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Build Your List Like a Professional Marketer

By: Fred Raley

Who is this for: Novice to Expert online marketers

What it is about: Critical steps you need to take to succeed

When will you use it: Immediately

Why do you need it: To learn how to set up your own retirement-income business systems.

1. Background

I see online marketers flailing in their efforts to bring in income all the time; making marketing mistakes like there is no tomorrow. They think they are making a difference but when you pull back the covers, they are just spinning their wheels (and spending their money) with no results to show for it.

The good news is these folks are trying.

The bad news is they are doing it all wrong.

There are some critical lessons that new marketers must learn to see success.

That's where this article comes in!

Here are the five critical factors every online marketer needs to put in place to start marketing like a professional and getting results like a professional.

Building your own retirement-income business systems is not hard... you just need to do it right the first time to avoid frustration.



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2. Be a Smart Entrepreneur: Build your list

If you haven't started building an email list yet and you're already making money online, then you need to stop and start monetizing all of the traffic.

I cannot emphasize this point enough. I've likely lost tens of thousands of dollars by not starting my email collection early in my internet marketing career.

Don't make this mistake.

Ray Higdon, Millionaire Internet Marketer says:

"...e-mail is STILL our #1 source of income.

So, this is one of those deals in that I can't comprehend. I can't comprehend being any kind of entrepreneur or being any kind of business owner and not figuring out that it makes sense to have an email list.

Look at these stats about email marketing:

- Email marketing is used by **82%** of Business-to-Business (B2B) and Business-to-Consumer (B2C) companies.
- **89%** of marketers rate email as their primary channel for high paying customers acquisition.
- **75%** of Gmail's 900 million users access their accounts on mobile devices.
- For every \$1 spend on email marketing, the average **return on investment** is \$44.25
- Emails with social sharing buttons increase click through rates by **158%**.
- Nearly **85%** of people using the web will use email.
- **20%** of marketers identify their email operations as their company's **primary revenue source**.



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If this is not enough to convince you to start your email collection routines, I don't know what is.

What will I be sending to my list?

First of all, you are going to be using your list to send your best expert information. That's what your prospects want from you, right? So give it to them.

Now there are several ways to do this. But it all starts with email. The way I like to use email is to send short emails with a single purpose. I use an enticing "call to action" to get the reader to go read my blogpost or to go watch my video, or to listen to my audio... or any of a dozen other things.

Reading a long email is generally boring. Get them in and out of your email and following your directions to your blog, video or audio to give them a richer experience.

And while they are say, on your blog, reading your article, they might see a sidebar ad you have placed strategically and click on it and keep moving around your site.

Google likes it when your readers stay on your site a longer time... it makes Google think you know what you are talking about so they give you more "juice" or credibility in the form of search engine ranking.

Sweet! Free traffic!

Each blogpost for instance should have a call to action at the end of it to tell the reader what to do. That keeps them moving around your site.

And since they got on your list to learn about your topic, there is a good chance they will do just that! Stay on your site, soaking up your expertise and knowledge.

I like to give readers a varied menu of how to soak up my expertise. Some folks like video. Some folks like written articles. Some folks like



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audio (great for listening to on the road for instance, or on a smart phone.) Some like graphics.

The more options you give your reader to consume your knowledge, the more they will do just that.

The more they do that, the better chance they will get to know, like and trust you better and eventually buy your stuff.

That's your whole goal, right... to have them buy your stuff?

Of course.

The longer they stay on your site the more chance you will have at making a sale.

In the situation that you have customers buying a product from you, you should be gathering their email address upon payment so that you can contact them in the future and inform them of new offers and products.

Let's say you are an affiliate marketer, you should be using a Lead Capture Page (LCP) to gather leads from traffic that doesn't convert (or does convert). You can do this by presenting viewers with a squeeze page to extract their e-mail address from them.

Here's a statistic that you should memorize:

***80% of all sales are made between the
5th and the 12th contact.***

Think about that and compare to what you see most folks doing in marketing. Rarely does anyone even follow-up more than once or twice if even that much.

And there are so many things you can follow-up with.

And you introduce them all with Email marketing.



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Send folks to a video about your product or service.

Send folks to an audio recorded about your product or service.

Send folks to a PDF document about your product or service.

Send folks to a blog post about your product or service.

Send folks to a testimonial page about your product or service.

Are you starting to get the drift?

Marketing is a battlefield.

50% of the people who sign up on your list won't even open your email (unless you get really good at writing headlines... that's a topic for another training down the road a bit. I've got LOTS of goodies in this area.)

So if 50% of your subscribers are "dead", then it's your job to educate the remaining 50% on your product or service to the point of them purchasing it from you!

Remember, you must contact them multiple times. 80% of all sales are made between the 5th and the 12th contact.

And contacting them with different methods of giving them info will get you a far better response too.

- Video
- Audio
- Written article
- Graphic

If you don't think you can do all this, all you have to do is to learn. You weren't born knowing how to ride a bike... but you learned. You weren't born knowing how to drive a car... but you learned.

So learn how to write articles.



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Learn how to make videos.

Learn how to make audios.

Learn how to make graphics.

None of this is hard.

But the power it creates in your communication to prospect is awesome!

E-mail marketing is by far one of the **most powerful assets to any business** nowadays.

To skip over it is only hurting you in the long run because you won't be able to drive massive traffic consisting of people that "trust" you already to any offer you have.

You should always be adding customers, visitors, readers, fans, and traffic to an e-mail list so that you can monetize and / or contact them later on down the road.

Here's a great resource to expand on the subject "[Growing Your Business with Email Marketing](#)"

I recommend [Aweber](#) as the autoresponder for managing your email campaigns over all others.

There's a link to it here and in the blogpost on this topic.

There is more good info on Aweber than all other autoresponders combined.

You can also integrate Aweber with all kinds of other marketing platforms. You may not want to do that right now, but it will come in handy later.

Aweber also has a lot of automation features like list segmenting, tracking open and click rates and more. Stuff you might not understand now but you will find invaluable later.



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Go grab your [Aweber](#) account right now. It's only \$1 for the first month, then \$19.95/month thereafter. Quite the bargain to start building such a valuable asset for your business.

For More Helpful Free Training

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