

How to Earn \$500 a Month by Building an Email List

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How to Earn \$500 a Month by Building an Email List

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Building an email list is one of the smartest things you can do as an online marketer. In fact, you should be building an email list for just about anything you do online. However, you can also focus on this as its own business model and income stream.

Why build an email list? Consider the email lists you are on for other marketers or companies. You receive helpful information, motivation, and product promotions by being on those lists. You joined those lists for one reason or another. Often, it was to get something for free or because you purchased something from that business. Now, you're going to be on the other end of things and add (at least) an extra \$500 a month to your pocket.

You should build an email list so you can take advantage of everything they have to offer to your business. People buy from those they know, like, and trust. It can be very difficult to make money "cold." If people don't know you, they are not likely to buy from you—that's why certain methods of making money online are so difficult. However, if people are on your email list they can really get to know you and they will be a lot more likely to buy from you.

Once people are on your email list you can sell to them over and over again. You can really make a name for yourself in whichever niche you have chosen. With your list, you are going to share helpful information, build relationships, consider creating and selling your own products, and promote products as an affiliate.

The great news is that you can earn with your email list on autopilot. You can set up list building funnels that work for you, day and night. You can set up autoresponder emails that go out at a set time, no matter when

someone signs up to your email list. You can take advantage of the autopilot nature of your email list as well as keep up with your list in real time, via broadcast emails. It's an amazing way to add income to your bottom line every month.

The Steps You Need to Take to Build an Email List

There are some important steps you need to take to successfully build an email list and profit from it. I hope you're getting really excited about this method, because it is one of the most valuable business models online.

Choose a Niche for Your Email List

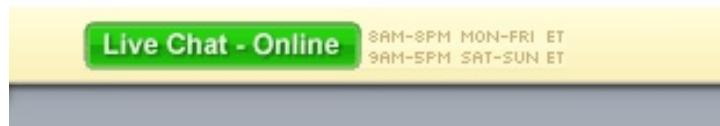
One of the most important things you can do is choose a good niche to build your email list in. You want to choose a niche where people really care or are passionate and desperate for something. You don't want to choose a niche that people aren't very motivated by. If you want something surefire, choose to focus on a problem people have that they are desperate to solve and that they spend a lot of money on.

One example is the make money online niche. Indeed, the product you're reading right now is in the make money online niche. Your problem is that you are desperate to earn more money. This guide satisfies that problem—it gives you a great, enticing solution. It goes hand in hand with the quality you get by being on my email list. Those who are on my email list receive help and advice every day, and they love that. The make money online niche is very profitable, in case you're wondering.

However, it's certainly not the only niche out there. Weight loss, parenting, dating, investing, and many other niches are also extremely popular. Figure out what you want to target and what you have to offer to the people of that niche. Ideally, you will choose something that you are already familiar with and interested in. It helps if you already maintain an interest in that niche and so you don't have to do a lot of research.

Sign up for an Autoresponder Account

You will, of course, need to sign up for an autoresponder account so you can maintain your email list. I recommend aWeber – it is relatively low in price every month and is very full-featured. Their help documents are spectacular, so please consult them for any technical questions you have for setting your opt in forms and list up.



Your autoresponder company (such as aWeber) is going to give you opt in forms you can put on your website, which allow people to sign up for your list. Opt in forms are the boxes that ask for people's name and email address. Your autoresponder company will also maintain your lists for you and store your autoresponder emails, as well as allow you to send out broadcast emails.

Here is an example of an opt in form:

SUBSCRIBE TO US...

ATTENTION: Get This First...

"34 FREE REPORTS!"

General Information

Email 

First Name

Last Name

 **DOWNLOAD**
click here

Enter Your Contact Information Above &
We'll Send You 34 Free Marketing Reports!

Research Your Niche Further

You've chosen your niche, but you need to figure out what your "niche within your niche" is going to be. What is it about you that is going to make people want to listen to you? What do you bring to the table? You can make a lot of headway, very quickly, if you find a specific and smaller part of the larger niche that you can tackle. For example, maybe you want to focus on helping small business owners with their mindset. This is a smaller sub-niche of the entire "small business" niche.

Plan Your Funnel

Your overall goal will be to funnel traffic to your opt in forms so people sign up for your list. It can be very helpful to get an overall view of what your funnel will consist of, before you get started. You'll be driving traffic to an opt-in form. People will sign up through this form because they want something you are giving them.

You're going to be giving them an offer, for free, that's so great they simply can't pass it up. After you have people on your list, they will automatically receive the messages you have preloaded into your autoresponder. Some of these messages will be informative and relationship building. Other emails will be promotional in nature. You can promote products you own or products you are marketing as an affiliate.

Now that you have the bird's eye view, it's time to put this list building and marketing funnel into action so you can earn \$500 per month (or much more).

Choose What You'll Give Away

You are going to have to give something away to get people to sign up for your email list. People are very busy and will not sign up without a reason. Give them a really great reason – something that will resonate with them and that they will desperately want. They have to want it bad enough that they will have no qualms with handing over their email address to you to get it.

You can write a free report or e-course to give away to the people who opt in. You can write this yourself, outsource it, or buy rights to use something that is already written. One thing some people do to quickly create these reports is use content from article directories. Article directories, like EzineArticles.com, allow you to use the articles present there, as long as you keep the author's resource box intact. You can find helpful articles that are really well written to include and combine into a PDF for your new list members to download.

Set up Your Squeeze Page

You need to create a squeeze page as part of this process. This is a page that is solely dedicated to getting people to sign up for your email list. On a squeeze page, you will include the opt in form you get from your autoresponder company. You will also include bullet points that spell out the benefits of signing up to receive your free product. You can include a

headline, a picture of yourself, and other interesting and reassuring bullet point text and images.

[Here is an example of a squeeze page](#)

Write Some Autoresponder Emails

You should load several emails into your autoresponder. When you first get started, I recommend you write and load around seven. The first one should be an introductory message. Though, you can also choose to send people straight to a paid offer (upsell) after they sign up for your list.

After the first email, you may want to rotate relationship-building emails with promotional emails. Play around with it and see what converts for you. You can find different affiliate offers your audience will be interested in. Promote those products in your emails—really build up to the sale by selling them on the benefits. You want to pre-sell them on buying whatever it is before they even get to the squeeze page.

Getting Traffic

Now that your list building funnel is set up, you need to focus on getting traffic to your squeeze page or opt in form. You can get traffic by paying for it, such as with Facebook ads or Google ads. You can also start making a name for yourself on social media sites like Facebook and Twitter. You can also take part in article marketing, where you write articles that link to your squeeze page.

Do whatever you can to drive traffic to your squeeze page and opt in forms to get people to sign up for your list. Ideally, a large chunk of the people who visit your squeeze page will go ahead and sign up for your free offer. Once you really get this going, your list will allow you to make money on autopilot.

Taking This to the Next Level

You want to turn this into a success. Start creating your own products to sell to the people on your email list. Continue driving traffic – pouring some of the profits you earn into buying traffic. Also, consider partnering up with others in the same niche so you can promote each other's products, which will help both of you grow your lists even larger.

If you play your cards right, building a great email list in a desperate niche that spends a lot of money can very easily net you \$500 a month. In fact, building great email lists in profitable niches can dramatically improve your income very quickly. It is certainly not out of the question to reach the six-figure per year mark with this strategy. That's why building a list is one of the best moves you can make – whether it's is your main focus or not.



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