

# The Psychology of Building Your List

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Holy pajamas, we're in Module 4 of B-School and this is all about list building. The very first training we're gonna start with is the Psychology of Building Your List.

So here's what you'll learn in this training video. First thing we'll talk about is how list building fits into your big picture. Next we'll cover why thinking the money is in your list is dead wrong and what you need to focus on instead. We'll talk about why building your list is a lot like finding a man or a lady. Why you have to preach from the mountaintops if you want people to join your list and how to build your list like you mean it.

So here's how list building fits into the big pictures. Little recap. Module 1 you got profit clarity. You created your ideal customer avatar and your unique positioning. Then you used your ICA, ideal customer avatar, and that unique positioning to determine your opt-in offer or opt-in offers, which you put on your effective website to get folks on your list. Then in Module 3 you designed your communication plan, in other words, your free content strategy and we talked about your email newsletter that's designed to inspire, instruct, deliver joy and value and, most importantly, create a real relationship with your market, the folks you're here to serve. And now in Module 4 you're gonna use list building strategies to attract and capture more ideal customers to grow your list and your business.

So here's a little visual at the bottom that helps you see the progression of how everything we're doing in B-School really builds on itself and helps you create a business and life you love.

So now let's talk about why thinking the money is in the list is dead wrong. So if this were true, then anyone could go out and buy 500 thousand emails from a list vendor and whip up an email offer and be a bajillionaire. Everyone else would have these incredibly profitable, amazing online businesses and, as you know, it's just not that easy. So the real truth is that the money is in your genuine relationship with your audience. It's not about the list, it's about your relationship with the folks who

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comprise your list. The deeper the trust you establish with your market, the more people will naturally buy from you. You've gotta remember, transactions are built on trust and trust does take time. Big lesson.

In business, your income is directly proportional to the value you provide your market. The more value you provide, the more money you make. Yes, it can be that simple. And value isn't just something that's useful. Remember, value can be considered joy, compassion, delight, or just genuine caring. It's gonna express itself differently no matter who you are and depending on your business model and what your products and your services are, but realize that value comes in many different forms. Every single name on your email list is a human being with their own hopes, fears, and dreams, so you've gotta treasure them. Treat them with love and respect and I promise you, you will have a business for life.

Now let's talk about why list building is a lot like finding a man, or a lady. So you can't just sit on your couch and hope Mr. Right is gonna magically appear. You must be proactive and get yourself out there. Same thing with list building. So how you get yourself out there is totally up to you, so if you're an introvert, don't worry. But you must be brave and get outside of your own comfort zone. This is why it's crucial to know your ideal customer avatar. You've gotta know who your Mr. Right or Mrs. Right is and know where he likes to hang out.

So think about it this way, if you wanted to find a monogamous guy, you probably shouldn't target strip clubs for your dating activity. Right? Just makes sense. You've gotta ask yourself, when it comes to your ideal customer avatar, where are loads of them already hanging out? Who's already reaching your ideal customer avatar? Who has an audience filled with them and how can you get involved in that scene? Think about that. Now, the good news is, you have a massively fun Fun Sheet coming up that'll help you generate 87 places to potentially find your ideal customers. But remember, you can't stay holed up in your own little world if you wanna build a list or a business. You've got to stretch and connect with other humans to make it happen.

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Now let's talk about why you need to preach it from the mountaintops. When it comes to list building you've gotta remember that while we may all be familiar with this online world of blogs and newsletters and internet marketing and programs, most of the general population on planet earth is not. So don't assume that people know to join your list or even what the heck a list is. You've got to direct them. Tell them exactly what to do. Make it easy for them to get on your list and that's why Module 2 was so important. You wanna make it obvious and easy for folks when they come visit you. And when it comes to your list you've gotta preach joining it at every opportunity you have. So your email signature line, maybe you're at a cocktail party, look at your business cards. When you're flying on an airplane or you're going shopping and getting groceries or even walking your dog, every opportunity you have to build your list, you've gotta use it.

Now, when I was bartending and teaching fitness and I was first growing my own list, I always got folks on it. I will tell you this, in my fitness classes I carried around a yellow legal pad to collect names and emails. Yes, this was back in the day. There was no iPads created or nothing like that. I just had to do it old fashioned style. When you're first starting, you've gotta hustle and get everyone on your list. I even included grandmas, cats, anyone who had an email address at that time. I was not picky. I just wanted to build that list. So remember, you are in business to improve lives in some way, shape or form. You're adding value, you're helping people create joy, you're helping them save time or money or make beauty or happiness or health or whatever it is that you do. So be proud and get folks on your list so you can serve them.

I also want you to think outside the box when it comes to list building. Here's what I mean. When all of us are first starting out, we often don't have a lot of clout and we don't have a lot of leverage. But there are opportunities to get people on your list by being smart and strategic at every turn. So example, going back to my early days when I was teaching fitness. I had zero negotiating power. I was no one. No one had ever heard of me, I had never done anything of much merit, but I did fight

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for and get my website on the back of every DVD, you know those workout DVDs? Yes, I have 4 of them. And when I was negotiating with the folks who were producing those DVDs, I said, “Look, I know I’m not gonna make much money and I know I can’t get a royalty, but this is something I’m taking a stand for. I want MarieForleo.com on the back of those DVDs. I want it to be included in my bio.” Why? Because I knew it would build my list. I knew if someone saw me working out with them in their living room and said, “You know what? This girl didn’t drive me crazy, she actually helped me, I actually really enjoyed her perky and wacky personality. What else does she do?” I knew they would turn over that DVD box and they would go, “Oh, let me go to MarieForleo.com and see what else she does,” and hopefully they would get on my list and many, many times that has happened.

Another example. When I first self published my book, Make Every Man Want You, remember, I went from ebook to self publishing in paperback to selling to a traditional publisher. I went through all of those different things. But when I first self published it, I included calls to action in the printed book, to drive people back to a specific website so they could get additional bonus resources. Do you think I just put those bonus resources on the page? No. I didn’t. I put them behind an opt-in. So I would say, “Hey, here’s where you can download your action guide, here’s where you can get access to free audio coaching from me,” and the whole idea was to deliver more value and, yes, get them on the list. So 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 really, you have no hesitation doing this. I know it can feel a little bit like, “Oh, I don’t know. What am I gonna do? Are people not gonna wanna hear from me?” No. If you stay focused on making a difference, this all becomes so much easier. You wanna stay in a place of service.

In all of business, make it about what you can give your market, not what you can get. So this does take time, so you’ve gotta be patient. There is no such thing in this world as an overnight success, and this includes building a high quality list. It takes time and it takes patience. So don’t get caught up in what I like to call small list shame. Be extraordinarily grateful for each person on your list right now. Remember,

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each human being deserves kindness and respect and your full enthusiasm, so treat them like gold. Don't ignore them, don't send them crap, or boo hoo that you don't have more people on your list. It's actually very disrespectful.

And I will tell you, there's no magic bullet strategy to growing your list, despite what many people around the internet will say. Every market and every industry is different, just like every business person is different. So there's gonna be a lot of different ways to do it and there's not one final answer, but you've gotta experiment and see what works for you. Go pro and stay the course.

I'll give you an example from my own life. I did MarieTV for over a year before we really started to see significant list building and viral sharing happening from our videos. All of success in business is about persistence and consistency, so don't give up and don't quit. We always wanna focus on quality over quantity, and that matters with our list size as well. I'd rather see you have 50 people on your list that love hearing from you rather than 2 thousand and most of them just ignore you or they could care less.

Ok, so let's talk about buying advertising to grow your list. I just wanted to make this really important point. I promise to show you exactly what I've done to grow my business and my list, which was entirely done using free methods. So, yes, you can grow your list using paid methods like buying Facebook ads or buying Google ads and driving people to an opt-in page and then offering them something for free. Maybe you give a product away for free or a trial or something like that. But we do not cover ad buys in B-School. It never has been, nor it never will be part of our curriculum. Ad buying is an enormous subject and it changes constantly as platforms like Facebook and Google change their algorithms, their rules for landing pages, how you can advertise, all that stuff. So if you wanna experiment with buying ads or you already do it, rock on with your bad self. Just wanted to give you a reminder of what I promised to teach you and not teach you here in B-School.

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So now let's talk about how to build your list like you mean it. In the next videos in this module you're gonna learn about strategies like getting interviewed, holding contests, guest blogging, and being featured. You're also gonna learn about how to woo influencers and jump on big opportunities that can accelerate your list building efforts. These things are not just for people already at the top, they're actually how you get to the top. So you can leapfrog pretty quickly if you act as though you're already there. Again, I'm gonna take you back to one of my favorite quotes and my favorite challenging questions, how would you behave if you were the best in the world at what you already do? How would you approach these opportunities and behave if you were the best in the world at what you already do? Let that inspire you. That's how I want you to approach building your list, building your business right from the get go. So consider yourself allowed to play with the big boys and girls. Permission is granted.

So a little preview of your List Building Psychology Fun Sheet. This Fun Sheet is all about brainstorming. It's an exercise in brainstorming. And brainstorming means there are no bad ideas. So don't edit or censor yourself. If something isn't relevant for you, just skip it and add in something else that is. Now, I'm gonna challenge you to come up with 87 ideas, 87 places, to find your ideal customer avatar. But if you can't come up with all 87, do not sweat it. The B-School police are not gonna hunt you down and put you in handcuffs, as wonderful as that may be. Do realize that your job as an entrepreneur is to be creative. It's to think outside of the box and figure out ways to get your products and your services in front of your ICAs. So if you dream up more than 87 ideas, fantastic. If you come up with 26, that's fantastic too. The bottom line is, you can't do this wrong unless you quit. So no pouting, no melt-downs, and no sad faces. In fact, I think I actually might ban sad faces in B-School. I think sad faces should be reserved for kittens or puppies dying or people dying. But besides that, no sad faces. And, for the love of all things holy, just do your best and have fun. Building your list means changing more lives and making a difference, so enjoy it.

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So if you look below this video you will find that Fun Sheet and I want you to take action now. Complete your Fun Sheet and challenge yourself to generate 87 places to find your ideal customer avatar en masse. And you can report your insights and action steps by leaving a comment under this video. And coming up next is some information about List Building Smarts. Maybe you give a product away for free or a trial or something like that. But we do not cover ad buys in B-School. It never has been, nor it never will be part of our curriculum. Ad buying is an enormous subject and it changes constantly as platforms like Facebook and Google change their algorithms, their rules for landing pages, how you can advertise, all that stuff. So if you wanna experiment with buying ads or you already do it, rock on with your bad self. Just wanted to give you a reminder of what I promised to teach you and not teach you here in B-School.

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