VideoFruit

GROW YOUR EMAIL LIST
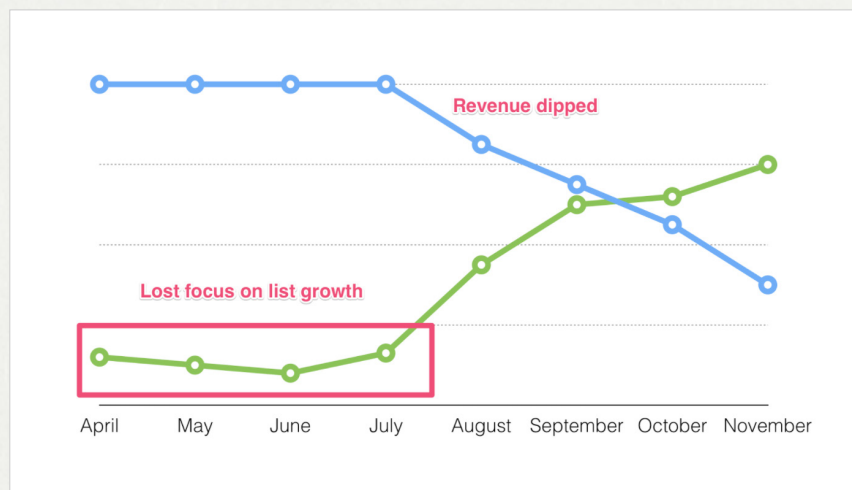
TOP 3 LIST BUILDING STRATEGIES OF 2017

- Bryan Harris -

INTRODUCTION

—

#1 lesson of last year for me = Revenue follows list growth

If your list is growing, revenue will follow. Get lazy, lose focus and let your list growth slow down and revenue will dip as well.

Check out this graph from my business...

That is why in this short eBook, I'm going to walk you through the most effective strategies for growing your email list in 2017. Whether you have one person on your email list, or one thousand—or if you haven't even gotten started—this ebook will give you easy to follow steps to grow your list.

You'll learn the exact strategies that some of the brightest minds in marketing are using in their businesses right now (not a bunch of re-gurgitated junk from outdated blog posts).

Growing an email list can seem like an impossible task, but it is doable. It is achievable. And this book gets you started down that path.

-Bryan

TABLE OF CONTENTS

—

AUDIO BOOK

Would you prefer to listen to this strategy guide instead?

Just click the button below and we'll take you to the audio version. It's worth the listen.

[LISTEN NOW]

#0
SETUP LIST
GOAL NOW

DIFFICULTY
1/10

EFFECTIVENESS
★★★★★

TIME TO IMPLEMENT
2 MINUTES

What does any normal person do before running a marathon?

Two things:

1   **Buy good socks (duh)**
2   **Know where the finish line is**

It would be really dumb to start a race without having any clue where you were running.

Same thing for growing your email list. If you have no idea what your target number of subscribers is, then you are lost before you even start.

That's why the first thing you need to do before starting on any of the strategies in this ebook or anywhere else is go install the free app List Goal.

It will do three things…

Thing #1   **Help you quickly set your list goal**

Thing #2   **Keep you focused on the goal by constantly reminding you of it**

Thing #3   **Give you invites to weekly Q&A's and other fun free stuff**

150,000

122,295

GO INSTALL IT NOW

#1
SMARTBRIBE

DIFFICULTY
5/10

EFFECTIVENESS
★★★★☆

TIME TO IMPLEMENT
30 MINUTES

What if there was a way to get every new person that subscribes to your list to tell all of their friends about you?

That's what SmartBribe does.

You get free traffic and tons of new subscribers.

We recently used SmartBribe on one of our blog posts and look at what happened:

825 shares in less than 24 hours!

HERE IS HOW IT WORKS:

Action Item #1
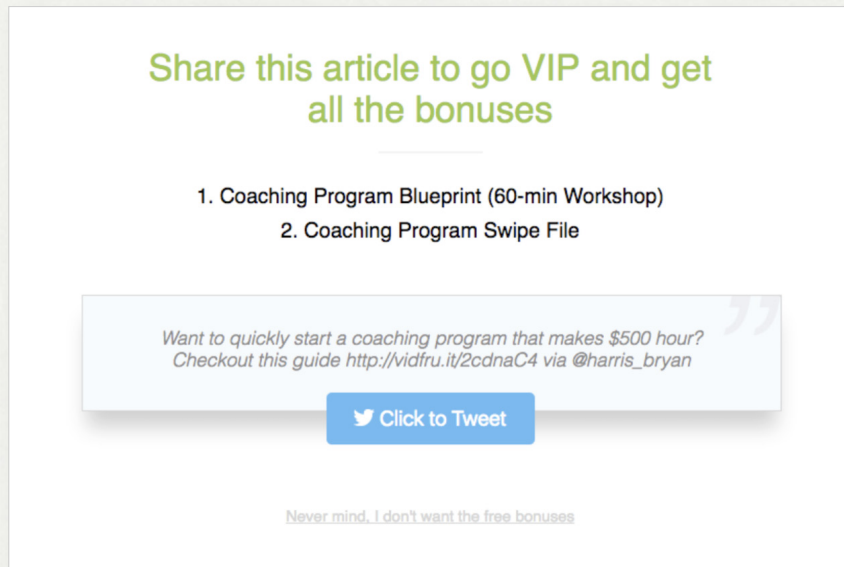SIgnup for a SmartBribe account (it's free)!

Action Item #2
Identify your most popular lead magnet

*This might be your homepage offer, a popular blog post
or your sidebar optin.*

Action Item #3
Create a Smartbribe and put it on the thank you page that the subscrib-
er see's once they opt in.

powered by smartbribe.com

Using a SmartBribe incentivizes them to share with a friend by offering
them an additional cool free thing in return. And it works really really well.

Bonus Tip: If you do webinars at all, put a SmartBribe as the thank you
page after registration.

GO INSTALL IT NOW

#2
BE THE BONUS

DIFFICULTY
7/10

EFFECTIVENESS
★★★★☆

TIME TO IMPLEMENT
2 HOURS (WEEKLY)

Being the bonus is simple. Take your mid-priced product product ($50-200) and offer it to someone who is doing a product launch as a bonus for their launch.

For example, maybe you know someone who is launching a course on how to grow your platform and you have a course on blogging that would be a great tangential resource for the same audience. You would offer your course as a bonus to the platform product launch.

Or if you have a course on Yoga and you know someone who has a product on nutrition.

They benefit by having a higher value of their product due to your product being offered for free and you get their customer list in order to fulfill your product (and communicate directly with in the future).
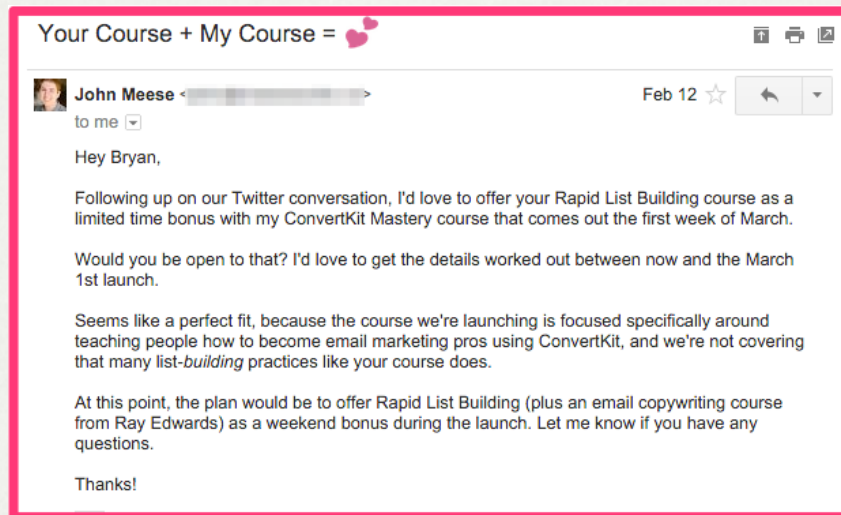
HERE IS HOW IT WORKS:

Action Item #1
Identify a contemporary launching a product similar to yours.

Action Item #2
Reach out and offer your product to them, as a bonus for their product.

Action Item #3
They send you the XLS of the customers to send the bonus
(and you get them as subscribers)

#3
REVERSE PPC FRAMEWORK

DIFFICULTY

10/10

EFFECTIVENESS

★★★★★

TIME TO IMPLEMENT

10 HOURS
+ 2 HOURS A WEEK

One of the most scalable list building strategies you can use is paid ads.

But it can be intimidating, hard and gigantic pain in the butt.

The Reverse PPC Framework strategy greatly simplifies things.

Here is how it works

Step 1
Identify your most popular piece of content that's related to your paid product.

Example: One of our most popular pieces of content we've ever published is this article: **How to make $1,000 in the next 14 days without an idea.**

Step 2
Turn one component part of that content into a lead magnet.

Example: One of the most popular parts of this post was the list of ideas I listed for people to use. So we turned that into a little downloadable dealio.

1	**Organized and currated by http://videofruit.com**	
2	http://videofruit.com ↗ inners-guide-to-cro/	
3	vord-research?utm_content=buffer22f8d&utm_medium=social&utm_source=twit	
4	http://blog.bufferapp.com/the-most-popular-words-in-most-viral-headlines?utm_content=buffer428e9&utm	
5	http://www.natedesmond.com/becoming-twitter-a-beginners-guide-to-user-acquisition/?utm_content=buffe	
6	http://www.pinterest.com/pin/281897725790016314/	
7	http://visualwebsiteoptimizer.com/split-testing-blog/ecommerce-shopping-cart-abandonment/?utm_source	
8	http://writtent.com/blog/29-killer-resources-learn-copywriting/?utm_content=buffer08e1f&utm_medium=sc	
9	http://offers.hubspot.com/ultimate-guide-to-creating-ebooks?utm_campaign=Offer%2520-%2520Ultimate	
10	http://resources.buzzstream.com/advanced-guide-to-content-promotion/	
11	http://www.seerinteractive.com/blog/link-building-guide-when-you-have-no-links?utm_content=buffera0be	link buidling
12	http://blog.bufferapp.com/marketing-personas-beginners-guide?utm_content=buffera7e4c&utm_medium=	buyer persona guide
13	http://www.nerdfitness.com/blog/2014/03/27/what-supplements-should-i-take/	health - supplements
14	http://www.postplanner.com/cheat-sheet-for-jump-starting-a-new-facebook-page/?utm_content=buffer69a	setting up a new facebook page
15	http://boostblogtraffic.com/guest-blogging-mistakes/?inf_contact_key=ad2648979c980a3f3ffef59dd525b6	guest blogging
16	http://www.nevblog.com/how-to-crash-a-party/	lifestyle 0 how to crash a party
17	http://resources.growthhacker.tv/?u=AfJlkClq&app=1&art=1&aud=1&book=1&cou=1&vid=1&oth=1&slide	social media lead conversion
18	http://www.wordstream.com/blog/ws/2014/03/26/content-promotion#.	inbound marketing
19	http://okdork.com/2014/02/05/how-to-create-a-marketing-plan/?utm_content=bufferfa21d&utm_medium=s	marketing plan
20	http://blog.kissmetrics.com/seo-for-marketplaces-ecommerce/	seo for ecommerce and marketplaces
21	http://mobilemixed.com/selling-mobile-facebook-campaigns/?utm_content=buffer00f21&utm_medium=so	ppc facebook (podcast)
22	http://www.shopify.com/blog/13042257-how-to-build-an-email-list-that-builds-your-ecommerce-business#i	build an email list
23	http://blog.kissmetrics.com/inbound-app-marketing-guide/	app marketing
24	http://marketeer.kapost.com/gating-content/?utm_content=bufferd2aec&utm_medium=social&utm_sourc	membership decision
25	http://conversionxl.com/everything-need-know-creating-killer-explainer-videos/	explainer videos
26	http://searchenginewatch.com/article/2336772/The-Ultimate-Guide-to-Google-AdWords-Conversion-Type	google adwords
27	http://blog.kissmetrics.com/click-worthy/	google analytics
28	https://www.helpscout.net/resources/customer-acquisition-with-email/	email list building
29	http://blog.getvero.com/email-marketing-guide/	email marketing
30	https://qualaroo.com/beginners-guide-to-cro/	conversion rate
31	http://thenextweb.com/dd/2014/03/31/ab-test-email-creative/	email
32	http://www.business2community.com/social-business/ultimate-guide-social-media-local-business-infograp	social media for local business
33	http://findmyblogway.com/facebook-ads-custom-audiences/?utm_content=buffer93948&utm_medium=so	facebook ppc
34	http://blog.kissmetrics.com/lead-conversion-with-social-media/	social media
35	http://visualwebsiteoptimizer.com/split-testing-blog/ecommerce-shopping-cart-abandonment/?utm_source	shopping cart abandonment
36	http://racked.com/archives/2014/04/01/a-complete-guide-to-every-online-resale-site-worth-knowing.php	ecommerce
37	http://www.shareable.net/blog/the-ultimate-guide-to-organizing-a-skillshare	skillshare
38	http://unbounce.com/conversion-rate-optimization/7-thank-you-pages-that-take-post-conversion-to-the-ne	thank you pages
39	http://blog.crazyegg.com/2014/03/17/long-form-content/	writing long form content
40	http://blog.bufferapp.com/repurposing-content-guide?utm_content=buffer39232&utm_medium=social&utr	content
41	http://www.brisbaneseopro.com.au/local-seo/	local seo guide
42	http://www.business2community.com/online-marketing/beginners-guide-google-analytics-finding-way-arou	google analytics

Step 3
Run an ad to get people to download thing you made when they show up
to a webinar on the topic of the blog post.

Use a screenshot of your downloadable as the image of the ad and the
basic script below, that highlights the main crunchy benefit the user
gets, as the ad copy. For bonus points include a quick 1,2,3 bullet points
of how the overall strategy works.

Example ad:

The webinar will be you:

1   giving the downloadable you promised
2   teaching the information in the blog post
3   pitching your paid product at the end that's directly related
     to the blog post

WHY DOES THIS WORK?

The content is already proven. The download is already proven.
The product already sells.

You are simply reverse engineering your way to the messaging, incentive and ad creative by starting at the other end of the process. Do this.

BONUS

TOP 18 VIDEOFRUIT
SUBJECT LINES OF 2017

#	Date	Time	Subject Line
1	7/8/2016	11:13:00	Get any course for free
2	8/16/2016	7:15:00	4 things to install, read and watch
3	1/16/2016	7:00:00	1,500 word checklist (link inside)
4	3/15/2016	11:35:00	How Mariah got her first 300 subs and $4k in sales with one webinar
5	3/20/2016	22:00:00	New Meaty Post: How we set up and ran our first affiliate program (templates and fun spreadsheets included!)
6	6/10/2016	7:00:00	How to guarantee 120 ppl read your next blog post
7	5/9/2016	19:07:00	Want 100k page views? Learn how tomorrow afternoon.
8	4/11/2016	18:02:00	Do this right now…
9	8/12/2016	7:00:00	Results of last week experiment
10	9/2/2016	8:56:00	This plan increased sales 2.2x
11	6/17/2016	7:00:00	New Mega Post: How to re-launch an old product and make $2,000,000
12	6/21/2016	14:05:00	3 things to read and do
13	5/23/2016	7:00:00	Our process for capturing, writing and publishing case studies
14	5/27/2016	7:00:00	How many unread emails are in your inbox right now? New tool + trick.
15	8/30/2016	7:00:00	4 things to install, read and watch
16	3/7/2016	14:47:00	My process for writing 10,000 word blog posts
17	2/23/2016	12:50:00	How Ruth gets 1,000,000 visits per month
18	1/4/2016	20:19:00	Starting 2016 in a Cabin in the woods (free stuff too)

READY TO TAKE THE NEXT STEP TO GROWING YOUR EMAIL LIST?

—

We'll be opening the doors to the Get 10,000 Subscribers course in a few days. If you want us to notify you when it opens, join the waiting list below.

JOIN NOW

—

VideoFruit