

# LIST BUILDING FOR SUCCESS

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## LIST BUILDING FOR SUCCESS

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Ladies and gentlemen, welcome to another episode of My Unfair Advantage. We're going to





talk about list building basics. I'm going to go over the foundation to build a responsive subscriber list but I'm going to be specific about how to build a list in a niche and how to build a list from scratch. I'm not talking about a list of buyers because frankly, that in my experience has been the best type of list that you can build and that is just a list of people that have bought things from you.

Releasing products, launching products, whenever you launch a product, you connect your JVZoo account, or whatever payment process are you doing, or maybe just when they create an account at your website, you're syncing that to your autoresponder so they're getting on your list. Having a product launch and selling 2,500 units automatically puts 2,500 new people on your list in one day. If you do a few product launches a year, let's say each time you're doing it your goal is 2,000 people, you're going to be growing your list by maybe 6,000 or 7,000 people per year. That is probably the best quality of subscriber that you can have because somebody has already invested money in you.

The responsiveness of that list is going to be much higher than just a list of cold traffic, cold leads that you acquired through advertising. A lot of people have recently asked in the MUA Facebook group about information on list building which is good because it shows me that you're smart enough to see the importance of having a list of prospects that you can market to. Our list is probably one of our most valuable assets in our company because I can use my list to make money on command. Gone are the days where I would send an email and not make any money. I send one email, I accidentally make a couple of hundred bucks now. It's very rare that we send an email out even to a small part of the list and that we don't make money.

Typically, when we plan our campaigns, when we promote a product properly, that's a whole email marketing webinar. When you're using your list properly, we can pull between \$2,000 to \$3,000 a day out of our list if we're doing a full campaign and actually promoting a product properly.

If we're just randomly mailing for something for a couple of days or whatever, we might a few bucks here and there. The point that I'm making is that when you have that list, when you've built a list of prospects and subscribers, you have the power to make money on command.





Writing emails and mailing my list is a daily task for me. It's just one of the things that I do every single day. Getting together that list took time, took patience, and took strategy. That's what we're going to talk about here. We're going to talk about the foundation. Assuming that you have zero people on your list and assuming that you want to build a targeted list for a specific niche, these are the basics. This is the foundation that you need to put down.

I think that there's an important concept that you need to understand first and that is it's more than just a list. What you're doing is assembling an audience. If you use the word list and only the word list, you're limiting yourself to collecting prospects inside of an autoresponder account. But the reality is that with social media there's now a lot of other places that you can assemble your audience. You can assemble your audience in Facebook groups, you can assemble your audience on a Facebook page, you can assemble your audience in Twitter. You can assemble your audience in YouTube subscriptions.

Anywhere that people can subscribe, and you can then communicate with them is essentially a place that you can assemble an audience. Your blog is a place where you can assemble an audience. A forum is a place that you can assemble an audience. Anywhere that you can attract people and get them to subscribe, to somehow attach themselves to you in a way, that you'll be able to communicate with them in bulk.

The reason that this is important for you to understand is that ultimately, what we really want is to be able to make money. That is the purpose for growing the list. You grow a list not because you want to collect names and hang them on your wall, you grow a list because you want to be able to market it. Ideally, what you want to do is build a marketable audience. You can do that in a lot more places than just your autoresponder.

When you start thinking, "Well oh my god, I don't have a big list," and you start going down that whole route of complaining and, "I'll never be a guru." It's because you're not thinking outside the box and you're not seeing what's available to you. For example, just your regular Facebook account, not a Facebook fan page or anything like that, your regular Facebook account allows you to collect 5,000 friends. That's a list of 5,000 people. I can just go and type a post on my Facebook, and I can get 5,000 eyeballs on that thing. That's not paying for ads or anything. I mean I could pay to boost that post, or I can run an ad. The point that I'm making is that you got to consider these other places as assets as well when it comes to being able to assemble an audience that you can market to.





When you start thinking outside of the box, you're going to begin to see that audiences can be assembled in a great deal of places; social media sites, forums, blogs, and any other place that you can actually entice a prospect to join. Keep that in mind because list building is changing. It's constantly evolving. It evolves with new technology; it evolves with new tactics. This is a part of internet marketing that has changed a lot since I started. I presume that it's going to continue to change.

One of the things that we saw a few years ago is we saw a rapid decrease in email open rates, in delivery rates, in click through rates, and in conversions. We saw almost a 50% drop from one year to another. We had to find ways to compensate for that. A whole bunch of technology sprung because there was a need. Now, we eliminate it. We started creating pages, opt-in pages that were converting at 50% higher. We started creating one click opt-in methods like opt-in with Facebook, opt-in with Twitter. All kinds of different things double the conversion rate of our squeeze pages, thereby doubling the speed at which we could put people on our list which compensated for that 50% decrease in delivery and in click through rates in the email. There's always changes going on and it's important that you think outside the box. You're not just building a list. You're building an audience.

How do we build that audience? Like with anything, you have to reverse engineer things. If you're doing things with longevity in mind, if you want to build a solid profitable long-term list—I don't know who came up with this theory but it's pretty accurate. Your list, every subscriber that you have is worth about a dollar a month. If you're marketing to your list properly, every subscriber that you have is worth about a dollar a month. Currently, we have 68,000 subscribers at the time that I recorded this episode. That's about our monthly income when it comes to marketing to our list.

That didn't happen overnight. That took us years to build but the cool thing is that that's not the only place that I market to people because the list is just the beginning. I have a Facebook group; I have numerous Facebook groups. I have probably 25,000 people. If you're going to add all the Facebook groups, my 5,000 that I have on my Facebook wall, if you're to add my Twitter people, that's 10,000 right there. If you were to add all of my social media followers from all the different sites, YouTube, everything, we can probably tack in another 25,000 people that I can reach with a message, with a marketing message.





What's important is that you start with the end in mind and think, "Well, what exactly do I want to accomplish? What is the purpose for this audience? What is the 'big why' that will attract them and keep them in your stadium?" There's going to be three things that you need to do and the 'big why' is the first one. Why do they want to be on this list? Why do they want to be part of this group? Why do they want to associate themselves with you? When you start thinking with the end in mind and you start thinking about building a list, that's the first question that you need to tackle. Why do these people want to join my list or be part of my audience? The next thing that you have to tackle after you know the why is you need to determine what the 'basic who' is. Who is the ideal prospect? What's the demographic? You need to study them, and you need to learn their habits. Why? Let's say the reason people would want to join my list is because they want to become photographers. Maybe that's just the end in mind that I'm beginning with. The big why is they want to become photographers.

'Who' is the next question. Who would want to become a photographer? Let's see a photography student, maybe an art major in college, maybe somebody that's retired and is a hobbyist. See how now I'm starting to look at the demographic? Then I need to zero in on my ideal prospect. Which one of them is it going to be? Is it going to be a college student? You've got to zero in on that specific person because zeroing in on that person is going to help you identify their habits. What sites do they frequent, what times are they online, what countries are they from? It's going to help you put together a profile for that person. You got the 'big why' and you got the 'basic who.'

After you've pinned down the who and the why, you need to determine the 'ideal how.' Those are the three keys of starting with the end in mind, 'big why', 'basic who' and 'ideal how.' What's the most effective way to attract and entice these people? Figuring this part out should be easy if you already understand the why and the who. Knowing the 'why' and identifying the 'who' makes it easy for you to know the 'how.'

For example, if I know that my audience is 60-year-old plus, retired photography hobbyist, that's my audience, they're coming on to my list because they want to learn how to take pictures in nature scenes while traveling. Now, I've got a very targeted who and why. The 'how' kind of becomes easy. Maybe I'm going to create a nature photography for beginners guide. Now, I can use that 'why' and that 'who' to create the 'how,' to create that enticing, ethical bribe.







Once we've got the 'big why,' the 'basic who,' and the 'ideal how,' we can start to reverse engineer a desirable component of this prospect's path to action. I'm going to talk to you a little bit about what an action path is. An action path is that road that everyone with a big why travels in order to get to the ideal how.

If I want to become a photographer, I have to have a starting point and I have to have a destination. My goal is to become a photographer and my starting point is where I am now. I am a novice. Between where I am now and getting to where I want to be with regards to photography, there's going to be a whole bunch of little side doors along that action path and those side doors are where you can capitalize and make money.

We're going to map it out for you in a minute. Once you identify that action path and you draw it out, what you need to do is map a viral funnel that's going to attract and encourage your prospect to invite even more prospects. You identified your action path, means you know who they are, you know why, and you know how. Now that you know their action path, you know their needs. You know what they're going to need along the way, those are side doors.

Somebody that wants to become a photographer, what's the number one thing they're going to need? A freaking camera! They're going to need a camera and there's so many cameras. We could probably create so much information and teach them about cameras. Then, they're going to need lenses, they're going to need a camera bag, they're going to need a tripod, they're going to need so many different things. Remember, these people were interested in nature shots. They're going to need a map of locations; places they can travel to. There's so many side doors that you can activate to communicate with these people.

We're going to map out a viral funnel and that's important because people are hunter gatherers by nature, since the beginning of mankind we've travelled in groups. People love being part of a community. One photographer will know ten others or want to meet ten others and he'll be willing to invite others to share what they've just found. You want to create viral funnels. You want to put things into this action path that are going to make that prospect want to invite other prospects, thereby perpetuating your funnel and we're going to talk a little bit about that now.

Let's expand on the whole action path concept. An action path is a series of things that a demographic tends to do while on the way to a desired outcome. We identified the who, the







novice, the retired person that's taking up photography as a hobby, that just happens to be who we want to target. That person is on a path to becoming a professional photographer or maybe just to become an expert photographer. Maybe they are not professional, maybe they don't want to make money from it but they just want to become experts. To do that, to get to where they want to be from where they are now, they're going to have a series of things that they need to do.

Someone that's searching for XYZ needs it because they want to ZYX, but they will also be looking for QRS and TUV. Bunch of acronyms there. Just consider them blanks. Someone that's searching for blank needs it because they want to blank, but they will also be looking for blank and blank.

Look at this path, the blue line is the path, someone can start on either end of the path, by the way. Paths can go in either direction. If you have a good solid path, someone that's in a photo class could have a goal to get one particular camera. Somebody that has a camera could have a goal to sign up for a photo class. But along the way, they're going to need a bag for that camera, they're going to need a stand, they're going to need a lens, they're going to need a magazine subscription to learn how to use their thing, they're going to need a flash drive or some sort of storage medium for their digital pictures.

All these little things that you can think of that that person is going to need on that path are called side doors. Those side doors are how you monetize this list that you're building. Without those things, building this list is a waste of time, it's purposeless. You must have these things in the action path first. You need to know that they exist. If they don't exist or you can't find them, this is not a good niche to get into, this is not a good list to build because what you've done is build something for the purpose of building it. You can't do anything else with it, there's no way to monetize it or there's only one way to monetize it. The more side doors you have, the more chances of monetizing that list. This is why we say start with the end in mind.

Draw this out first. Get to know your demographic. Find out their 'big why,' find out the 'who,' find out the 'ideal how.' Once you've done those things, you can map this out and now you can create funnels to get people into either end of this action path.





Let's get a little bit more specific on this strategy. There's that action path again. "How do we do this Omar? Yeah, that's great, it's a pretty little colorful diagram up there. I kind of get it. They want this and they want to end over there and we can try to sell a whole bunch of stuff in between. Okay, I get it. I get it. But where does the list building part come in?" You're going to need some tools to build a list, but don't freak out. Here we go. This is what's going to happen. Either end of this action path is going to bring people to a squeeze page. That green box, that camera or on the right hand side, that photo class, that's your traffic. That is the people that you're targeting with an ad. You're going to send those people to a squeeze page or to a Facebook group or some lead acquisition method.

The next thing that you're going to do is try to get them to invite their friends by offering them something else for free. Let's say you're starting on the camera end of this action path, perhaps I create a squeeze page that offers a guide to the best cameras for people that are hobbyists and that are interested in doing nature shots. Maybe you make a specific report just for these types of people and it talks about all the different types of cameras. Then maybe, there is some videos that go along with it. Something else, something else that you can add as an additional benefit to that free gift that you're going to give them. You give them the free gift if they give you their name and email but then you give them the second free gift if they give you somebody else's name or email or if they invite somebody else, something like that.

There's tools that we use. Things like Share Gates, Like-gates, we have a couple of them inside My Unfair Advantage. I used to use one called Traffic Zombie, we have one called Buzzinar. The key is to put some sort of a viral component in there that compels each one of these people to invite more people.

In the opposite end of the spectrum over here, you can have another squeeze page over there. That one is people that are looking for a photo class or maybe some people that are already in a photo class. Maybe to them you could talk about all the different types of classes and the different types of—there's scenery, there's indoor film shooting. There's a whole other class, a whole other 'why', or a whole other demographic on that end that you can now cross, they're along the same path, just at different ends.

You can create two different squeeze pages, build two different lists, but both of those lists are getting the same side door offers. Each one of these side door offers is going to have its own





email. As you can see there, the first email obviously is the welcome but the person that's on this end of the action path that squeezed in through the camera angle, they might get the welcome email and the first thing you show them is the bag, "Hey do you have this camera bag, this is the camera bag that everybody uses when they're taking pictures outdoors, especially for scenic shots. Check it out. It has a little pocket for your water holder. You can put your bottle of water here." I don't know whatever. Whatever is going to appeal to that person.

Maybe the next email for that person can be, "Hey, do you have the stand. This is the way to balance—it's the best one to have because if you unscrew this part it turns into a selfie stand. You can hold it with one hand but if you do this, it turns into a tripod."

Let's say you start it on the other end. Maybe that person that's in the class, maybe the first email they get is the storage drive to store their pictures while they're in class. "Hey, by the way, do you subscribe to this magazine because every student has this magazine subscription." Do you see how we just kind of reverse the order of the email sequence? We already have that email sequence written. It's one email sequence. It's the same email sequence. We're just reversing the order to these two different lists. This is the strategy that you can apply with—I just picked one niche, I picked photography. How many niches can you think of that you can—of course, you've got to find the three things, you're going to reverse engineer it. The 'big why,' the 'ideal how' all that stuff, you have to go and you got to research it for your specific niche.

You don't necessarily have to put people into a list. Remember, you can put people into a Facebook group, you can put people into a forum. The key is to have this strategy, to have this mapped out and to start with the end in mind.

What tools are you going to use? If you want to build an actual physical list that you can bulk email, you're going to need an autoresponder. I use AWeber, there's a lot of them out there. AWeber in my opinion is the best. You're going to want to have a way to email them whenever you have something to offer them. It's not just about the stuff they're getting in the sequence but broadcast emails and things like that.

Make sure you don't have any cross dipping. What I mean by that is if you have a golf list and you have a photography list, you don't want to send a golf offer to your photography list. That's the easiest way to piss them off and get them all to unsubscribe.





You're going to want to do a Facebook group or a Facebook page for a couple of reasons. First of all, it's an excellent place to assemble your audience and advertising is pretty cheap. You can run a Facebook ad that gets people to click and join your Facebook group, and that's a lot cheaper. You're going to pay a lot less per click than if you're taking them away from Facebook.

Facebook basically incentivizes you for keeping the traffic within their site. You're going to pay less per click for traffic that you're sending to a Facebook group or a page. It makes sense to create that Facebook group or page and then maybe post a link to your squeeze page inside the group. It's not going to grow as fast as if you're just pointing them directly to your squeeze page but you're going to be able to grow it a lot cheaper without having to invest a lot much of money.

Speaking of which, you're going to need a squeeze page. The easiest way to do this is with Optimize Press 2.0. There's so many squeeze page templates in there and you're going to use the same template with different backgrounds, just connecting it to different lists. You don't have to be an expert to do this. I do recommend however that you have a different URL, or a different domain for each squeeze page. That doesn't mean that you have to install WordPress 100 times if you're going to have 100 lists. You can have it all on one Word Press site but you're going to want a different domain name pointing to each squeeze page.

Let me jump in right here and show you Optimize Press. I'm sure you're familiar with Optimize Press. I like using Optimize Press for my squeeze pages. It's really easy to set these up. I'm going to go over to the club house. If you guys aren't clubhouse members, you should sign up from inside Optimize Press but they've got so many templates in here that you can use.

If you go over here and see all templates, I'm just going to click on landing pages. They have like different categories. I'm going to click landing pages and it will bring all the landing pages up. You've got all these different squeeze pages that you can use.

Remember you install Optimize Press once and this template right here, you can have a bullet here, let's say this is photography. You can make this background image. You see this background image that I'm moving around, you can make that be something with photography. They have a whole bunch of images. They have an image library here too. You could select different images for the different niches. Maybe you're building a list about golf, maybe you're





building a list about—guys, I’m not a very big niche marketer but this is the way that I’ve done it in the internet marketing niche, in the make money online niche and in the business niche. This is exactly the process you’re going to use for whatever niche, whatever action path you design. You can use these same tools and you CAN get somebody to enter their email address here, you could change the bullets depending on what niche or what thing.

This is just one of the squeeze pages. Look at all these different templates. How about this one? They’ve got a picture of a beach in the background. This one has a little video as well. So many different things that you can use. They’ve got a whole library with pages and pages of images you can use on the background of squeeze page. Not only this, but there’s a lot of stock photo sites out there that you can use as well.

Whether you’re using Optimize Press, there’s a lot of other ones out there. I’m not saying that this is the only one to use. I like using Optimize Press. It works great with WordPress and the website just looks great; they look amazing. I just wanted to throw that in there as far as tools. When it comes to squeeze pages, Optimize Press is a very, very, easy to use solution for you and it works on Word Press. It’s very, very, common and you can even outsource all of this for pennies or a dollar over at [fiverr.com](https://www.fiverr.com).

Advertising. You know what? Invest in your business. This is the best way to do it. Some people say, “I want to do it for free.” You know what? You’re going to take freaking forever. You’re not going to make money in the process. You just spend a couple of bucks. It doesn’t cost a lot of money to do this. You can spend \$5 a day and you can add hundreds of people a week to your list, to your group. Melinda built a group, it’s like 800 or 1,000 people in a niche that she’s in and she did it for \$80. \$80 I think, she got like 850 people. I don’t remember the exact amount. Then it was just growing by itself because people in the group started inviting other people. \$80.

Investing in your business to grow a list of 800 to 1,000 people that you can start monetizing with all these side doors and you’re the owner of the group, so they revere you in there. They listen to you. You post a link, you’re the only one that’s allowed to post links in your group, obviously. Now, you can monetize these photographers or whenever you build a—you can build a group about anything.





Finally, you need to make sure that you have affiliate products in it. Like I said, if there's no side doors that you can monetize—they could be physical items they could be whatever, whatever you make money off. You must have a wide array of products ready to promote to your list right after they sign up because if not, you're just growing a list for the purpose of growth. That's the ideology of the cancer cell; growth for the purpose of growth only ends up killing the host. It makes no sense to just build a list and grow it and grow it and grow it if you have nothing to promote to it, if you're not mailing to it daily, and if you aren't setting it up right from the beginning.

With that said, remember building a list is going to require patience. It's not going to happen overnight. It's also going to require strategy. You've got to map this out, you've got to think about it, you've got to sit down, get a pencil and paper, and you got to put your head in the game, and you go, "Why am I doing this? What do I want to do with these people? Why am I going to build a list?" Nobody is going to stop by your house and drop a list of subscribers one day. It's not going to happen. You got to put in the energy and you got to put in—put your thinking cap on, put the elbow grease into it and you're going to need an advertising budget. It's the easiest way to do it, and it's the fastest way.

Just run an ad. If you ran an ad today and you put some money into the ad and you send them to a group or you send them to a squeeze page, by tomorrow you will already be collecting leads that you can market to. If you start trying to use free tactics and stuff, you're going to get a whole bunch of freebie seekers that you can't monetize and it's going to take forever, you're going to get discouraged, and your shiny object syndrome is going to kick in. You're going to start looking for more freaking 'how to build a list product and how to build—" You're going to have 10 different people give you 10 different strategies, you're going to get to absolutely freaking nowhere. You must think it through. You must devise a plan. You must put it into action. This is not going to magically appear one day. It takes time and it takes effort to build.

But I'll tell you what, once you got that critical mass going, it closes by itself especially if you have those viral components. Don't ever be afraid to invest in your business.

I've got to leave you with this one thing. When it comes to advertising and running an ad to your squeeze page, people freak out. It's amazing when I say it's a student, I'm like, "Okay listen. Take \$100 and put it in Facebook." They're like, "Oh my god, what?" Why? Why are you







willing to spend thousands of dollars on a training course and not even watch half the videos but when I say invest \$100 in driving some traffic to your squeeze page, you freak out.

Don't ever be afraid to invest in your business. Eventually, you're going to get really, really, good at it and you're going to be able to turn every single one of those advertising dollars into \$2 and you're going to see that you're going to have a huge return on your investment. But you're never going to get there if you don't start. You're not going to maybe be profitable from day one but unless you get your foot in the door and you start taking baby steps, advertise with \$5, advertise with \$10, you'll see that it's going to pay off. You're going to learn; you're going to get better and better and better at it. It requires an investment of time and money. You have to invest in your business. Don't ever be afraid to invest in your business.

I hope this helps you and I hope you start finding action paths for your prospects and building really, really, profitable audiences, not just in an autoresponder but in any kind of venue, any kind of place that you can get people to subscribe to you. I look forward to seeing you in our next episode. Take care.







# LIST BUILDING FOR SUCCESS



Mike Johnson **Online**  
MARKETING STRATEGIES

*To Your Success,  
Mike Johnson*

