

7-Day List Building Tutorial

Email Series

Day 1: Welcome! Your Roadmap to List Building Success

Subject: You're in! Let's build that money-making list together (Starting today!)

Hi

First off, a MASSIVE welcome and thank you for signing up to my 7-day list building tutorial!

You've just made a decision that could genuinely change the trajectory of your online business.

I'm not being dramatic here... I've seen it happen time and time again.

Over the next 7 days, I'm going to be popping into your inbox with one email per day, each packed with actionable insights about building a list that actually converts (because let's face it, what's the point otherwise?).

Here's a little taste of what's coming your way:

- Why chasing traffic without a strategy is like fishing with a broken net
- The hidden intent that drives subscribers to open YOUR emails
- The dangerous shortcuts that can destroy your reputation overnight
- Finding the "Goldilocks zone" of email frequency (not too much, not too little)
- Personalization tricks that make subscribers feel like you're reading their mind
- And much more!

Now, I should tell you something important right off the bat...

I'm not here to spout theoretical nonsense that sounds good but doesn't work in the real world.

Every tip, trick, and strategy I'm sharing is something that has been shown to work.

Some of it might challenge what you've heard elsewhere, and that's a good thing!

The online marketing world is full of recycled advice that people pass along without testing.

I still remember when I first started trying to build my list.

I spent countless hours watching YouTube videos and reading blog posts, getting more and more confused by the conflicting advice.

It wasn't until I actually started DOING it (and making plenty of mistakes along the way) that I figured out what actually works.

And that's what I'm sharing with you - the good, the bad, and the "I wish someone had told me this years ago."

So keep an eye on your inbox tomorrow for the first proper tutorial email.

We're starting with a myth that trips up even experienced marketers!

All the best

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p.s. If you're the impatient type (like me) and want to fast-track your way to list-building success, you might want to check out the "**1K FREEDOM Formula**" training.

It's basically everything you need to know about building a profitable list compressed into a step-by-step system.

No fluff, no theory - just what works.

You can use it to build responsive lists and start seeing real income within days rather than months.

You can get all the details here:

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Either way, I'll see you in your inbox tomorrow with your first tutorial!

Day 2: The Traffic Trap: Why More Isn't Always Better

Subject: Are you wasting money on useless traffic? (Most marketers are)

Hi

Have you ever been to a party where you didn't know anyone, had nothing in common with the other guests, and found yourself constantly checking your watch?

That's exactly what happens when the wrong traffic hits your website.

And yet, I see so many online business owners obsessing over traffic numbers like they're the holy grail of marketing.

"If I could just get 1,000 more visitors a day..."

"I need more traffic to make sales..."

"My traffic is down this month, I'm doomed!"

I was guilty of this myself when I first started.

I remember dumping \$200 on a solo ad that sent 500 visitors to my squeeze page.

I got 100 subscribers (decent conversion, right?), and then...

Crickets.

These people weren't opening my emails.

They weren't clicking my links.

And they certainly weren't buying anything.

I'd collected 100 email addresses, but they might as well have been random names from the phone book.

Here's the truth that traffic sellers don't want you to know:

Traffic without relevance is just expensive noise.

Think of it this way. Would you rather have:

1. 1,000 random people walk past your shop, or
2. 50 people who are actively looking for exactly what you sell?

The answer is obvious when I put it like that, but we still fall for the traffic trap.

The real goal isn't more visitors – it's more of the RIGHT visitors.

So how do you attract these ideal visitors?

It starts with getting crystal clear on who your perfect subscriber actually is.

Not just demographics like "40-year-old men interested in golf" but deeper stuff:

- What keeps them up at night?
- What have they tried before that failed them?
- What language do they use to describe their problems?
- What solutions are they actively searching for?

Once you know this, you can create content that speaks directly to THEM – not to everyone.

Your headlines, your lead magnets, your ad copy – everything should make your ideal subscriber think, "Wow, it's like they're reading my mind!"

When you do this right, something magical happens.

Your conversion rates go up.

Your engagement increases.

And most importantly, your sales improve.

Even with LESS traffic.

I'd much rather have 100 engaged, interested subscribers than 10,000 who never open my emails.

So before you spend another penny on traffic, ask yourself: "Am I attracting the right people, or just more people?"

Tomorrow, I'll reveal another massive list-building mistake that I see even experienced marketers make – one that could be silently killing your engagement rates.

All the best

YOURNAME

p.s. If you're tired of wasting money on traffic that doesn't convert, the "1K FREEDOM Formula" training includes the exact methods for attracting ultra-targeted visitors who are primed to join your list and buy your offers.

Use these techniques to build a list that consistently generates sales, even with relatively modest numbers.

You can check it out here:

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Day 3: List Building Blunder: Ignoring Audience Intent

Subject: Why people REALLY join your list (Hint: it's not for your emails)

Hi

Here's something that might shock you:

Nobody joins your email list because they want more emails.

I know, crazy right?

People already have stuffed inboxes.

The last thing they're thinking is "You know what would make my day better? Another newsletter!"

Yet many marketers act like getting on their list is some kind of privilege for the subscriber.

The truth is much more selfish (on the subscriber's part, that is).

People join your list for ONE reason: they believe you can help them get something they want.

Maybe it's to lose weight, make money, find love, fix their leaky roof, train their dog, or any other desire.

But it's always about THEM, not you.

This is what I call "audience intent" – the real reason behind why someone hands over their precious email address.

Sadly, most marketers completely ignore this intent.

They get so excited about growing their numbers that they forget WHY people signed up in the first place.

I learned this lesson the hard way a few years back.

I had created this awesome lead magnet about Facebook marketing.

It converted like crazy – I was getting 50+ subscribers a day from it.

But then a strange thing happened... almost none of these subscribers opened my follow-up emails about general online marketing.

My open rates tanked.

Unsubscribes went through the roof.

What went wrong?

These people didn't join my list because they wanted general marketing advice.

They joined specifically to learn about Facebook marketing.

When I started sending them emails about different topics, I was essentially breaking the promise that got them to subscribe.

Here's how to avoid this mistake:

Be crystal clear about what your lead magnet promises
Deliver exactly what was promised (plus a little extra)
Make your follow-up emails a natural extension of that initial promise
Gradually expand the topics only after you've delivered on the original intent
Think of it like dating.

You don't talk about marriage on the first date, right?

You build trust gradually by showing you understand and care about what the other person wants.

Your email sequence should follow the same principle.

Start by addressing the specific problem or desire that brought them to your list.

Only after you've proven your value should you branch out to other topics.

When you honor audience intent, something magical happens.

Your open rates improve.

People actually look forward to your emails.

And yes, they buy more of what you're selling.

Why?

Because they trust that you understand their needs.

Tomorrow, I'll tell you about a tempting list-building shortcut that nearly destroyed my business – and why the "slow and steady" approach actually gets you there faster in the long run.

All the best

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p.s. If you want to build a list of subscribers who eagerly open your emails and buy your offers, check out the "1K FREEDOM Formula" training.

It shows you exactly how to align your content with audience intent to create a responsive, profitable list from day one.

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Day 4: The Peril of Purchased Lists: Why Organic Growth Wins

Subject: The "shortcut" that nearly got me blacklisted (Learn from my mistake)

Hi

I'm going to admit something today that I'm not particularly proud of.

Back when I was starting out and desperate for results, I bought an email list.

Yep, I was that guy.

The contacts worked out to around a cent per contact.

It seemed like an absolute bargain compared to the time and effort of building a list organically.

So I handed over my money, got my Excel spreadsheet full of email addresses, and loaded them into my email provider.

Then I crafted what I thought was a brilliant first email and hit send.

What happened next was... well, a complete disaster.

Within hours, my email account was suspended for "suspicious activity."

Turns out, sending emails to thousands of people who never asked to hear from you triggers all sorts of spam flags.

When I finally got my account reinstated (after much groveling), I discovered that:

- My email had an open rate of less than 1%
- I'd received dozens of angry replies
- Several people had reported me to spam databases
- My sender reputation was in the toilet

It took me MONTHS to recover from this mistake.

And I learned an expensive lesson:

There are no real shortcuts in list building.

Purchased lists are the marketing equivalent of a sugar rush – a quick high followed by a painful crash.

The people on these lists:

- Have no idea who you are
- Never asked to hear from you
- Are often getting spammed by dozens of other buyers
- May not even be real people

Contrast this with organic list building, where each subscriber has:

- Found your content valuable enough to exchange their email
- Expressed interest in your specific topic
- Made a conscious choice to hear more from you
- Started a relationship based on consent and value

Is organic list building slower?

Absolutely.

Is it worth it?

Without question.

An organically built list of 5,000 subscribers will consistently outperform purchased lists of 50,000 in terms of actual revenue generated.

Why?

Because the subscribers are REAL people who ACTUALLY want to hear from you.

Here's the truth: Building a quality list takes time.

There's no getting around that.

But it's an asset that pays dividends for years to come.

Instead of looking for shortcuts, focus on creating genuinely valuable lead magnets, optimizing your opt-in process, and delivering consistent value once people subscribe.

Think of it as planting a tree.

The best time to start was years ago.

The second best time is today.

Tomorrow, I'll tackle another critical list-building question: how frequently should you email your list?

(Hint: the answer might surprise you!)

All the best

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p.s. If you want to build a quality list WITHOUT resorting to dodgy shortcuts, the "1K FREEDOM Formula" training can help.

It shows you the exact system for attracting genuine, engaged subscribers who actually want to hear from you.

These are techniques that anyone can implement, regardless of experience level or budget.

Check it out here:

YOURLINK

Day 5: Email Overkill: How Frequent is Too Frequent?

Subject: The surprising truth about email frequency (It's not what you think)

Hi

Let me ask you a question:

How often do you think you should email your list?

Once a week?

Twice a month?

Daily?

If you're like most people I talk to, you're terrified of "bothering" your subscribers.

You walk on eggshells, carefully rationing your emails to avoid the dreaded unsubscribes.

I used to be exactly the same.

In fact, when I first started, I only emailed my list once every two weeks because I was so worried about annoying people.

And guess what happened?

In short, absolutely squat!

My open rates were poor, engagement was non-existent, and sales were a distant dream.

Then one day, I accidentally scheduled the same email to go out two days in a row.

I panicked when I realized my mistake, convinced I'd lose half my list.

But something unexpected happened instead.

The second email actually got a BETTER open rate than the first.

And I received replies from people who hadn't engaged in months.

That's when I had my "aha" moment:

The problem wasn't that I was emailing too much – it was that I wasn't emailing ENOUGH.

Here's why:

1. Inboxes are crowded places. If you only show up occasionally, people forget who you are.
2. Not everyone sees every email. In fact, the average open rate across industries is around 20%, meaning 80% of your subscribers miss any given email.
3. Different people check their email on different days and times. More frequent emails increase your chances of catching them when they're actually looking.
4. Consistency builds habits. When subscribers expect to hear from you regularly, they're more likely to open your emails.

Now, this doesn't mean you should spam your list with garbage content five times a day.

That's the other extreme, and it's just as bad.

The sweet spot is to email frequently enough to stay top-of-mind, but only when you have something genuinely valuable to share.

For most businesses, this lands somewhere between 2-5 emails per week.

Yes, you read that right – PER WEEK, not per month.

But here's the critical part: each email needs to deliver actual value.

It could be:

- An interesting story that illustrates a point
- A useful tip they can apply immediately
- A perspective they haven't considered before
- Entertainment that brightens their day

If every email makes your subscribers feel like they got something worthwhile, **they won't mind hearing from you regularly.**

In fact, they'll look forward to it.

I now email my list almost daily, and my unsubscribe rate is actually LOWER than when I was sending twice a month.

My open rates are better, too.

The key is to focus less on frequency and more on value.

One valuable email is worth more than a dozen fluff pieces.

Tomorrow, we'll explore an often-overlooked aspect of email marketing that can dramatically increase your engagement and sales – personalization that goes beyond just using their first name.

All the best

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p.s. If you're struggling to come up with valuable content to send your list regularly, my "1K FREEDOM Formula" training includes my personal email templates and content frameworks that make it easy to create engaging emails, even if you're not a natural writer.

Plus, I show you how to set up automation that delivers the right message at the right time, so you can maintain consistent contact without being chained to your computer.

Check it out here:

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Day 6: The Personalization Misstep in Email Marketing

Subject: List Ignition - Lesson #06 - Learning a list building lesson from a Broken Heart

Hi

When I was a young lad (many moons ago), I had a massive crush on a girl in my class.

Valentine's Day was approaching, and I spent ages picking out the perfect card.

It had hearts, it had a cute message, and it cost me a couple of weeks of pocket money at the time.

I wrote "Happy Valentine's Day" inside and signed it with a question mark to maintain the mystery.

I was so proud of myself. Until that is, I saw her reaction.

She opened it, glanced at it for about 2 seconds, tossed it into a pile with about 10 identical cards, and never mentioned it again.

My heart was broken, but I learned a valuable lesson that day – a lesson that applies perfectly to email marketing:

Generic messages get generic responses.

You see, I had done the bare minimum.

I hadn't personalized the message in any meaningful way.

I hadn't referenced our inside jokes or shared experiences.

I hadn't shown that I knew anything about her as an individual.

And predictably, she treated my card just like all the others – *as background noise*.

Many marketers make the exact same mistake with their email campaigns.

They think personalization means slapping "{firstname}" at the top of an otherwise generic message.

"Hi {firstname}, check out our latest offer!"

That's not personalization – *it's the digital equivalent of my sad Valentine's card*.

Real personalization goes much deeper.

It shows your subscribers that you understand them as individuals, not just as email addresses on a list.

Here's what true personalization looks like:

- Referencing their specific actions (pages visited, products viewed, etc.)
- Acknowledging where they are in their journey with you
- Tailoring content based on their past engagement
- Sending offers that match their demonstrated interests
- Adjusting email frequency based on their engagement level

When a subscriber clicks a link about Facebook advertising in your email, and your next message follows up specifically about that topic – *that's personalization*.

When someone purchases your beginner course, and you send them tips specifically for beginners – *that's personalization*.

When you notice someone hasn't opened your last 5 emails, so you send them a special "We miss you" message – *that's personalization*.

The technology to do all this exists, and much of it is built right into popular email platforms.

You don't need to be a tech genius or have a massive budget.

What you do need is the mindset that your subscribers are individuals with unique interests, challenges, and behaviors – not just names on a list.

When you make this shift, your emails transform from generic broadcasts into meaningful conversations.

Open rates improve, click-throughs increase, and sales naturally follow.

Tomorrow, in our final email of this series, I'll tie everything together and give you a simple action plan to implement everything we've covered.

All the best

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p.s. You can still get hold of the \$1K FREEDOM Formula for just \$1 to give you **everything you need to build a highly profitable list in the quickest time possible.**

Click below for the full details

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Day 7: Putting It All Together: Your List Building Action Plan

**Subject: The simplest list-building action plan
you'll ever need (Just 5 steps)**

Hi

Well, here we are – the final day of our list-building journey together.

First off, a massive thank you for sticking with me through these emails.

It means a lot that you've taken the time to read and (hopefully) implement some of these ideas.

Over the past week, we've covered a lot of ground:

- Why quality traffic beats quantity every time
- How understanding audience intent transforms your results
- The dangers of taking shortcuts like buying email lists
- Finding the right email frequency for your audience
- Using real personalization to deepen engagement

That's a lot to take in!

So today, I want to simplify everything into a 5-step action plan that you can start implementing immediately.

Ready? Let's do this.

Step 1: Create One High-Value Lead Magnet

Forget trying to create multiple lead magnets right away.

Focus on creating ONE irresistible resource that solves a specific problem for your ideal subscriber.

Make it so valuable they'd happily pay for it.

The quality of your lead magnet sets the tone for your entire relationship with subscribers.

Step 2: Optimize Your Opt-in Process

Remove friction from your sign-up process.

Fewer form fields, clear benefits, and a compelling call-to-action can dramatically improve conversion rates.

Test different placements, designs, and copy to find what works best for your audience.

Step 3: Plan Your First 7 Emails

The first week after someone subscribes is critical.

Map out a 7-day sequence that:

- Delivers on the promise of your lead magnet
- Introduces you and your brand
- Addresses common questions
- Provides unexpected additional value
- Makes a relevant offer

Step 4: Implement Basic Segmentation

Even simple segmentation is better than none.

At minimum, track:

- Which lead magnet they opt-in for
- Whether they've opened your emails
- Which links they've clicked
- Whether they've purchased from you

Use this data to send more relevant content to different segments.

Step 5: Establish a Consistent Rhythm

Commit to a regular sending schedule you can maintain.

Whether it's daily, three times a week, or twice weekly doesn't matter as much as consistency.

Calendar your email topics in advance so you're never scrambling for content ideas.

That's it!

Five simple steps that, **if followed consistently, will help you build a responsive, profitable email list.**

Remember, building a quality list isn't about finding magical shortcuts or growth hacks.

It's about consistently providing value, respecting your subscribers' needs, and focusing on engagement over raw numbers.

Start where you are, with what you have.

You don't need fancy tools or a massive budget to begin.

The most important thing is to take action TODAY.

And if you ever feel stuck or have questions, just hit reply to any of my emails.

I read every response personally and love helping my subscribers succeed.

What's one action from this series that you're going to implement this week?

Hit reply and let me know – I'd love to hear from you!

All the best

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p.s. If you're serious about fast-tracking your list-building success, the "1K FREEDOM Formula" training gives you the complete blueprint for building a profitable email list from scratch.

It includes proven lead magnet templates, high-converting opt-in page formulas, email sequences that build trust and drive sales, and much more – all in a step-by-step system that eliminates the guesswork.

This is possibly your last chance to get it at the current 'beta-launch' \$1 price!

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