Welcome back. I’m so excited to see you. So it is time to kick off Module 4 and this one is all about how to strategically and intelligently grow your audience. So just as a heads up, you’re about halfway through the program so I just want you to keep your energy and your focus up because you’re doing great.

So this first session is called “The Psychology of List Building” and here’s what you’re gonna learn in this video:

- First thing we’re gonna talk about is how list building fits into your big business picture
- I’m also gonna share why thinking the money is in your list is dead wrong and what you need to focus on instead
- I’ll also talk to you about why building your list is a lot like finding a man or a lady
- And why you’ve gotta preach from the mountaintops if you want people to join your list
- And finally, I’m gonna talk to you about how to build your list like you mean it

So let’s start off with how list building fits into your big business picture. So quick recap, first you got Profit Clarity. You worked on knowing your ideal customer and establishing your unique positioning in the marketplace. Then you used your Ideal Customer Avatar and your unique positioning to develop an opt-in, which you put on your effective website to get folks on your list. Then you designed your communication plan, in other words, your free content and your newsletter strategy, to inspire and instruct your audience and create a real relationship with folks over time. And now you’re gonna use list building strategies to attract and capture more ideal customers to positively impact more people and, of course, build your business.

Here’s why thinking that the money is in your list is dead wrong: because, think about it, if that were true anyone could go out and buy, like, a half a million emails from a list vendor, whip up some email offer, and be a bajillionaire. Doesn’t happen because the real truth is that the money is in the relationship with your audience, the actual relationship you have with the folks on your list. So many people miss this. The more your audience trusts you and values your relationship with them, the more people are gonna naturally buy from you. You’ve gotta remember...

Transactions are built on trust and trust takes time.

So big lesson, in business your income is directly proportionate to the value that you provide the marketplace. Then you value you provide, the more lives you touch, the more money you make. It really can be that simple. And value isn’t just something useful, it’s joy, it’s compassion, it’s delight, it’s genuine care and service. Again, I’ve said this before, but this is so important and so many online business owners miss this. Every single name on your list is a human being with their own hopes, their own fears, their own dreams. So I want you to treasure them, treat them like family, treat them with love and respect and I guarantee you will have a profitable business for life.
Now let’s talk about why list building is a lot like finding a man or a lady. Here’s the deal, you can’t just sit on your couch and hope to find Mr. Right. You can’t think he’s just gonna magically appear at your door. You’ve got to get proactive and get yourself out there. Now, getting out there may include pulling up an app on your phone like Tinder or it may mean going out in real life and actually meeting people. How you get out there is totally up to you. So don’t worry introverts, there are ways that you can do this too. But you do have to be brave and you do have to get outside of your own comfort zone. And this is why knowing your people, your ideal customers, is so important, because if you know exactly who your Mr. or Mrs. Rights are, you’ll know the kind of places that they’re likely to hang out.

So think about it, if you wanted to find a monogamous guy, you probably shouldn’t target strip clubs for your dating activity. So you’ve got to start to ask yourself, where are loads of my ideal clients hanging out? Who’s already reaching them? Who’s serving them and how can I get involved in that scene? The good news here is that you’ve got a massive Fun Sheet right below this video that’ll help you generate 87 places to find your ideal customers. Remember, you cannot stay holed up in your own little world if you want to build a list or a business. You’ve got to stretch yourself, you’ve gotta connect with human beings and make it actually happen.

Now, here’s the approach that I want you to take. You’ve got to think about it like preaching from the mountaintops. When it comes to list building, remember that while we may be familiar with our online world of blogs and newsletters and internet marketing, most of the general population just isn’t. So don’t assume that people know how to join your list or even what a list is. You’ve got to direct them. You’ve got to tell them exactly what to do and make it easy for them to do so. This was all that we focused on in Module 2.

I want you to preach joining your list at every opportunity you have. So your email signature line, your business cards, at cocktail parties. If you’re on airplanes, if you’re shopping, if you’re walking your dog. Literally everywhere you go. When I was first bartending and teaching fitness and trying to grow my business, I always worked to get folks on my list. In fact, when I was teaching fitness classes I used to actually carry around a yellow legal pad to collect names and emails. When you’re first starting out, you’ve gotta do stuff like that. You’ve gotta hustle and get everybody, including grandmas and cats, on the list too.

Remember that you are in business to improve lives in some way, shape, or form, so you’re either adding value, you’re creating joy, you’re helping people save time or save money or make beauty or experience happiness or greater health, so I want you to be proud and get people on your list. And really think outside the box when it comes to list building. Because here’s the thing, when we’re first starting out, we don’t often have clout or leverage, but there are opportunities to get people on your list if you’re being smart and strategic at every turn.

So as an example, in my fitness days I had zero negotiating power when I was first starting out. Right? Nobody knew who the heck I was. When people asked me to do fitness DVDs, what I did was negotiate. I said, “Look, I’ll do this but I want to make sure that my website is on every single DVD cover. I want it on there.” Why? Because I knew it would help me build my list.

Another example, when I first self published my book Make Every Man Want You, I included calls to action in the book to drive people back to the website to download additional audios and additional worksheets. Why? Because I wanted to get people on my list. This is why we’ve spent so much time helping you figure out the value that you’re here to give and how you make a difference so that you have no hesitation whatsoever about getting people on your list. You want to stay in a place of service and make it always about what you can give your market vs. what you’re gonna get in return.
This takes time, so you’ve got to be patient. There is no such thing as an overnight success. List building really does happen over a long period of time. So don’t get caught up in small list shame. Be extraordinarily grateful for every human being who’s on your list. Remember, you want to treat them with kindness and respect. You want to give them your full enthusiasm. Treat them like gold. Don’t send them filler, don’t send them crap, and don’t boo hoo that you don’t have more people on your list. And here’s the thing, there’s no magic bullet strategy to grow your list huge and fast overnight. Every single market is different, every single business is different, and you have to pick strategies that align with your strengths. You’re gonna have to experiment, you’re gonna have to see what works for you, and you’re gonna have to go pro and stay the course.

You know, we did MarieTV for well over a year before we started to see any list building or viral sharing happening from our videos, so remember that success in business is all about persistence and consistency. So don’t quit and don’t give up. You want to keep your eye on the prize, stay focused on your goal, and you can, of course, be flexible in your approach.

So now let’s talk about how to build your list like you mean it. So in the next videos we’re gonna cover all kinds of strategies like getting interviewed and holding contests and speaking and guest blogging and being featured in the media. You’re also gonna learn about how to woo influencers and really jump on big opportunities that can accelerate your list building efforts. Now, these things are not just for people already at the top, they’re actually how you get to the top. So you can start leapfrogging if you start behaving like you’re already at the top of your game. So do you remember our power question?

How would you behave if you’re the best in the world at what you do?

This is how you want to approach list building, this is how you want to approach your business right from the get go. So I want you to consider yourself officially allowed to play with the big girls and the big boys. Permission granted.

Ok, so it’s just about time to do your Fun Sheet. This is your List Building Psychology Fun Sheet and it’s a brainstorming exercise. So a little reminder, brainstorming means there are no bad ideas. So do not edit yourself, don’t censor yourself. If something isn’t relevant for you, you can just skip it and add in something else that is. And here’s the deal, if you can’t come up with 87 ideas, which is what we’re challenging you to do, do not sweat it. But do realize your job as an entrepreneur is you’ve got to challenge yourself, you’ve got to push yourself to create and to think about creative solutions outside the box. So this is one of your first chances to make that happen. You’ve got to figure out ways to get you and your ideas, your products and services in front of your ideal customers.

Now, if you dream up more than 87 ideas fan frickin’ tastic! If you come up with 26 ideas, fan frickin’ tastic! You cannot do this wrong unless you quit. So no pouting, no meltdowns. I don’t wanna see any sad faces. And for the love of all things holy, just do your best and have fun. You wanna build your list, change more lives, and make a difference, so just have fun and enjoy it. And we want you to start taking action right now, so download that Fun Sheet, challenge yourself to generate 87 ideas to find your Ideal Customer Avatar en masse and, remember, go for progress not perfection. Enjoy this one and I will see you in the next session.