12 major types of Lead Magnets and I've got templates for all of them...so you just have to pick a template, fill in the blanks, and you can be done in under 1 hour.

Step 2

Set Up Your Landing Page, Thank You Page, and Email Sequence using One Software

(If you're already using a tech system you're happy with for your email marketing, then please skip to Step 3.)

There are so many email and landing page softwares that it can take days to sort through them and choose one. And often, you have to then set up integrations to make your different softwares communicate with each other.

That's why me and my team have gone through and tested out all the major softwares for you...in fact, I've personally used for my businesses many of the major email softwares at some point, including Aweber, Mailchimp, Klaviyo,

Infusionsoft, Mailerlite, ActiveCampaign, Sendinblue, and Maropost.

And right now, the one that I think is the easiest to use for most people starting up is ConvertKit. In fact, this is the software I'm currently using to build my email list!

So, how do you use ConvertKit to create your Landing Page, Thank You Page, and Email Sequence?

Phase 1 : Pick a Landing Page Design from their Templates

As you saw from Step 1, I'm a huge fan of templates because then you never have to start from a scary blank page.

And what I love about ConvertKit is they've got a bunch of landing page templates already designed for you that you can just install and use.
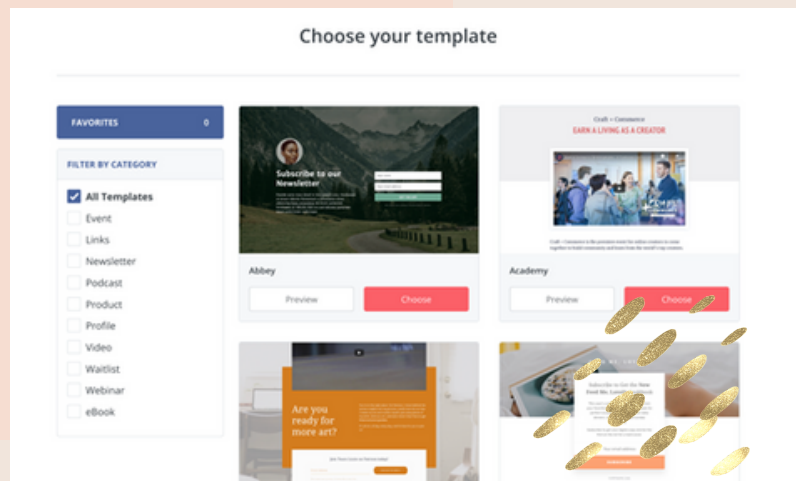
And after you design your Landing Page, you can immediately design your Thank You page in the same style:
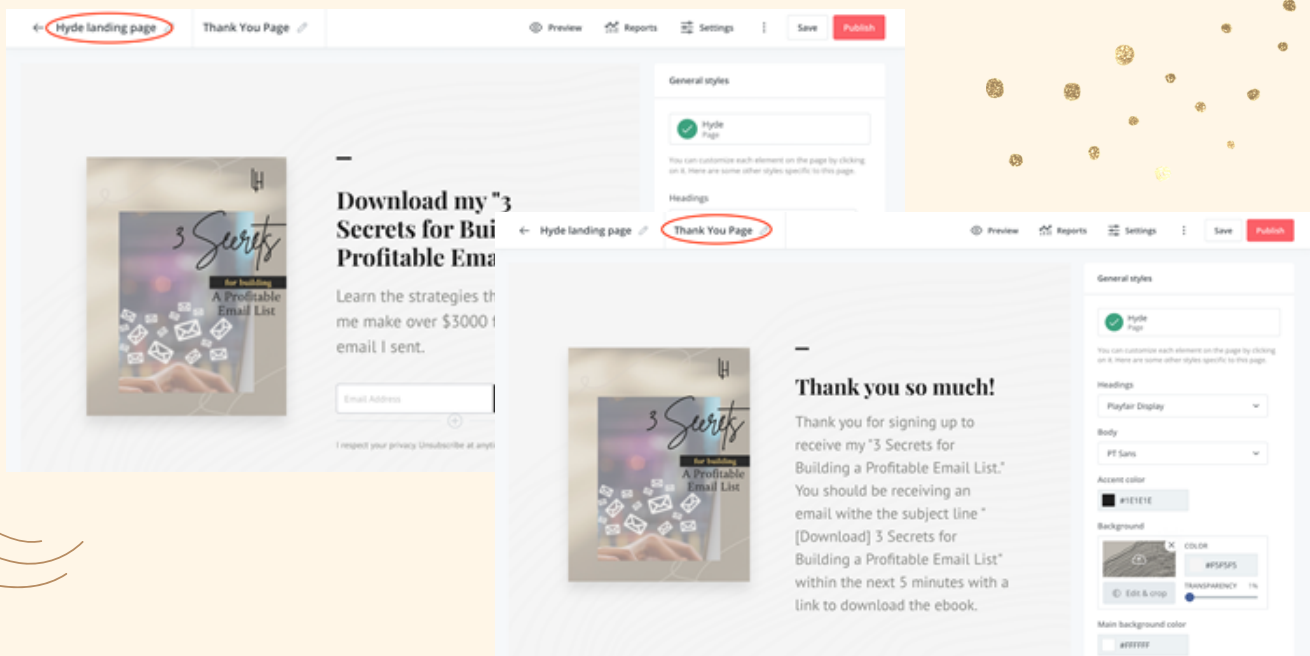
And to set up the emails your subscribers will receive after they sign up on your landing page, you just need to create a Sequence and then a Visual Automation.

Best of all, if you want to create more than one Lead Magnet, then it's super easy to duplicate the pages and the emails!

Step 3

Share your Landing Page so people can opt in for your Lead Magnet and join your Email List

Once you've built your lead magnet and gotten your tech all set up to receive email subscribers, you're faced with the daunting task of getting your perfect audience to see your lead magnet and sign up!

So, where should you post it for optimal exposure?

Well, there's all the obvious (and some not so obvious places), and I've listed 10 of the top places in the next section of this ebook.

But if you're focusing your energy and time on what will get you the best email subscribers with the least amount of work...then I suggest you follow these 3 simple steps to reverse engineer where everyone else is sharing their lead magnets:

Step 1:

Create a list of 3-5 people in your niche that you follow, admire, or consider a competitor. Write down their websites and social media profiles.

Step 2:

Spend 30-60 minutes exploring their profiles again but this time looking just for where they post links to their optin pages.

Step 3:

Post your optin page link in those same places.

And if you want to go the extra mile (which you may want to do when you're first starting out), then check out the list of my top 10 places below and post your lead magnet to those places too.

My Top 10 Places

To Share Your Lead Magnet To Attract The Best Leads

1 Your Email Signature

Add a link to your lead magnet landing page into your email signature so when you're emailing friends, acquaintances, or anyone really, they're given the chance to discover who you are and why they should join your email list.

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www.LouiseHendon.com

Interested in trying TikTok Ads?
Download my new guide:
A Business Owner's Guide To TikTok Ads

2 Ask your existing social media followers to share it

You can even make it a fun game so that everyone who shares the post with your lead magnet link in it is randomly entered to win a free 1-hour coaching session with you.
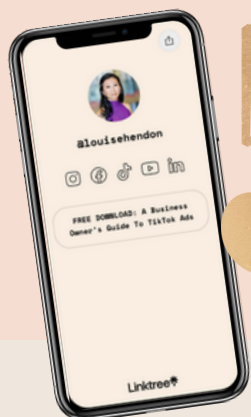
3 Ask your existing email subscribers to share it

Ask them to share the link to your lead magnet with friends and family members who might also be interested.

4 Post it to your website

Add a link to it on your home page and any other pages that get a lot of pageviews (e.g., a popup or a top bar that appears after readers have been on your site for a while).

5 Add it onto your social media bios

You can use a Linktr.ee account to add multiple links, including a link to your lead magnet.

6 Create regular posts on your social media channels reminding followers to optin.

7 Ask podcast hosts if they can post the link in the description of the podcast episode

If you appear on any podcasts as a guest, ask if you can add your landing page link into the show notes as a give to the listeners. Just make sure your lead magnet is relevant to the podcast episode.

8 Post share buttons on your Thank You page

After someone joins your email list, give them actions to take, like sharing your landing page with their friends. Make it easy for them with simple share buttons on that thank you page.

9

Mention parts of your lead magnet in your video posts

Tell your audience about one or two items in your lead magnet and ask them to go check out your landing page to get the rest.

10

Put up a QR code as a slide during any speeches you give

Use a QR code generator to create a QR code and put it into the corner of all your slides so the audience can use it to opt in for your lead magnet easily.

3 Secrets To
Monetizing Your Email List

Secret 1

Let every new subscriber to your email list know about your best or most complementary product or service.

Most new email subscribers join your email list in pretty much the same way. They enter their email address into a form typically in exchange for an ebook (like this one) or in exchange for something else (a webinar, a free download, 10% off discount etc).

After they click the button to submit their email address, they're redirected to what's called a Thank You page. Typically this page says "Thank you for subscribing. Check your email, your ebook will arrive in 5-10 minutes."

But this page can be so much more than just boring "check your spam folder if you don't get the email" instructions...

Your email subscriber is at their most engaged at that moment in time. They're currently thinking about exactly what you're offering and they're super interested in you

and how you can help them.

So, that Thank You page is the perfect place to tell them more about how you can help them immediately.

If you sell products, you can take them to some popular products of yours.

If you sell a service like consulting or coaching, you can direct them to schedule a free consultation call.

The only time you don't want to redirect email subscribers to a Thank You page is if you have an e-commerce store and you're offering a discount code for subscribing. In that case, the discount code should appear on the popup so they can copy it and then they should be able to close the popup and continue shopping from the same page.

Secret 2

Let your email subscribers know about your products and services way more often than you think you should!

Ever noticed that every time you sent an email promoting your products or services, you made money??

This is literally the key.

No one can pay you for your help if you don't tell them that's possible!

But before you shy away from this, let me point out that there are many ways to promote your products without sounding salesy, without that yucky feeling, and without annoying your subscribers.

So here are 3 steps to selling more through your emails...

Step 1:

If you typically send content in your emails and you want to keep it that way, then just add a simple PS footer to your emails letting them know how you can help them.

I really love Taki Moore's method of doing this...

His emails always end with "P.S. Whenever you're ready... here are 4 ways I can help you grow your coaching business:" and then he lists the 4 different ways along with how to take action to purchase or get more info about those products immediately.

Step 2:

Email your subscribers about your most popular product/service within the first 7 days of them joining your email list.

This can be the same product/service you told them about on the Thank You page.

You may want to give them more information about the product/service as well as a discount to purchase it in the first few days to incentivize your email subscribers to take action immediately as well as giving them a good refund period so they can test it out.

Do at least 2 dedicated emails about your product or service during the first 7 days of them joining your email list.

Step 3:

Send at least 1-4 dedicated sales emails per month. If you have enough different products or services, then just send emails about your own products/services. If you've only got a few products, then look into products you like that you can promote as an affiliate. Many apps and softwares you use have affiliate programs and many e-commerce stores also have affiliate/influencer programs.
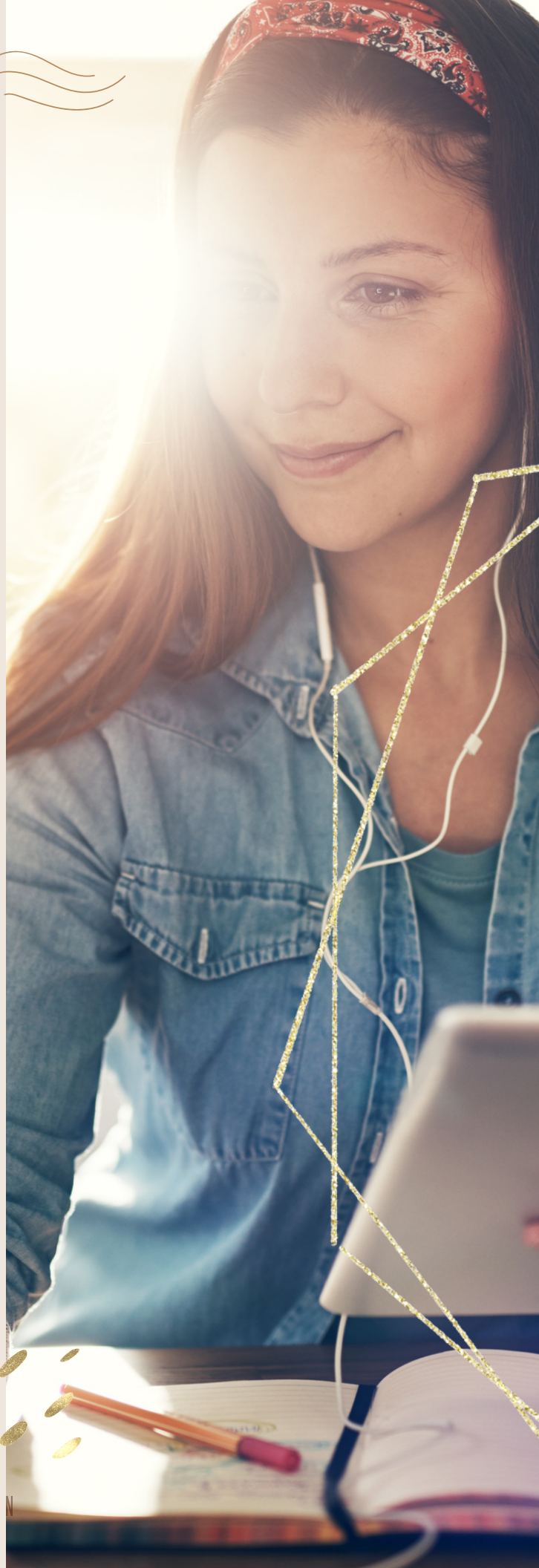
Secret 3

Segment your email list so you can send emails relevant to each subscriber.

If you're worried about annoying your email subscribers with products or services they don't care about, then segmentation is the key. Not only will your email subscribers thank you for this, but you'll also find your open and click rates improve dramatically.

There are various ways to segment your email list:

- Based on their previous purchases.
- Based on which lead magnet they came onto your email list from.
- Based on how recently they've opened any of your emails.
- Based on the email topics they've previously opened.

Bonus

Test different subject lines and email copy to improve your profit per email.

For emails that promote a product, test different variations of the subject line and email copy to see which converts the best.

Many email services have A/B split testing capabilities. But if your email list is under 30k subscribers, it may not be worth running split tests just yet because your data will most likely not be statistically significant (which basically just means you don't have enough data to make a good conclusion about which email did better).

But you can test a different way...

If you send an email promoting your coaching services today, then you can send the identical email in 1-2 months' time with a different subject line and compare the open rates. It's not a perfect test, but it would get you into the habit of thinking about testing different subject lines.

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You will also want to test different types of emails. In general there are 5 types of emails that can all promote a product...try writing several of these and seeing which converts the best.

1   Content (e.g., if you have a fitness product, then you can write an email about 3 exercises to strengthen your glutes and end with letting readers know that they can find a lot more exercises to strengthen their glutes in your fitness product.)

2   Product Benefits (e.g., if you have a fitness product, then you can write an email about what people will gain as benefits from purchasing your product...benefits like losing weight, gaining muscle, looking leaner, less likely to have injuries etc.)

3   Bonuses included in the product (e.g., if you have a fitness product, then you can write an email about the bonus personalized meal plans people will also receive for free if they purchase the product.)

4   Testimonials (e.g., if you have a fitness product, then you can write an email about how much weight one of your customers lost or how much muscle they gained after using your product.)

5   Sale (e.g., if you have a fitness product, then you can write an email giving your readers a flash sale like 50% off if they purchase in the next 24 hours.)

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Work with me !

Need help writing profitable emails, creating the best segments, and planning your email calendar to maximize sales without annoying your email subscribers?

Then, schedule a free 30-minute consultation with me and my team. We'll put together a comprehensive email plan for your company to help skyrocket your email profit without sacrificing your reputation or harassing your email subscribers.

Go here to schedule your free 30-minute email strategy consultation:

louisehendon.com/email