



# PBSS: How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle

## Transcript

**Note:** The following may not be a word-for-word transcript, but rather a complete outline of the discussion.

Welcome to today's training on "How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free!"

You know that building a big, profitable e-mail list is important. But how do you do it?

The learning curve can be pretty steep and overwhelming when you're trying to figure it out all on your own.

This training will save you years of trial and error, pain, and frustration.

You'll Learn:

- The #1 Biggest Mistake that Most Entrepreneurs Make When It Comes to Building Their List (and What to Do Instead)
- How to Make \$10,000 from Just One E-mail
- The Fastest Way to Build Your List Even if You're Starting from Scratch (or Just a Few Hundred Subscribers)
- **How to Release One of the Most Common Hidden Fears that Are Keeping You Invisible to Your Ideal Clients**
- **6 Tactics for Growing a High Quality E-mail List**

And now I'd like to introduce our special guest, PJ Van Hulle.

PJ Van Hulle is an acclaimed international speaker who works with speakers, authors, and coaches to grow their e-mail lists so that they can attract more clients and sales, with less time, effort, and stress.



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

She is a certified trainer with 15 years of teaching experience, the author of the Little Book of Prosperity, the co-author of Make Your Connections Count, and the host of the List-a-Palooza 90-Day List-Building Challenge.

Through her signature programs, like, **Big List Big Profits**, and **Prosperity 101**, she has helped thousands of entrepreneurs to attract more clients and to improve their relationships with money.

Welcome, PJ!

**PJ:** Wow! Thank you for that wonderful introduction! You're a big mover and shaker in this industry, and I really appreciate you taking the time to support me and support other entrepreneurs to grow their lists. This is something that I'm super passionate about!

**RITAMARIE:** Me, too! And PJ, I admire your ability to take complicated concepts and break them down and make them very easy to understand and implement.

When it comes to building a profitable e-mail list, a lot of people I've worked with get so overwhelmed with everything they feel they could do or should do that sometimes they don't know where to start or what to do next.

My hope and my intention is that the people listening to us right now leave this training with clarity, inspiration and tangible action steps for moving forward.

Are you up to that challenge?

**PJ:** Sounds great! Yes... I'll give as much as I can in the time we have and if you're listening in and want to go deeper with this information, I'll share where you can go to get more. Does that work?

**RITAMARIE:** Great!

**PJ:** Thanks!

So let's dive in! First of all, if you're listening to this training, **I'm sending you a big virtual "High 5"** for doing whatever it took to be here and make list-building a priority.

I know you're busy and life can get hectic, and what you'll discover when you put what you're about to learn into practice is that... as your list grows, it gets easier and easier to attract more clients, make more money and build your business.

So give yourself a big hug and tell yourself "**Congratulations for being here!**"

We're going to cover a lot of ground, and this is really important, life-changing stuff so **close down your e-mail**, close down your Facebook, give yourself the gift of being fully present for this... and pull up a fresh notepad or piece of paper to take notes.



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

According to a study by Mueller and Oppenheimer, people remember more when they've taken handwritten notes, rather than typed ones, but if you prefer to type your notes, I'm not going to stop you.

Either way, you statistically retain much more of the information when you **take notes**, even if you never look at your notes again.

Here's another hot tip... people value what they pay for, so even though you're getting free access to this training, take notes as if you'd paid \$5,000 to be here.

I've invested hundreds of thousands of dollars in my education, and what you're learning here can easily add an extra \$500-\$10,000 a month (or more) in income for you over the next year or two or three, depending on how quickly you implement it, so this training may very well be worth \$5,000 or more to you, and that will have you approach it very differently and see bigger results, more quickly.

### **Here's who this training is for...**

If you're a speaker, author, coach... someone who has a message to share with the world and you want to reach more people with your message, you're in the right place.

You love what you do but you're tired of not having enough clients or constantly having to hustle to get clients because you don't have a big enough list.

Your income can bit of a roller coaster... you enroll some clients and WOO-HOO! you have money but then programs and packages complete, payment plans end, and you're back to where you started, having to hustle again.

It's like you're living "client to client" or "live event to live event" instead of "paycheck to paycheck

Maybe you feel like you're working too hard for the money you're making, but you're afraid that you wouldn't be able to support yourself if you stopped working so hard.

And you're ready for things to be easier.

Well, that's what today's training is all about...

### **In this training, you're going to discover...**

How to Become a List-Building Rockstar – the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free

**FREE** from the income roller coaster!

**FREE** from the worry of not knowing where your next client will come from!

And **FREE** from having to hustle and work so hard!

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I've also put together a Special Report on "How to Jumpstart Your E-mail List" that goes into detail on some important topics that we won't have time to go into here today, like how to choose an e-mail management system so that you can send out a bunch of e-mails all at once. So take a moment now to download that report at:

<http://www.drritamarie.com/go/PJVanHulleGift>

**RITAMARIE:** PJ, since there are a lot of people listening to this training who haven't met you before, can you share briefly about who you are and what made you so passionate about supporting other entrepreneurs in growing their e-mail lists?

**PJ:** Sure!

### **TURNING POINT STORY:**

A few years ago, I thought I had it made. In only 4 years, I had taken less than \$10,000 of my own money and turned it into over \$6,000,000 in real estate. I thought that I would be able to retire by the time I was 31.

Then the real estate market crashed, and everything changed.

My credit was ruined, and I lost my beautiful home to foreclosure.

Worst of all, I had borrowed money from and partnered on projects with other people and suddenly, I wasn't able to pay them back as agreed.

I didn't know what to do. Finally, I understood those stories of Japanese business men throwing themselves off buildings when the market crashed. I figured that if I died, then maybe there would be enough life insurance money to pay those people back. Otherwise, I just didn't see how I could do it.

I struggled and struggled to make ends meet, and finally, I was forced to declare bankruptcy. I felt like a failure.

Right around that time, I had the opportunity to participate in a high level mastermind group, where the facilitator of the group got up in front of everyone and announced that he wanted to win a Nobel Prize for single-handedly turning the economy around.

That really inspired me!

I started asking myself, "What could I do to turn the economy around?"

And... I got an answer!

What I've noticed is that each person has their own personal economy that may or may not have anything to do with the economy at large.



I figured that if I could support enough individual entrepreneurs in creating their own economy of abundance, eventually we'd hit a tipping point, and the economy at large would shift.

So instead of feeling sorry for myself, I decided to focus my energy on supporting other entrepreneurs to get more clients, which is something I'm really great at.

And I started making micro-loans to women business owners in third world countries through a company called Kiva so that I'd have a positive global impact right away.

As I started to have more success with internet marketing, I got really excited about helping entrepreneurs to grow their e-mail lists and automate more of the marketing and sales online.

Because I know what it takes to get **\$100 / mo positive cashflow** from a piece of real estate and getting \$100 / mo recurring income online is WAY EASIER and WAY LESS RISKY and stressful!

**So now my business is pretty awesome!** I consistently make a healthy six figures while taking Mondays off and plenty of time to travel and canoodle with my sweetheart.

I live in an absolutely gorgeous house, I have a lovely new car, and lately I've been investing a lot of time in training my parrot how to do tricks, which is one of the reasons I wanted a parrot from the time I was 10 years old... so this is the fulfillment of a life-long dream.

The main reason I've been able to do this is because I took the time to really focus on growing my e-mail list.

And that's why **I'm so passionate** about sharing this stuff with you!

If you're listening to this training, you've probably heard that having a big e-mail list makes it way easier to attract more clients and sales.

And it's true...

If you need more clients, but you don't have a list, what do you do?

You have to hustle!

You have to attend networking events, call up past clients or people you know and ask for referrals, put up fliers and Whole Foods and hope someone calls, etc.

There's nothing wrong with any of that... it's just a lot of work!

Instead, imagine that you'd like to work with a few new clients and you send out an e-mail to your list, inviting people to apply for a strategy session with you to see if working together is a fit.



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

Imagine that you get 10 applications and 2 of those people invest in a \$5,000 program with you.

You just made \$10,000 from one e-mail!

That's a lot easier, right?

Let's approach this from a different point of view with a short story...

Imagine that you're walking along the bank of a lovely river. You can feel the sun and a gentle breeze on your skin and you can hear the rushing of the river and the wind in the trees.

And up ahead, you notice a man wading in the water. He's pulling something out of the river. And as you get closer, you see that it's a little girl. Her face is kind of blue and all of a sudden she coughs up water and starts breathing. And the man is already running back into the river. A few moments later, he comes back with another drowning person.

You ask him what's going on, and he says, "They just keep coming... I've been pulling people out of the river all day, trying to save them from drowning. Could you take over for me for a moment?"

You agree to help him out and he walks off into the distance while you start rescuing the never-ending flow of drowning people from the river. You're glad to be able save these people, and they're very grateful to you, but it's exhausting. You're cold and tired and sore, and you don't know how long you'll be able to keep it up.

But eventually, fewer and fewer people are coming down the river and then they stop coming all together.

And a short time later, the man re-appears with a smile on his face.

You ask him what happened and he says, "it turns out there was a bridge upriver with missing boards and flimsy railings. People were falling in the river. So I fixed the bridge and that fixed the problem."

The reason I share this story is that sometimes I see other entrepreneurs completely overwhelmed with tackling the consequences of "**upriver problems.**"

If you can take time to stop, breath, get out of reactive mode, and fix the darn bridge, you don't have to spend the rest of your life hauling people out of the river.

Building your list is incredibly important, but not urgent. Not having an e-mail list is an upriver problem that has you constantly struggling to get new clients downstream.

So it's worth taking time to fix the bridge, or in this case, pay attention to growing your email list.



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

As my friend Alex Mandossian says, “[learn to distinguish between what’s important and what’s urgent, and do the important things first.](#)”

In fact, I stumbled upon a quote online that stopped me in my tracks:

It said:

“Do something today that your future self will thank you for.”

And when I think back to my past self, the woman I was a few years ago who decided to “**slow down to speed up**” and invest a significant amount of time, energy and money to learn the ins and outs of marketing online and growing an e-mail list...

I’m so grateful that it sometimes brings tears to my eyes!

And again, that’s why I’m so passionate about supporting you in growing your e-mail list!

**RITAMARIE:** Awesome, PJ! So today we’re talking about the How to Become a List-Building Rockstar and the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free.

**What’s Secret #1?**

### **PJ: Secret #1 Understand the Power of Your List**

Once you really “get” how powerful building your e-mail list can be, you’ll be more likely to carve out the time to focus on it.

You’ve probably heard that, “**the fortune is in the follow up,**” but if you’re like most of the 1,000’s of entrepreneurs I’ve worked with over the years, your follow up systems leave something to be desired.

**RITAMARIE:** Can you say a little more about why the fortune is in the follow up and what that looks like specifically?

**PJ:** Sure! **Here’s why** “the fortune is in the follow up,” and what that looks like...

According to my friend and online marketing expert, Vrinda Normand, in most niche markets, or the specific group of people you serve:

**3%** are actively shopping for what you offer

**7%** are aware and open to your services, but not looking

**30%** are not aware of their problem or your solution

**30%** may know you exist, but it’s not the right time

**30%** are simply not a fit

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This means that if you're not following up, **you're leaving behind the 67%** of people that might be ready to sign up for your products or services down the road!

When you follow up consistently, you will stay in front of these people. Maybe they're not ready now, but when they are ready, you'll be at the top of their mind and therefore you'll be the one they hire over someone that didn't follow up.

**Imagine how much more money** you could put in your pocket just by staying in touch with those 67% of people who may need you in the future.

The easiest and most effective way to follow up and **nurture those relationships** is to **build an e-mail list** of clients and potential clients who have "opted in" and given you permission to send them e-mails.

With a profitable e-mail list you can:

- Attract more clients and sales
- Turn current clients into repeat clients
- Fill your seminars and programs
- And if you want to, you can even promote other peoples' programs that you believe in and earn \$1,000's in affiliate commissions

I'd like to share a few case studies around this that I think will really inspire you...

My friend **Anastasia Netri** decided that she wanted to launch a new high-level coaching program. She didn't want to create and fill and deliver a live event to fill it. And she didn't want to use affiliates or JV partners. So what she did was send out a few e-mails to her list, letting people know that she was launching a new program and inviting them to fill out an application for a strategy session with her to see if the program would be a good fit for them. She filled the program and generated \$65,000 in income in just a few weeks.

My friend **Nancy Juetten** has also built an e-mail list of people who absolutely love her, and in addition to promoting her own programs, she regularly sends out promotions for her JV partners, other experts whose work she believes in. Most of the time, you earn affiliate commissions when you promote other people's stuff. When she first started out, Nancy might earn enough to order pizza for her family, which was fun.

But as her list grew, so did the checks. In fact, she told me about how she has a granite breakfast bar in her house, and she had laid out all of the affiliate checks that had just come in. She told me, "You could have knocked me over with a feather when \$20,000 showed up in my mailbox... just in January!"

Her husband came home, saw all the checks and said, "I don't know what you just did, but can you do it again?"



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

And of course, she did... so last I checked, Nancy was earning high 5 figures in additional income just from affiliate checks from promotions to her list.

Here's the thing...

Having a big, profitable e-mail list gives you a new level of **financial security** because you can even out your cashflow and make more money any time you need to, just by sending out messages to your list.

So if you're not focusing on growing your list, you're setting yourself up to continue to work much harder than you need to.

Sure, you CAN be in business without a list just like you CAN walk around with 20 pound weights around your ankles. But why would you? You're exhausting yourself for no reason.

Also, most of my clients care about **making a bigger difference** in the world, and having an e-mail list that you regularly provide value for allows you to **expand your energy and your message** to many more people and make a bigger impact.

One of the prosperity principles that I learned from my first mentor and continue to share is to "expand your energy more creatively to more people," and growing your e-mail list helps you do exactly that.

Here's an example of what I'm talking about...

One of the free goodies I offer is a year worth of bi-weekly speaking tips. I set these up once, and I continue to receive responses like this one from Dot Spaet:

Thank you PJ!

I got this email from you just a few days before a workshop I was leading.

I copied the email, rewrote my "pitch", kept your email with me at the workshop and connected with my participants.

I sold more this weekend than I ever have, almost 1/2 the room bought something.

This was such a great tip, thank you for your continuing wisdom and guidance.

Best,  
Dot

Here's a message that Virginia Madden sent me on Facebook:



“Thanks for all the speaking tips you send to me! I’m on #19 and I love, love, love that they’re bite-size but powerful. So much value in a quick email. I always take time to read (and reread them)”

So hopefully, you’re starting to understand the power of your e-mail list at a deeper level... that’s the first secret to becoming a List-Building Rockstar.

**RITAMARIE: Got it! What’s Secret #2?**

**PJ: Secret #2 is to Start Now Now Now!**

The #1 biggest mistake that most entrepreneurs make when it comes to building their list is **waiting to get started.**

Growing your e-mail list is like planting a garden. You put in nice soil, plant seeds, and water them consistently.

Eventually, little sprouts start to poke up out of the soil, and if you nurture them long enough, before you know it, you’ll be able to harvest the delicious organic veggies, greens and fruits.

It takes some time for those plants to grow so the sooner you start, the sooner you’ll be able to harvest the fruits of your labors.

And what most entrepreneurs don’t realize is that there’s also a snowball effect to building your list.

Adding the first 100-1,000 people to your list is the hardest.

Then, as your list gets bigger and bigger, it’s easier to find strategic alliances and affiliates with bigger lists to promote you and vice versa.

You start getting more speaking gigs out of the blue from people who are on your list.

And as you grow, it becomes less scary to invest more money in paid advertising as well.

So it gets easier and easier to add hundreds or thousands of people to your list at a time.

Building your list is like taking advantage of **compound interest.**

**RITAMARIE: What is compound interest, for people who aren’t familiar with that term?**

**PJ:** It’s when you earn interest on money you’ve saved and then you start earning interest on the interest, too. Albert Einstein is said to have called “the power of compound interest the most powerful force in the universe.”

Here’s a fun example of this...



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

If you could choose to receive \$100 today OR a penny today, but it will double every day for thirty days... which would you choose?

Even if you've done the math, you already probably intuitively feel like something cool is going to happen with the penny.

Here's how it plays out...

At first, it's not very exciting. 1 cent on day 1, 2 cents the next day, 4 cents the day after that then 8 cents, 16 cents, 32 cents, 64 cents...

But if you keep doing this for 30 days, you end up with \$5,368,708.80

If you wait just one day (and double the penny for 29 days), you only have \$2,68435.55

If you wait two days to get started, you only have \$1,342,77.20

If you wait three days to get started, you only have \$671,088.60

**NOT building your list is costing you every day**, whether you realize it or not.

Basically, the earlier you start, the more consistently you put energy into growing your list, and the longer you nurture your list, the more profitable it will be.

I was interviewing my friend **Justin Livingston** (BTW, Justin is the most successful marketer you've never heard of because he's been behind the scenes of some of the largest personal development companies in the world helping them help more people and make more money, most recently he's been the marketing machine behind Callan Rush). Anyway, he said something powerful that I think you'll appreciate:

**"I thought that list-building was over-rated. I was more focused on conversion and speaking gigs. Once I made a commitment to list growth, business became MUCH EASIER! Callan has pseudo-celebrity now... people recognize her, everyone knows who she is. Now, I have more room for error, I don't have to do everything just right. I can have an epic failure of \$200k and then turn around and put together an offer for our list and be fine. Now it's easy to put 1,000-2,000 people on a webinar or sell a \$20,000 coaching package. We can do it on a whim. Had I understood the power of a list, I would have started much sooner. I'm kicking myself for that."**

Here's someone doing 7 figure launches kicking himself for not starting to grow his list sooner!

And actually, this is very common among the people making 6 and 7 figures in my industry. We all wish we'd started sooner.

It took me 6 years to get serious about building my list... don't make the same mistake I did!



**RITAMARIE: So Secret #1 is Understand the Power of Your List and Secret #2 is Start Now Now Now. What's Secret #3?**

**PJ:** Secret #3 is to:

### **#3 Make List-Building an Ongoing Practice**

Just like a Yoga Practice. You need to do it regularly to really reap the benefits.

And no one is able to do the most advanced yoga poses on their first class, with the possible exception of people who are already dancers or gymnasts... just like no one is going to be a list-building master right off the bat.

Unfortunately, you can't go to the gym once in your life and never have to exercise again.

Building a profitable e-mail list is a skill that you'll continue to develop, hone, and fine tune over time.

For example, in my **List-Building Rockstars Program**, every month, I share a short training video with a quick tip that will help you **master and fine-tune** your list-building and internet marketing skills.

The videos are only 1-5 minutes long, and these **tiny distinctions can make a HUGE difference to your success**, which is why these quick tips are so essential.

So this doesn't have to be overwhelming... just an ongoing practice of gently adjusting and improving until, looking back, you're surprised at how far you've come!

Be kind, compassionate, and patient with yourself. T. Harv Eker says, "Every master was once a disaster." You're not going to have this down when you first start, and you don't need to... you can still help a lot of people and make a great income, even if you're not "perfect."

And even once you've mastered the art of list-building, there's always something new to learn that can put more money in your pocket.

Just think... a few years ago, Facebook didn't even exist and now it's an incredibly powerful lead source for many businesses, including my own.

The internet changes quickly, and while I don't recommend stressing out about getting on every new social media site out there, it's important to keep learning and growing in general.

So commit to Life-Long Learning in this area. Make it an ongoing practice.

And that leads me to Secret #4 which is... to actually e-mail your e-mail list!



## #4 E-mail Your E-mail List

One of the most costly mistakes I see entrepreneurs making with their e-mail lists is not e-mailing them often enough.

And I totally get why this happens. You're scared of bothering or annoying people, and you don't want them to opt out.

**This is one of the most common hidden fears that keep you invisible to your ideal clients. How will they know you can help them if you don't tell them?**

Maybe *you* feel inundated with e-mail because you're on a lot of lists, and you don't want your tribe to feel that way about your e-mails.

I can appreciate that.

But here's the truth...

What's the point of having an e-mail list in the first place if you're not going to e-mail your e-mail list?

How are you going to transform their lives?

Also, your ideal clients are not necessarily like you.

They may not be on a bunch of e-mail lists. In fact, I mentioned to my aunt one time that I had just helped a client of mine create a series of free self-care tips for his list, and she said, **"You're kidding me! He's sending those out for free? That's really valuable... he should be charging for that."**

And even if they are on multiple lists, if they're YOUR ideal clients, your e-mails will be the ones they read and look forward to.

One of the "inner game" concepts that I've been sharing with my clients lately is that if you feel called to do the work you're doing in the world, there is someone (or more likely... multiple someones) on the other end, energetically calling you.

Imagine a phone ringing... someone is calling you, and you decide to pick up the phone.

If you felt called, where did that call come from?

There must be someone on the other end calling you.

Or you wouldn't feel called.

So all you need to do is pick up the phone and connect with the people that are already calling you.



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

I've experienced this strongly first-hand...

A few of years ago, I felt called to host the first List-a-Palooza 90 Day List-Building Challenge. It made absolutely no logical sense with what I was doing in my business at the time. But I couldn't shake the idea. My whole body buzzed with energy and excitement every time I thought about it.

I answered the call.

And thousands of entrepreneurs from all over the world have participated in that magical event. Over the next year or so, it significantly transformed my business.

It's a strange and surreal experience, learning to trust that call. But I've had enough experience with it at this point, that I do trust it.

What if the fact that you're listening to this means that you are being called?

Right now.

What if there are people out there actually *praying* for you to show up in their lives?

When they finally meet you, they'll say things like, "I manifested you!"

I believe that we have subconscious agreements with other people to be our healers, our teachers, and vice versa. For example, I've been to 8 different chiropractors and finally found The One that adjusts me like no other.

One of my colleagues totally resonates with Tony Robbins, and while I admire him, he's just not my teacher, but Fredric Lehrman is. You've probably never heard of Fredric, but he has trained a lot of the people you *have* heard of, and every time I connect with him, my world transforms.

If you've ever had an experience like this, then you can imagine that the opposite is also true... that for someone else, YOU are their healer or teacher, and if you don't show up for them, they won't get the healing or transformation that they need.

So ask yourself, "What do I need to do today to show up for my people?" and "What do my people need to hear from me today?"

Then listen for the answer. According to my friend and List-Building Rockstar member, Pamelah Landers, everyone receives guidance a little differently... you may hear or see things, you may "just know" things, you may feel and tune in empathetically, or you may feel a response in your gut.

Then make a commitment to show up for your people like never before!



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

And I'm going to give you a little dose of reality right now... when you e-mail your list, some people will opt out. That's just part of the deal.

My friend **Bill Baren** shared with me that once his list reached close to 100,000 subscribers, he started getting about 300 people opting out every time he mailed his list, but he looks at it as a "cost of doing business" since a lot of paying clients come from his list.

When someone says that so and so sends too many e-mails what they really mean is that they send too many e-mails that they're not interested in. If you were interested in what they had to say, if they were helping you solve a problem that kept you up at night, it wouldn't be too many at all.

My mom says "You're never going to be everyone's cup of tea. But you'll always be someone's cup of tea."

So focus on the people whose cup of tea you are... they'll be delighted to hear from you!

And when someone opts out of your list, bless them, release them, and hope that they find the right teacher for them.

Just to be clear... it's important to nurture relationships with people on your list by offering them **something of value**, other than sales, sales, and more sales.

Your list is a **community of people who have put their trust in you**. They've trusted you with their name and e-mail address. Since many people change their physical address more often than their e-mail address nowadays, that's actually a generous show of trust.

They've trusted you to provide them with valuable information and not to sell their contact information or spam them. **Honor that trust** by sending them useful articles, helpful tips, short training videos, or inspiring quotes (I call these "**Free Ongoing Goodies**").

One of my mentors runs an auto repair center, and he realized that his clients didn't want to learn about auto repair (that's why they hired him) so he just sends them

funny quotes, comics, and stories that have nothing to do with auto repair but make them laugh.

### RITAMARIE: So how often should you e-mail your list?

**PJ:** I'd say at least often enough that they don't completely forget who you are since that defeats the purpose of having a list in the first place... once a month minimum.

Some people e-mail their list every day, or every day Monday through Friday. If it's a fit, people love it. For example, Abraham-Hicks Publications sends out a daily Law of Attraction quote, and Mike Dooley sends out his "Notes from the Universe" brief passages written as if from "The Universe," personalized with your name (and occasionally your personal goals and dreams).



## How to Become a List-Building Rockstar: Discover the 5 Proven Secrets to Grow a Lucrative E-mail List that Sets You Free with PJ Van Hulle - Transcript

One of my internet marketing colleagues says “I talk to my best friends pretty much every day, and I want to people on my list to feel connected to me like that so I e-mail them pretty much every day, too.”

So there you go... somewhere between once a day and once a month, depending on what's appropriate for your business and what you can commit to.

I send out my newsletter every other week because that's what I can rely on myself to consistently do. It would be cool to make it weekly, but too overwhelming for me at this point.

So let's do a quick review:

#1 Understand the Power of Your List

#2 Start Now Now Now!

#3 Make List-Building an Ongoing Practice

#4 Actually E-mail Your List

That leads us to Secret #5... and it's a good one!

This is the fastest way to build your list, even if you're starting from scratch. And if you already have a list, it can skyrocket your growth faster than you ever imagined possible.

Secret #5 is...

### **#5 Build Your List in Community**

Leveraging the power of relationships and building your list in a community of like-minded people is the quickest and most effective way to build a profitable list.

This is how do you go from no e-mail list at all, to adding a few people here and there, to adding hundreds or thousands at a time.

There are 3 phases of list-building...

#### **PHASE 1 is Getting Started**

In this phase, you're setting up some basic infrastructure online, like choosing an e-mail management system so that you can send out multiple e-mails at once, and getting those first few subscribers, starting with your mom and your cat.

If you're in this stage, I highly recommend you check out the special report I put together for you on **“How to Jumpstart Your E-mail List.”** It includes how to choose an e-mail management system, where to find those first subscribers, and a great e-mail template to reconnect with people you already know and invite them to join your list.

<http://www.drittamarie.com/go/PJVanHulleGift>

[www.DrRitamarie.com](http://www.DrRitamarie.com)



## PHASE 2 is Launching

Just like a rocket uses most of its fuel to get off the ground, adding the first 1,000 people to your list is the hardest.

And then you move into...

## PHASE 3... which is Leverage

As your list gets bigger and bigger, it's easier to find strategic alliances and affiliates with bigger lists to promote you and vice versa.

Once you've reached this stage, it's a lot easier to add hundreds or thousands of people to your list at a time.

THE QUICKEST way to get to Phase 3 is to **build your list in community**.

When you tap into a community of people who "get" list-building, you're more likely to find other business owners who are willing (and even delighted) to promote you to their lists, which in turn grows your list.

**RITAMARIE: So what next steps do you recommend right now?**

**PJ:** Well, it depends on what phase you're in...

When you're just starting out, I recommend reaching out to your sphere of influence and inviting them to receive your special newsletter or tips (whatever valuable free goody you offer on an ongoing basis).

Here are some places to start:

- Stacks of business cards you've collected
- Contacts in Gmail (or whatever e-mail provider you have)
- People in your cell phone
- Facebook friends
- LinkedIn connections

Send them an e-mail message to reconnect, inviting them to opt in to your list. I share some specific templates for this in my free report, "[\*\*How to Jumpstart Your E-mail List\*\*](#)."

By the way, you need PERMISSION to add someone to your e-mail list. Otherwise, it's considered spam. When someone gives you their business card, it does NOT mean they've opted in to your list (unless they specifically say, "Here's my card... please add me to your list.")

**If you're in Phase 2, the launching phase...**



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You can accelerate your results in this stage by asking for referrals, regularly posting on social media, public speaking, attending networking events, and investing in paid advertising, like Facebook ads.

If you're really ambitious, you can add hundreds or thousands of people to your list in a relatively short period of time by hosting a tele-summit where the speakers that you're interviewing help promote the event.

### **And if you're in Phase 3, the leverage phase**

Look for strategic alliances and affiliates with bigger lists to promote you and vice versa.

Once you have an online sales funnel that converts well, start investing more money in paid advertising, like Facebook Ads.

To review:

#1 Understand the Power of Your List

#2 Start Now Now Now!

#3 Make List-Building an Ongoing Practice

#4 Actually E-mail Your List

#5 Build Your List in Community

**RITAMARIE:** That's great, PJ! Is there anything else you wish I'd asked that I didn't or any final words of wisdom you'd like to share?

**PJ:** What I'd like to leave you with is this...

Building a profitable e-mail list is the single most important thing you can do in your business for your **long term financial security** and even **financial freedom**.

My intention is that you'll take the secrets I've shared with you today to heart and **make list-building a priority** in your business so that your future self looks back on you today with tears of gratitude in his or her eyes.

**RITAMARIE:** Thanks, PJ!