3 TOP TIPS

Weekly Tips On How To Grow Your List, Grow Your Traffic & Grow Your Offers

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Welcome to another issue of Three Top Tips

In today's issue we're going to improve your list, traffic and offers with these three lessons:

    1. List: 7 Tips for Creating Emails That Get Opened and Get Read

    2. Traffic: How to Build a Community That Establishes You as An Expert and Generates a Lot of Traffic

    3. Offers: How to Quickly and Easily Create Products the Hands-Free Way

So, without further ado, let's get to it…

List: 7 Tips for Creating Emails That Get Opened and Get Read

Elsewhere in these Three Top Tips issues, we've talked about some of the key points to getting your emails opened and read, such as by creating enticing benefit-driven, curiosity arousing. subject lines. Now here in this issue we're going to continue with that conversation, as you're about to learn other tips and tricks for getting people to open and read your emails.

Let's jump in…

Develop a Schedule

The key here is to get your subscribers to expect an email from you on certain days and times. For example, perhaps you publish twice a week on Tuesday and Friday mornings. Sure, you may send emails at other times, such as when you're promoting a sale, but you want to make sure your subscribers always get an email at the expected time.

The reason for this is simple: if you're creating really good content (which is key), then your readers are going to start looking forward to your emails. The only way for them to sustain this level of anticipation is if they know when to expect your emails.

Which brings us to the next point…

Build Anticipation for Upcoming Emails

At the end of every email you send out, you want to get your subscribers excited about what's coming in the next email. You also want to let them know when they can expect to see that next email.

A good way to do this is by sharing the benefits of an upcoming email. If you can arouse curiosity – such as by sharing the benefits but not letting recipients know how it's possible to get those benefits – that's even better.

Let me give you an example:

"You'll want to keep your eye right here on your inbox, because next time you'll find out how to sell your unfinished project car for more money than you think it's worth. How is that possible? You'll find out on Friday!"

Another example:

"A lot of dieters think that hunger pangs and cravings are inevitable. I have news for you – they're not! And on Monday you're going to find out the secret of rapid weight loss without hunger pangs, without cravings, and without ever feeling deprived! Keep an eye out for my next email, because you won't want to miss it!"

Use Responsive Templates

Many of your subscribers likely use their phones to read your emails. If you're using an HTML email template that's not responsive, then readers are going to have a hard time seeing your content. And if they're struggling to read your emails, their solution will be to simply not read it. If they encounter this problem more than once, they're probably going to stop opening your emails altogether (or even unsubscribe).

Fortunately, the solution is simple: use responsive design templates that look great on any device. If you're using a major email service provider (such as

Aweber), then you'll have a collection of responsive design templates to choose from – no coding required!

Build Brand Recognition

When a subscriber first joins your list, your subject line is going to play an outsized role into whether that person opens your emails or not. However, over time the subject line is still going to be really important, but some of the burden will begin to shift to your reputation.

Here's what I mean: if you provide a lot of great content in every email you send, then people are going to start associating your brand with awesome emails. And in turn, that means they're going to look forward to your emails and eagerly open them as soon as they arrive.

Of course, the opposite is true too. If your content is just so-so, then you're basically building a brand that people associate with "meh." If people think "meh" when they see your emails, they're unlikely to read them. A good subject line MIGHT make them curious enough to open the email, but if you don't deliver the goods then your list is going to grow cold.

As such, that's why it's important for you to consistently deliver good content that solves problems and is (preferably) something that your readers haven't seen before. (Even if that's just one fresh tip in each email.)

The second key here is that you need to carefully choose the "From" field on your emails in a way that reflects your name or branding, and then don't change it once you've decided on the field. People are going to open your emails, in part, based on recognizing your "From" field, which is why you don't want to confuse people by changing it.

Use Follow Up Tools

Many of the big email service providers offer built-in tools that let you see which portions of your list didn't open your last email. Use these tools to your benefit, by resending unopened emails, preferably with a different subject line.

Which brings us to the next point…

Test and Track Subject Lines

As mentioned, your subject line is always going to be an important factor when it comes to people opening your emails. That's why you'll want to test your subject lines to see which ones get you the most opens and clicks. This is particularly important for subject lines that you're going to use repeatedly for the long-term, such as those in your autoresponder sequences.

Note: many of the big email service providers offer built-in tracking and testing tools. If your autoresponder doesn't have these tools, then you'll want to consider moving to one that does (such as ConvertKit.com, Aweber.com, and many others).

Now a few parting words…

Conclusion

Any little thing you can do to improve the chances of someone opening and reading your email is well worth doing, as that will improve your overall conversions and list profits. That's why you'll want to put the above tips to work for you.

Now let's turn our attention towards building traffic…

Traffic: How to Build a Community That Establishes You as An Expert and Generates a Lot of Traffic

Throughout these issues, you've been learning that one key to your success is to establish yourself as an expert or authority in the niche. That's because people want to follow and learn from known experts, rather than the Joe Blows of the web. Indeed, that's why you want to always publish quality content in each email you send to help you build up your authority and expertise in the niche.

But here's the thing…

This sort of brand-building doesn't stop with your newsletter. In order to firmly establish yourself as an expert, you need to think outside the newsletter. And one really good way to establish your expertise while also generating traffic is to create your own niche group or forum.

Let's talk about how to do it…

Step 1: Decide Which Platform to Use

For the purpose of this lesson, we're going to focus on groups or forums. Yes, owning a blog is also a good way to build a community, but that tends to be more one-sided (since visitors or members can't start topics, as they can only reply to your posts).

The advantage of a forum is that you own the platform. You're not going to lose your platform because someone else changed the rules. (Provided you

follow your webhosting rules, of course.) The disadvantage is that a forum requires users to create a log in and remember to visit.

The advantage of creating a Facebook group is that people are already used to visiting the platform – often multiple times per day. They don't need a new login, and your posts will show up in their regular feed to remind them to participate in the group.

The downside of Facebook, of course, is that you don't own the platform. Facebook could change the rules and you could lose your group.

Nonetheless, generally Facebook is a great way to start a community, because you can get up and running fast (no tech experience required). Be sure to pick a name that reflects the topic, preferably with keywords that your audience is likely to search for. That way, anyone searching for the topic will see your group in the list.

For example, let's suppose your brand name is Whiz Bang, and you're setting up dieting group. You don't want to call it the "Whiz Bang Group," because only people who are already familiar with your brand will recognize it. Instead, you can incorporate your brand and the relevant keywords, such as "The Whiz Bang Weight Loss for Women" group.

Step 2: Determine Your Topic

The next step is to determine your exact topic. It's a good idea to do some research to see what other groups and forums are in your niche and which topics they're focusing on. In order to set yourself apart, it's a good idea to specialize in a topic or targeted niche that others aren't focusing on.

For example, perhaps you want to start a weight loss group. Consider this: Is anyone else focusing on your specific niche, such as weight-loss for middle age women or dieting for those with special dietary needs (such as gluten-free

dieting)? Or how about a narrower topic, such as creating easy, delicious meals?

Focus in on a smaller segment of your market or a specialized topic, and then move onto the next step…

Step 3: Disseminate Content

Once you pick your topic and platform, then you want to start building up the platform with some good content. You may want to bring on a few friends or send out invites to a select number of your audience to help you build up content in the group before you initially launch. People are more likely to want to join a group if it already looks like there is good content on board and an active membership.

Step 4: Drive Traffic to the Platform

Once you have some content on the platform, then you can start developing a bigger audience. Here's how to attract people to your new group…

Tell Your Existing Contacts

Blog about your new group, tell your newsletter list, and announce it across all your social media pages.

Start a Contest

The idea here is to offer contest entries to join your group as well as to spread the word about the group.

Drop Links and CTAs

Another way to promote is to put a link and call to action all throughout your website and sales funnel. This includes:

- Links in all emails you send out.
- Permanent links in your blog's sidebar.
- Links in your blogging and guest blogging bylines.
- Links on your thank you and download pages.
- Links inside your products, including lead magnets and paid products.
- Mentions during your webinars.

Next…

Use Facebook Advertising

Facebook's ad platform is a convenient way to promote a FB group. Just be sure to pick a narrowly targeted audience in order to get high conversion rates.

Ask Your Partners to Promote

If you have joint venture partners, ask them to do a co-promotion where they promote your new group and you promote the link of their choice.

Step 5: Develop a Plan

The above steps will get your group up and running. Now you need to create a long-term plan for both sharing content and building the group. This includes:

- Creating regular features to make your group more "sticky." For example, you might do group-coaching sessions one day per week or an hour or two, where members can ask you anything.

- Develop a plan for member retention. For example, you might showcase your best members (e.g., "Member of the Week") to build loyalty.

- Encourage participation. People who contribute regularly are likely to quit the group. For example, you might ask members to share their favorite tips, tools, authors, embarrassing mistakes, pics or more – whatever you think will engage them.

- Post high-quality content. This should include strategies and tips people can't find anywhere else, as your goal here is to help build your expertise and authority in the niche.

- Create a long-term traffic plan. You'll need to promote your group and keep posting content in order to grow it. Eventually, once you hit a certain membership level people will seek you out – but until then, you need to find them and encourage them to join.

- Create a plan for driving traffic back to your site. For example, you might post "Part 1" of an article in the group, and then encourage people to join your list to get "Part 2" of the article.

Now a few parting thoughts…

Conclusion

Building your own community in the form of a group is a great way to share high-quality content, establish your expertise, and drive traffic back to your site. That's why you'll want to start doing research ASAP to see what sort of group you should set up.

Now the next topic…

Offers: How to Quickly and Easily Create Products the Hands-Free Way

Imagine for a moment that you've just brainstormed a sales funnel, and you're getting ready to start creating it. At a minimum, this funnel includes:

- A lead magnet.
- A tripwire product.
- Your core product.
- A backend product.
- Cross-sell products for order forms.
- Bonuses for the paid product.

And as you build out the funnel, you're going to keep adding to it (e.g., more backend products, and with that you need to create more bonuses and cross-sells).

Point is, even creating one simple sales funnel requires a fair amount of time. If you're not skilled at creating products, then you might spend a whole lot of time creating something that's, shall we say, subpar.

So, what's the solution? It's this: outsource. Let someone else do the work while you take all the credit and make all the profits.

Here's how to do it…

Step 1: Decide What to Outsource

First, you need to determine what your outsourcing budget is, which will help you then decide what you can outsource.

For example, if you have a big budget, you may decide to outsource the entire sales funnel. On the other hand, if your budget is more modest, then you need to make some decisions. Specifically:

- Which product(s) should you outsource? For example, you may decide to create a video-training course and outsource that part if you're not good at video production. Meanwhile, perhaps, you'd handle all the text-based products (such as the lead magnet).

- Is there a way to make the process less expensive? For example, you might purchase PLR content, and then hire someone to tweak it. This saves you both time and money.

Decide what to outsource, and then move onto the next step…

Step 2: Define Your Project

If you intend to outsource multiple pieces, you may want to start with the smallest piece. That's because a small project gives you a chance to see if you work well with a freelancer before you hire them on for a bigger project.

So, with that in mind, decide what to outsource first. Then you'll want to draw up a project brief that details all the specs for the project. The more detailed you can be at this stage, the better quality of freelancer you'll attract.

For example, let's suppose you want someone to create a report for you that you intend to use as a lead magnet. Here's the type of information you want to provide in your brief (which will double as an ad if you post it on a freelancing site):

- Working title for the report.
- Word count (or range).

- Purpose of the report.
- Outline for each section of the report (be as detailed as possible here).
- Define the call to action at the end of the report.
- Any notes about writing style or formatting (e.g., "write with a conversational style).
- Delivery date.
- Budget.

Take note that you'll attract more freelancers if you have a bigger budget and a delivery date that's not tight (as the best freelancers tend to be booked well in advance).

Step 3: Distribute Your Ad

Now that you have your project brief, it's time to find your freelancer. Here are different ways to do it:

- Post your project brief on a freelancing site such as upwork.com, guru.com or freelancer.com.
- Search Google for a freelancer (e.g., "hire freelance writer" or "hire ghostwriter").
- Ask your colleagues and other contacts for recommendations.
- Post on a freelancing group on Facebook or on a freelancing forum to get recommendations.

And finally…

Step 4: Do Your Due Diligence

You'll likely have multiple freelancers on your long list who are eager to have you hire them for your project. To save yourself time, money, and heartache, be sure to research each potential candidate so that you can pick the best one to suit your needs.

To that end, turn your long list of potential candidates into a short list by asking yourself the questions below. You'll need to do some research to answer these, such as combing the freelancer's website and researching them using Google.

- Does the freelancer produce good work? (Check their portfolio.)

- Does the freelancer have good ratings and feedback on freelancing sites, where applicable?

- When you run their name and business name through Google, do they appear to have a good reputation?

- Does the freelancer's rates match your budget?

- Does the freelancer have references that you can check?

- What makes a particular freelancer stand out from his or her competitors?

Now a few parting thoughts…

Conclusion

Outsourcing is a great way to build your business faster, as it frees up your time to work on other tasks. Or you can spend the extra time just enjoying your friends, family and hobbies. Plus, as an added bonus, oftentimes a professional can create a product better than you can, so you'll end up with something really valuable and desirable. And that's why you'll want to put the above information to work so you can start outsourcing soon!

That's it for this issue of Three Top Tips. I'll see you in another issue again soon!

Recommended Resources

GrooveFunnels My #1 recommended tool for online Businesses: GrooveFunnels is a complete online business and marketing platform for Your digital products and services. You can create websites, build sales funnels, build your blog, automate your marketing, make more sales and so much more! All your Marketing tools within one platform – This will save you thousands of dollars a year!

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