



THE POWER OF PROFITABLE LIST BUILDING

Manifesting growth, sales, and connections via your email list

A VIP Tribe Exclusive

Manifestation Babe™



Welcome!!!

- Who is this training for?
 - ANYONE who wants to increase their profits
 - Businesses that want to increase their longevity
 - People who want to be noticed & stay relevant in the online world
- Who is this training not for?
 - People who would rather put their eggs in one basket
 - Stubborn biz owners who don't see the value in intimately connecting with their audiences
 - Biz owners who are content with where they're currently at



What you will learn

- Why have an email list + what it can do for your biz
- How to get to your first 1,000 subscribers... and BEYOND
- How I got to 20,000 subs in under a year (a legit breakdown of strategy!)
- List building strategy ideas + making juicy opt-ins
- Recommended softwares for making list building EASY peasy
- What to do with your list when you have one
- An easy to implement sales funnel to get you started on automation
- All your Q's answered on list building (how often to email, what to email, etc).



Why build your email list?

- You DON'T own Facebook, Instagram, or Pinterest
- If Mark decides to shut down FB tomorrow, your content goes BYE BYE. So do your followers.
- You would have no way of contacting them or doing business with them.
- That even includes giant FB groups like Manifestation Babe!
- A giant following is great, but it doesn't mean profits



Fascinating stats

Email is 40 times more effective at acquiring new customers than Facebook or Twitter. – McKinsey

A message is 5x more likely to be seen in email than via Facebook. – Radicati

4.24% of visitors from email marketing buy something as compared to 2.49% of visitors from search engines and 0.59% from social media. – Monetate



More stats

Email marketing has an ROI of 3800%. – DMA

The average order value of an email is at least three times higher than that of social media.

– McKinsey

For every \$1 spent, email marketing generates \$38 in ROI. – Campaign Monitor



And more stats

92% of online adults use email, with 61% using it on an average day. – Pew Research

57% of email subscribers spend 10-60 minutes browsing marketing emails during the week. – ChoozOn

90% of email gets delivered to the intended recipient's inbox, whereas only 2% of your Facebook fans see your posts in their News Feed. – Forrester Research



Who are your subs?

- More targeted followers (who are already interested in your stuff)
- Think of your subs as your VIP freebie peeps
- Even though getting on your list is free, you want to deliver HIGH VALUE to them
- I typically spend about an hour crafting my emails when I send out a newsletter
- Generally info I don't share anywhere else (thus, making it VIP)






Where to begin?

- Find an email provider you like
- Create an opt-in (landing page + thank you page + freebie)
- Promote your opt-in anywhere and everywhere you typically connect with your audience
 - FB group + posts
 - IG bio or story
 - Pinterest links
 - Podcast shownotes
 - Twitter posts
- Connect with your subscribers on a regular basis (1-4x a month at minimum, not including nurture sequences or funnels)



Recommended Providers

- For beginners: Aweber  we are email marketing
- For intermediate: ConvertKit  **ConvertKit**
- For advanced: InfusionSoft  **Infusionsoft.**
- *The above are ones I had personal experience with at different stages of my business
- Typically, all have free trials or super low costs for starters.
- Try em all! Whatever you use.. make sure it has AUTOMATION
- Note: Avoid Mailchimp



What's an opt-in?

- Also known as a lead magnet or a freemium
- Something you offer for FREE in exchange for someone's email address
- People are more hesitant to give out their email... so opt-ins must be high value + juicy



What makes a good opt-in?

- Something that your audience REALLY wants
- Will solve a problem
- Quick + actionable
- Consumed within 10-15 minutes (you WANT them to finish it and get the full value)
- The form asks for nothing more than a name + email



The simpler, the better

- The more clicks required to grab your freebie, the less subs you will end up converting
- The simpler and more seamless the process, the better.
- Don't do "double opt-in"
- Make sure an email goes out immediately (instant gratification)



Types of freebies

- PDF checklists or how-to guides
- Resource Library ← High conversion
- Video trainings/Webinar/Workshop
- Quizzes ← HIGH conversion (Use TryInteract.com)
- Mini E-books
- Actual books (use a company that prints + distributes → vervante.com is an option)
- Email course
- Sample book chapters
- Summit of experts
- 5 to 7 day challenge (even FB live works!)



Opt-in pages

- Keep it simple: Leadpages
- \$37/month
- It even takes payments now!
- Opt-in page + form + thank you page + hosting your opt-in
- Or build the whole thing on your website





Great opt-in locations

≡ ABOUT WATCH ▾ SHOP ▾ ATTEND ▾

Gabby

✉ FREE UPDATES

👤 LOGIN

Become the happiest person you know.

START NOW



Order my new book, Judgment Detox, and get my Super Attractor online workshop for FREE! You'll discover my 5 secrets to manifesting your desires. Get access to the workshop now...

FREE WORKSHOP

🔍 Supp



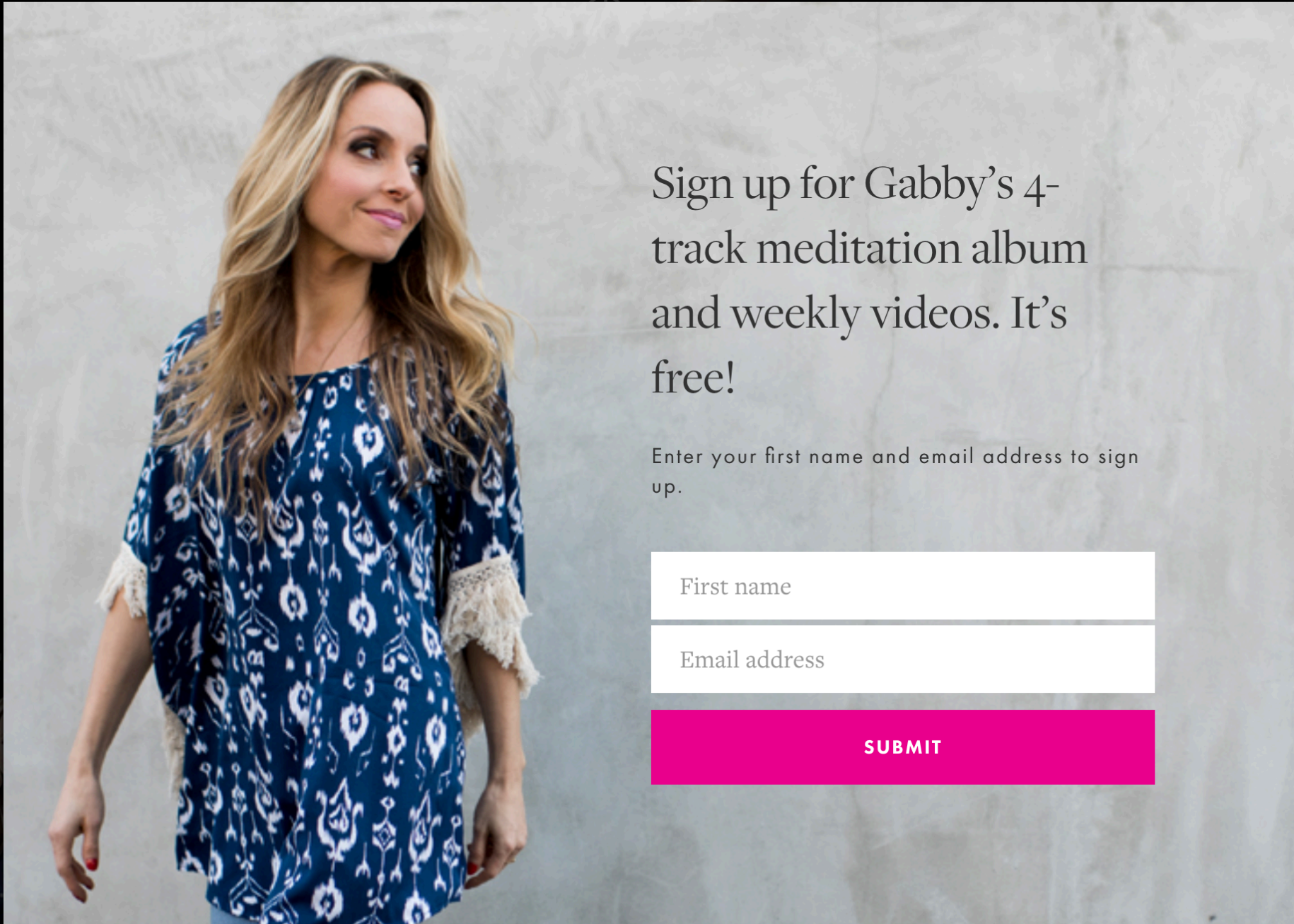
Great opt-in locations

≡ ABOUT WATCH ▾ SHOP ▾ ATTEND ▾

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FREE UPDATES

👤 LOGIN



Sign up for Gabby's 4-track meditation album and weekly videos. It's free!

Enter your first name and email address to sign up.

SUBMIT

AS NEW YORK TIMES
Gabielle

Judgment Detox
Release the beliefs that hold you
back from living a better life

SHOP

🔍 Support



Great opt-in locations

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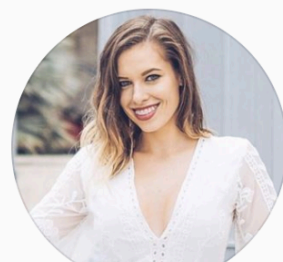
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How to promote your list



manifestationbabe

Follow

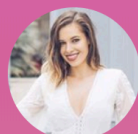
1,038 posts

37.2k followers

336 following

Kathrin Zenkina Master Mindset Coach for Entrepreneurs Helping you unleash your inner Rich Babe so that money becomes EASY 💰 Get inspired + work w/me + become VIP 📌

linktr.ee/manifestationbabe



@manifestationbabe

What Type of Manifestor Are You? [Take The QUIZ]

Listen To The Podcast

Rich Babe Academy

FREEBIES! - Access The Freebie Library Here

Ready To Go VIP? Access My Members-Only Content Here.

Manifest With Me In BALI! (April 2018)

The Ultimate Goal Setting Masterclass

11 Journaling Prompts To Help You SLAY 2018



IF YOU HANG OUT WITH
ME FOR TOO LONG I'LL
BRAINWASH YOU INTO
BELIEVING IN YOURSELF
AND KNOWING YOU CAN
ACHIEVE ANYTHING.



How to promote your list



8 Ways to Start a Business with No Money

Sign up at: <http://bit.ly/ManifestationBabeFree>

If you're BRAND NEW to the group, catch up on all the previous #CoffeeChat episodes by subscribing to the Manifestation Babe podcast here: <http://bit.ly/ManiBabePodcast>

Love VIP treatment? Join the VIP MB Tribe here: <http://bit.ly/JoinVIPTribe> (Enjoy unlimited access to my entire exclusive mindset & business content members only library for just \$1.23 per day)

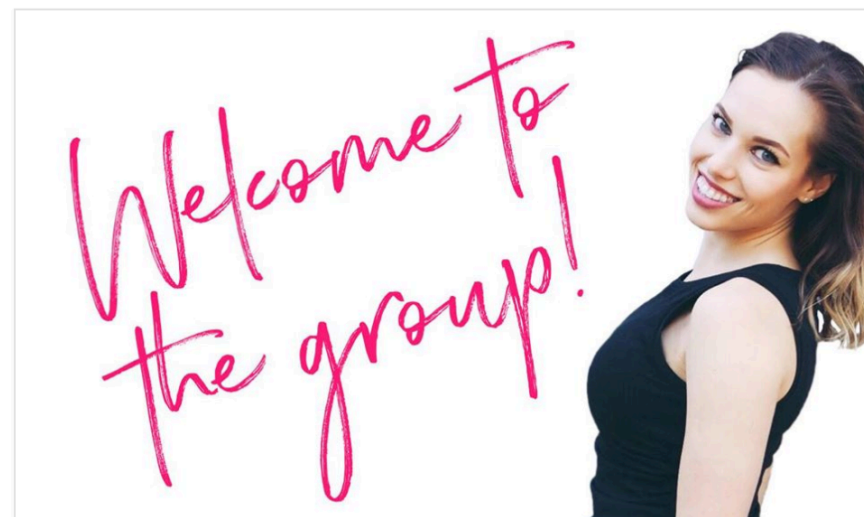
Ready for your intensive 1:1 VIP Breakthrough Day? Apply to be coached by me in person here: <http://bit.ly/VIPBreakthroughDay>

Also, follow me on Instagram at @manifestationbabe for extra inspiration that relates to manifesting!

Please enjoy your time in here! Introduce yourself, get to know the other women in here, and HAVE FUN.

This group is a place for you to come out of the spiritual closet and realize that you can manifest whatever the fuck you want (yes, hi, I say the F word a lot too. It comes out when I get passionate 😊!).

Love you all so much,
Kathrin Zenkina
Creator of Manifestation Babe.



Kathrin Zenkina

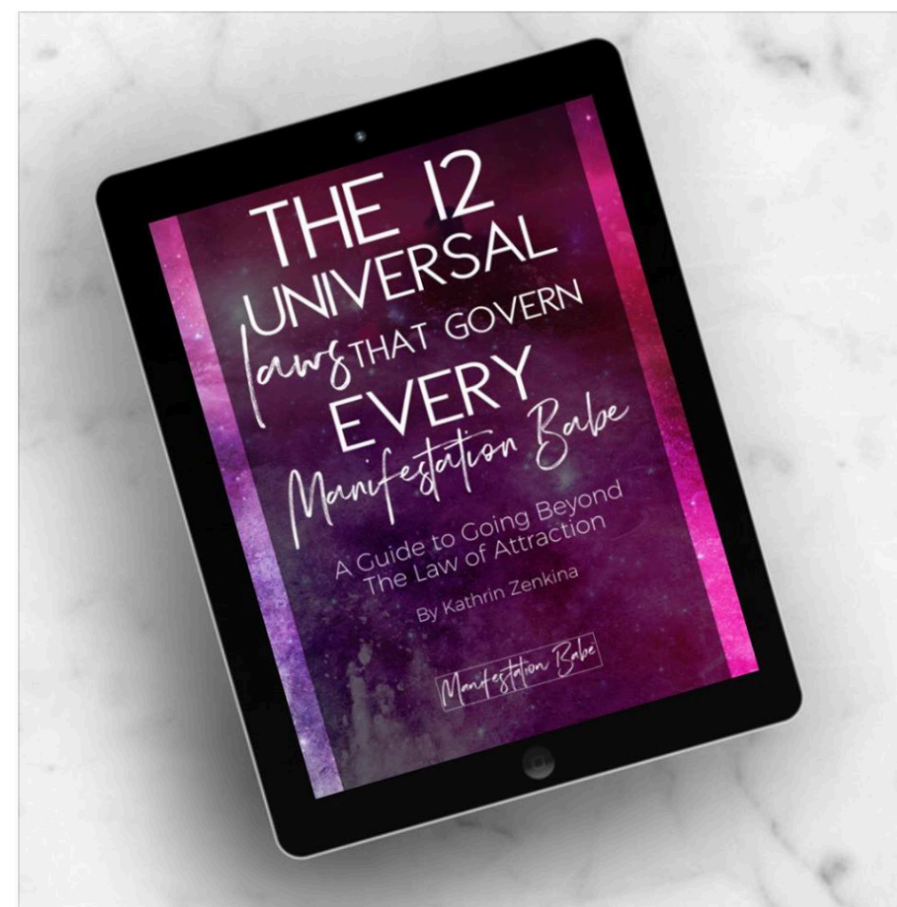
Admin · Yesterday at 12:47pm

LIVE in the freebie library!! 😊

You've been asking for an e-book that summarizes the 12 universal laws that govern every Manifestation Babe. You got it 🙌

If you don't yet have the password to access, it's free & you can grab it here: <http://bit.ly/ManifestationBabeFree>

Leave an emoji below if you're excited to download this guide! 🙌💎





Note on promoting

- Anywhere you hang out, post, or consume content... is a great place to promote your freebie
- Every social media platform counts :)
- (Check in w/FB group rules)



I got a sub! Now what?

- Congratulations! Now it's time to nurture them :)
- 5 day nurture sequences gets them accustomed to you and receiving emails to you
- Also helps them decide if they want to stay on or not
- Check in with your list as often as you can (no more than 1x per week unless you're launching something)
- Weekly newsletter works like MAGIC
- Provide more value to them
- Occasionally offer a value upgrade (what I call asking for a sale)



5 day nurture sequence

(NEXT SLIDE)

BASIC SALES FUNNEL LAYOUT:

Opt-in



Thank you

OPTIONAL, BUT RECOMMENDED:
ADD A TRIPWIRE
(a small product offer)



EMAILS:

#1

24 hours



#2

24 hours

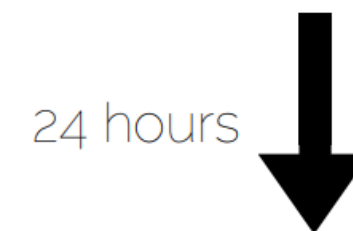


#3

- Give the opt-in that was promised
- Small introduction of self

- Tell your story
- Share that you'll be sharing a juicy secret tomorrow (that relates to product)

- Share the juicy secret
- Preview to tomorrow's email about common misconceptions/problems related to juicy secret



24 hours

#4

- Share common misconceptions
- Give a juicy freebie bonus they weren't expecting

24 hours



#5

- Share with them how to get MORE juicy secrets
- Share your product & its value & how to purchase it

24 hours



SEND A VALUE
PACKED EMAIL
2X-4X A MONTH
to keep your subs engaged



Anatomy of a newsletter

- NEVER call it a newsletter
- Never say "subscribe to my newsletter!"
- It's a love letter to your VIP babes
- Value, value, value, value..... P.S. I have something for you!
- Unless you're doing a launch or promoting a product hardcore, 1x a week is enough for your subs to be SUPER engaged and appreciate your emails + offers



Do not FEAR

- Don't be afraid to sell to your email list
- Treat them like any other social media platform
- If all you did WAS sell on social media, how many followers would you end up having?
- Surprise them with freebies & value regularly and they will actually appreciate your offers
- If they unsubscribe... THEY WERE NOT YOUR IDEAL CUSTOMER ANYWAY!!!!
- Email should be 80% value, 20% offer (general formula)

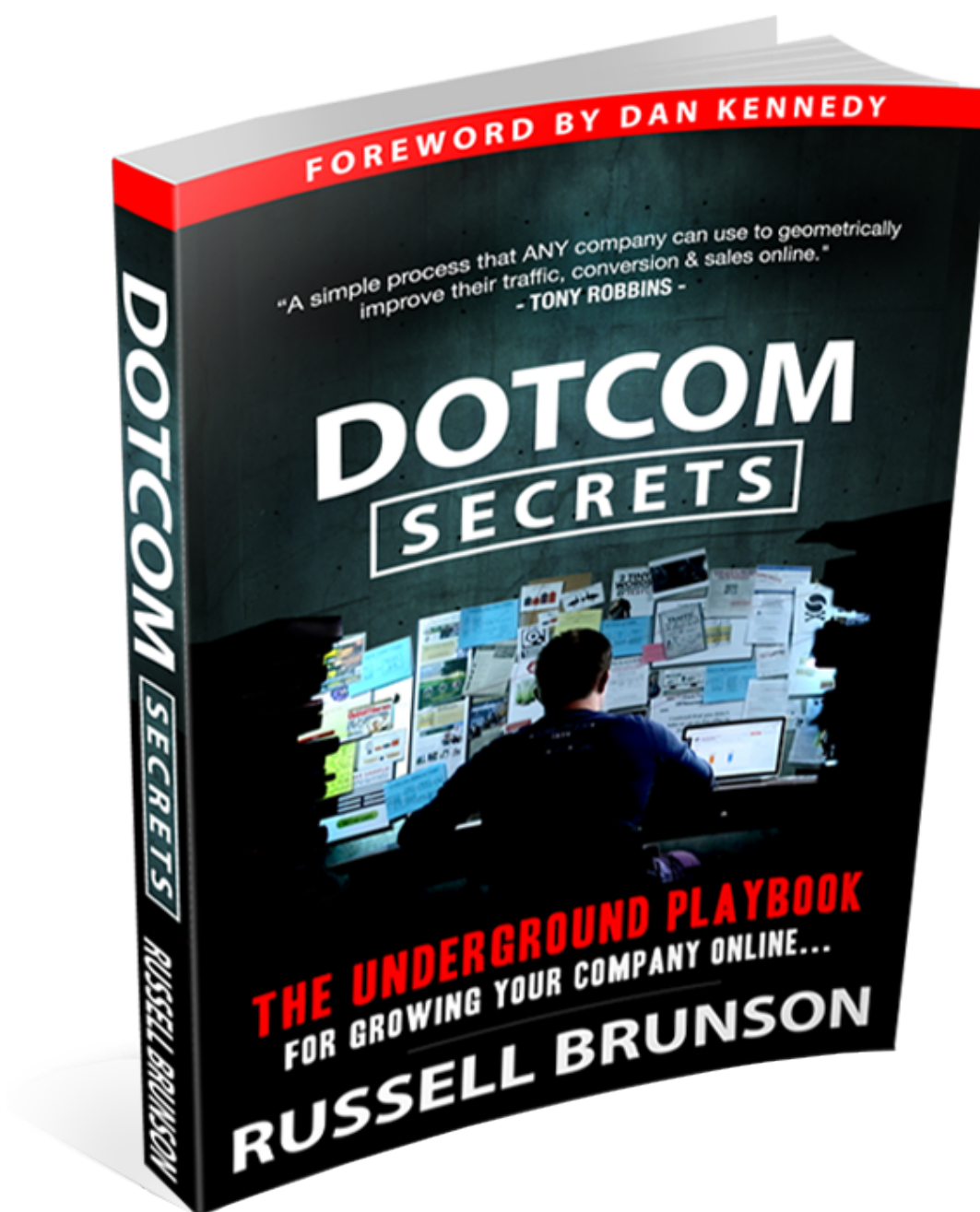


My breakdown of 20k

- I tried EVERY type of opt in
- The best & highest converting?
- 5 day challenges (SO good)
- Manifesting quiz! (2,000 new subs in 10 days)
- Freebie library (HIGH, HIGH value)
- Having a tripwire offer a \$7-30 product has increased my revenue + also shown me which leads are BUYERS
- They were more likely to purchase the upsell + everything else I offered



Great resource for more!





Questions?