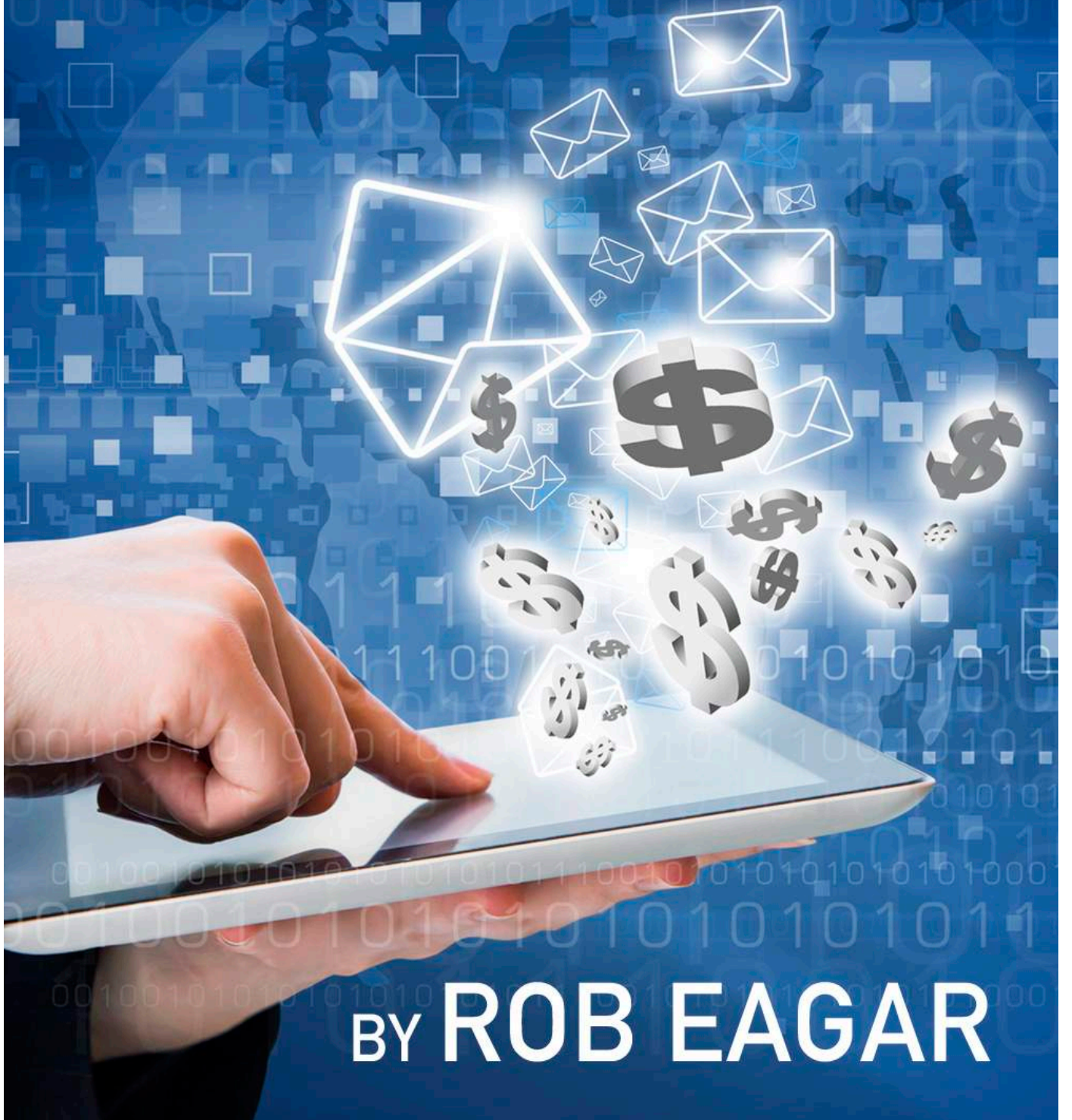


# MILLION DOLLAR LIST QUICK START GUIDE



BY **ROB EAGAR**

# MILLION DOLLAR LIST

## Quick Start Guide

“Rob Eagar was very successful in training our team to think differently about marketing. His style and mindset will take a good campaign and make it great. If you want to grow your campaigns, hire Rob.”

**Jeremie Kubicek, Co-founder of GiANT Worldwide**

If your organization sells direct-to-consumer, your survival depends upon building a fast-growing customer list. You need a Million Dollar List, which is a system that attracts thousands of email subscribers and creates seven-figure revenue. Why email? Isn't social media superior? No, recent studies show that email is 12 times better at acquiring new customers than Facebook and all social media combined.<sup>1</sup>

For over 10 years, I've consulted with top-tier authors and publishers to build bigger email lists and boost their book sales. As a result, my clients hit the *New York Times* bestseller list in three different categories with over 10 books. After reaching the pinnacle of publishing success, I want to help create dramatic results for your organization.

In less than 15 minutes, this Quick Start Guide will walk you through five simple steps to jumpstart your list with no added expenses or personnel. My approach can help you:

- Create million-dollar sales for retailers, publishers, hotels, sports teams, etc.
- Generate million-dollar memberships for museums, zoos, music groups, etc.
- Develop million-dollar donations for non-profits, ministries, universities, etc.

Let's consider how fast you can turn a Million Dollar List into a million actual dollars. If your organization is a museum, retailer, or sports team, the average family of four spends around \$125 per visit. If your email list helps drive an additional 8,000 family visits (either first-time customers or repeat business), you make an extra seven figures:

**\$125 Average Sale x 8,000 Visits = \$1,000,000 Revenue**

Most organizations already have a “house email list.” But, just like the home you own, your list is a tangible asset that appreciates or depreciates based on the way you use it. In my experience, too many marketers let their house list fall apart due to neglect, boring content, or spending resources on less productive tactics.

The five steps you're about to read are essential to building a Million Dollar List. Each step will lead you down the path towards generating seven-figure revenue. The key to getting results is your commitment and execution during each step. Let's get started.



**Rob Eagar**  
Wildfire Marketing

1 - Custora E-Commerce Pulse Report: Q1, 2016

<http://blog.custora.com/2016/05/custora-e-commerce-pulse-report-q1-2016/>

McKinsey & Company: Why Marketers Should Keep Sending You Emails

<http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/why-marketers-should-keep-sending-you-emails>

## STEP 1 - CREATE A CONTENT MAGNET

### Summary:

You can't build a Million Dollar List if your email signup form is a boring little box buried at the bottom of your home page. People are more likely to join your email list if make it a priority and give them an incentive. Your audience takes their cue from you. If you want people to join your email list, you must make the request noticeable and incite the desire to subscribe. Don't go overboard with annoying pop-up windows. But, you should present a signup box at the top of your website and make an offer that's hard to refuse.

For example, I helped a publishing client grow their email list from zero to 50,000 subscribers in just nine months. At the top of their website home page, we promoted short e-books based on content from their bestselling titles. The offer attracted people like a magnet and people gladly gave their email address to download the e-books. Likewise, if you offer enticing content, people will give their email in order to gain access.

### Technique:

A "content magnet" is slice of provocative material that you offer for free as a way to attract readers to join your list. In many cases, the material can be a 1,000 – 2,500 word article provided as a PDF download. However, you can also offer compelling content magnets using videos, audio files, artistic printables, etc.

The most effective content magnets are usually tied to a specific felt need. The purpose is to make people think, "Wow, this free content is so good, I'm ready to take the next step and consider buying something." This approach also enables you to be more aggressive with your promotional efforts and reach a wider audience.

The title of your content magnet is the most important factor, because no one will see your material until after they've already subscribed to your email list. Therefore, make sure your title is a real attention-grabber.

As an aside, you may have come to the sudden realization that you're reading a content magnet. Yes, I practice what I preach. This Million Dollar List Quick Start Guide is my content magnet for catching your attention and enticing you to join my email list.

### Questions to Consider:

1. What content does your organization possess that people would love to know?
2. What type of inside knowledge, exclusive material, or behind-the-scenes information could you trade in exchange for someone's email address?
3. What format would make it easiest to share your content with a large audience? Written article, video file, audio file? Don't overcomplicate access to your material.
4. Have you asked 5 – 10 customers if your content magnet is appealing? Don't assume people will like your material, or you could waste a lot of time and resources. Instead, ask for verification before you launch.

## STEP 2 – DRIVE QUICK SALES

### Summary:

You may feel skeptical about putting more time into growing your email list because you're concerned it will take a long time to generate sales. You might be worried that revenue won't arrive until after you've sent a bunch of newsletter or email promotions. This belief is a misconception.

Major hotel chains and retailers commonly attract new email subscribers by offering a financial discount to join their list. For instance, when you visit their websites, a pop-up box or an ad will display, "Join our newsletter and get 10% off your next order." That strategy is better than nothing. But, in my opinion, it's too bland. If you want to build a Million Dollar List, it's essential to stand out from the crowd.

Go beyond the standard discount and give consumers a reason to buy quickly. Offer people your free content magnet along with a big savings if they purchase within 7 – 30 days. In return, you increase short-term sales and grow your list at a faster pace.

### Technique:

Combine an exclusive discount along with your content magnet described in Step 1. Give consumers a reason to join your email list and buy from you now. Make it apparent on your website home page and signup landing page. Tell people that they get a 2-for-1 benefit by joining your list – a great piece of content and significant savings. Provide the discount via private coupon code or a printable coupon for customers to redeem.

To maximize results, avoid being stingy. Provide an above average discount, such as 25% - 50% off the regular price. Do not make your offer similar to other promotions currently running. Otherwise, people won't feel compelled to join your list. In addition, don't make the promotion about something obscure. Instead, connect your offer to your most popular products, services, or event tickets.

If you're concerned that this tactic could hurt short-term profits, keep in mind the long-term benefits you will gain. Besides adding immediate sales, you'll build your email list a lot faster. A bigger list will help you offset any short-term profit loss by increasing the ability to generate more repeat business, maximize new product launches, attract more passive income, etc.

### Questions to Consider:

1. What type of significant coupon or exclusive discount can you offer that will entice people to join your list and drive quick sales?
2. How will you provide the coupon or discount? Ask your e-commerce team or accounting department if there is preferred format? (Keep the redemption process simple or customers will get frustrated and feel like you created a bait-and-switch.)
3. Will the average consumer be interested in your special offer? Is the discount generous enough? Is the product popular and appealing to most people?

## STEP 3 – EXPAND YOUR REACH

### Summary:

You've probably heard, "If you build it, they will come." That notion doesn't apply here. The reality is, "If you build it, most people will ignore it – unless you promote it." A Million Dollar List may start with a content magnet coupled with an exclusive offer. However, you won't reap results unless thousands of people see those two elements. So, the next step means creating a landing page for your offer and attracting a lot of eyeballs to it.

For example, imagine your organization is a city zoo. Your content magnet could be a free e-book with pictures of cute baby animals and a 30% coupon to visit within 30 days. To gain attention, you could promote the e-book and coupon offer in numerous ways, including websites, online ads, travel blogs, local radio and TV, etc. The key is to drive people to a single landing page where you capture and convert the traffic to your list.

### Technique:

A landing page is a page on your website that focuses consumer attention on your amazing offer. Remove all other navigation options and links from the page so people won't be distracted from joining your list. Include these six elements:

1. Display the title of your content magnet in a large font across the top.
2. Show an image of the content magnet (e-book cover art, still shot from video, etc.).
3. Place a promotional paragraph describing the awesomeness of the content.
4. Add a big plug for your special discount offer and make it stand out visually.
5. Insert a sign-up form for people to enter and submit their email address.
6. Add privacy policy language and any necessary legalese in small font at the bottom.

Format your landing page to succinctly tell people about your content magnet, the money-saving offer, and ask them to join your list. Promote the page with these tactics:

- Utilize every marketing channel that your organization controls, including space on your website home page, social media accounts, related websites, blog pages, etc.
- Send a press release about your free content magnet and coupon offer to every relevant television, radio, newspaper, news website, influential blogger, etc. Use your content magnet as a reason to attract free press for your organization.
- Forward a copy of your content magnet to every member on your influencer list. Seriously, give it away to everyone you know, and give them permission to forward it to their tribe. Encourage the word of mouth to spread freely.
- As your marketing budget allows, use Google Adwords or Facebook Ads to buy online ads that promotes your content magnet and drive people to the landing page.

### Questions to Consider:

1. Can you create an effective landing page in-house or will you need outside help?
2. How many marketing channels are under your complete control?
3. How many influencers do you know who could help spread the word like wildfire?

## MILLION DOLLAR LIST QUICK START GUIDE

### STEP 4 - NURTURE YOUR LIST

#### **Summary:**

If you promote your content magnet and exclusive discount to a large audience, you'll quickly start growing your email list. I've helped several of my clients add thousands of new names in a matter of days. However, getting rapid results is the easy part.

Quick success can also lead to a major mistake. If you don't have a plan to send consistent follow-up emails, you could lose everything you worked so hard to build. New subscribers need to hear from you within 7-14 days. Otherwise, they will lose interest, ignore future emails, or unsubscribe altogether.

Creating a Million Dollar List isn't just about adding a lot of new subscribers. It's about nurturing your subscribers into repeat customers. The nurturing process involves sending emails on a weekly or twice-monthly basis that provide value-laden content, testimonials from happy customers, and promotional offers for your products.

#### **Technique:**

Marketers who manage a Million Dollar List understand the necessity to stay in touch with subscribers and provide value. If you send promotional emails begging people to buy your products, you will burn out their interest. The result will be a low email open rate and a high unsubscribe rate. Your best bet is a weekly email newsletter that contains the following elements:

- Feature article with helpful tips, relevant updates, or insider info (300-700 words)
- Upcoming events calendar covering the next 60 – 90 days
- Short testimonial from a happy customer or a well-known leader (100-200 words)
- Featured product deal with sample image, promotional text, and purchase details
- Customer service contact information

A great example of email nurturing is by Il Giallo, which is one of the top Italian restaurants in Atlanta, Georgia. They send me a weekly newsletter with interesting articles about Italian culture and cuisine. But, they also include reminders about special events and their unique lunch service. Due to their email newsletter, I decided to take clients to lunch there three times and attended two fundraising events. The restaurant made over \$500 in repeat business from me due to their consistent email nurturing.

#### **Questions to Consider:**

1. How can you make your email subscribers feel special on a regular basis? Identify exclusive content and unique discount offers you can reserve just for your list.
2. Who will manage writing and sending your email newsletters? Do you have the marketing staff available or will you need to seek outside assistance?
3. Are you willing to commit the time and resources required to send value-laden emails on a weekly or twice-monthly basis?

## STEP 5 – ADD PASSIVE INCOME

### Summary:

Once you build an email list with at least 50,000 subscribers, a new type of revenue becomes available – passive income. Passive income means other companies willingly pay for advertising access to your audience. For instance, I worked with a non-profit organization that attracted over 800,000 email subscribers. Due to such a big list, they routinely charge \$3,000 for ad space on their daily emails. Imagine getting a lot of extra revenue as a reward for all the effort you put into building a big list.

For example, consider how a large home can be used for ancillary income, such as hosting private parties or renting out rooms on AirBnB. Likewise, if you build a large “house list,” you can sell advertising space or cross-promote another organization’s products and split the resulting revenue.

### Technique:

Gaining passive income hinges upon two criteria, attracting appropriate business partners and keeping the advertising tasteful. Ads that don’t seem to fit, whether in the form of banner ads or promoted products, will quickly turn off your subscribers and kill your email open rate. People don’t sign up to receive ads. Instead, they sign up to receive discounts and relevant information.

Pursue passive income by identifying like-minded organizations that are trying to reach your type of audience. In most cases, you’ll need to provide recent email statistics and demographic info on your subscribers to prove that you’re a good partner.

When you’re ready to include ads in your emails, remember this tip. Place the advertising within your normal layout and style to prevent the promotions from feeling too blatant. For example, use your feature article to rave about the other organization and explain why your audience should consider their products. Or, use the ad copy to explain how the other organization’s product is relevant to your subscribers. You can also package your products or services together and advertise them as a package deal.

The price you can charge is typically related to the size of your email list and type of ad space offered. For instance, if you have over 100,000 subscribers, it’s reasonable to request \$500 for a small banner ad and several thousand dollars for a sponsored feature article per email. You can also package the advertising with other properties you own, including your website, blog posts, social media pages, etc. The full potential of a Million Dollar List occurs when you make an extra six-figures of passive income.

### Questions to Consider:

1. Is your email list large enough to offer legitimate advertising opportunities?
2. Are you willing to maintain editorial control of your emails and prevent extra ads from hi-jacking the integrity of your list?
3. List three organizations that would benefit by gaining exposure to your audience. Contact them and discuss how ad space on your list can help boost their revenue.

## TAKE THE NEXT STEP!

Thank you for reading the Million Dollar List Quick Start Guide. If you're like many of my current clients, you may be ready to go but unsure how to best get started. I've walked numerous organizations through this process.

"Rob entered our offices and graciously took the bull by the horns. In the end, we increased our sales, we've expanded our base of potential partners who want to work with us, and we had our best financial year yet."

**Dr. Tim Elmore, Founder and President of Growing Leaders**

Let me help you reach a higher level of success without wasting time and money. I can diagnose problems holding you back and provide specific solutions to get your list growing faster and making more revenue than ever. My expertise will help you:

- **Create content magnets that consumers cannot resist.**
- **Maximize appealing incentives to drive immediate sales.**
- **Reach the widest audience for least amount of money.**
- **Nurture your growing list into more repeat business.**
- **Capitalize on passive income you didn't think possible.**

**Select from these consulting options:**

### **Option A: Train Your Team**

I'll teach your staff how to build a Million Dollar List for your company or non-profit. Together, we'll cover all of the details, install my best practices, set appropriate metrics, and ensure you're positioned to generate more revenue. Training can be customized to fit your budget.

### **Option B: Manage Your System**

Includes all of the training provided in Option A, but I'll also setup all of the critical pieces for you and manage your list growth for an agreed period of time. If your team is hampered by limited bandwidth to do it in-house, you can rest easy knowing a world-class expert is taking care of your entire system.

### **Option C: Multi-Division Project**

Does your organization have multiple divisions or locations? I can train all pertinent staff and help develop Million Dollar Lists for each department. You'll grow even faster when everyone is singing off of the same song sheet.

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