WHAT'S WORKING RIGHT NOW?

THE 3 MOST EFFECTIVE LIST BUILDING TECHNIQUES OF 2016

- Bryan Harris -

INTRODUCTION

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In this guide, I'm going to walk you through the most effective strategies for growing an email list in 2016.

A lot of things are taught online that, quite honestly, just aren't that effective anymore (exhibit #1: guest posting). In this strategy guide I'm going to show you what is working for us right now. Specifically, you'll learn the 3 cutting edge listbuilding strategies that me and my clients are using to grow our list in 2016.

These 3 strategies have sped up our list growth at around 3x our 2015 growth rate..

The #1 most important skill set that any entrepreneur can develop is the ability to focus on what's working.

One of my favorite quotes is from Laura Roeder (founder of LKR Social and Meet Edgar).

"Find what works and do more of that."

Same goes for growing your email list and launching your first product. You have to be hyper-focused on what's working. And in this guide you'll learn exactly what's working.

Your job after you read and watch each strategy is to get to do something about it.

I challenge you to do the later.

As always, send me a personal note once you implement the strategies you're about to learn. I want to hear how they worked for you and to tell your story to the 10ksubs community.

-BRYAN

#1
UPSIDE-DOWN HOMEPAGE

DIFFICULTY

5/10

EFFECTIVENESS

★★★☆

TIME TO IMPLEMENT

10 HOURS

The very first thing I do when someone hires me to help them grow their list is to look at 11 pages on their website.

Page #1   Their homepage
Page #2-11   Their top 10 most popular blog posts

HERE IS WHY:

On nearly every website I've ever seen, 70-80% of all traffic to that site goes to those 11 pages.

So, if we focus on turning those 11 pages into little list-building ma-chines, it could make a huge difference.

That's where the Upside-Down Homepage comes in.

Most people spend months trying to get their website to look pretty, when in reality that's only half the equation. It needs to look pretty AND build your email list at the same time.

Over the last 2 years I've been trying to solve both of these problems. How can we help people overcome the massive pain of website design and give them a page that converts like crazy?

We've tested out 15 different page designs and worked with over 100 1-on-1 coaching clients to try to find the design that actually gets the results we're looking for.

The results = a new homepage framework that converts like crazy and looks sexy:

CLICK TO ENLARGE

It's called the Upside-Down Homepage because the typical menu bar that you see at the top of most pages is placed at the bottom of the page. On the surface it may seem like this would annoy new visitors who want to just poke around the site.

But the opposite is true. We've found that this new framework decreases bounce rates by an average of 25% (the number of people who show up and leave without doing anything else) and increases email opt-ins by an average of 300%.

People spend time on your site.
More people sign up for your email list.
Win. Win.

Here are a few more examples of the Upside-Down Homepage in the wild:
Jeff Goins / Andrew Warner / Videofruit / Michael Hyatt / Elle & Company

The reason you want to use an upside-down homepage is that it will increase your conversion rate.

How can you do the same thing?

Here is a video run-through and breakdown of the 6 major sections of the Upside-Down Homepage:

There are 6 main sections to the Upside-Down Homepage.

PART 1: ABOVE THE FOLD

The top the page is dedicated to one thing: giving your readers what they want. Many websites push this call to action to the sidebar or footer. However, I've found that by making it the first thing someone sees when they come to your site, it increases the chances of them seeing it and acting on it.

PART 2: SOCIAL PROOF

The social proof section indicates that you are someone to be trusted, based on the sites you have been featured on and companies you have worked with.

PART 3: YOUR ROAD MAP

The road map gives your readers a quick glance at the path you are going to walk them down as they get to know you. In this part of my homepage, I cover three main topics that are important to my blog and business: building an audience, creating products and launching products.

PART 4: PILOT STORY

The pilot story is the the key to the Upside-Down Homepage. Instead of letting your best content get lost on page 10 of your blog, the pilot story highlights your best content, introduces new readers to you and your site and then gives them a call to action to learn more. (More on that in the next step).

PART 5: CALL TO ACTION

The call to action at the end of your pilot story works much like a content upgrade in a normal blog post. It takes your readers by the hands and leads them to the next thing you'd like them to do.

PART 6: NAVIGATION

This is what makes this home page "upside-down". Most websites have their navigation at the very top of the page, but we found moving it to the bottom of the page increased focus and conversions.

WATCH THE VIDEO

#2
ONE-CLICK OPT-INS

DIFFICULTY

2/10

EFFECTIVENESS

★★★★★

TIME TO IMPLEMENT

2 HOURS

One-click opt-ins are the most game-changing list-building strategy I've seen since starting my list 2.5 years ago.

They are more effective than content upgrades, upside-down homepages and every other list building strategy I've ever written about or used.

THEY WORK LIKE THIS:

One-click opt-ins are used when partnering with someone else to: 1) promote their content or products; and 2) for other people to promote your content or products.

A TYPICAL PROMOTION PARTNERSHIP WORKS LIKE THIS:

1. You have a friend who has an audience interested in your product.
2. The friend agrees to promote your product to their audience.
3. For every person the friend gets to buy your product, you pay your friend some money.

= Partnerships vs. Affiliates

Partnerships like this are an incredibly good list-building strategy and also are great for increasing sales.

A TYPICAL OPT-IN PROCESS FOR A PARTNERSHIP LOOKS LIKE THIS:

1. You create some pre-launch content (video series, e-book, etc.).
2. Your partner sends an email to their list, telling them about it.
3. Their readers open the email…
4. Read the email…
5. Click the link in the email…
6. Load the page that tells them more…
7. And read the page.
8. Some are still interested. (Others have dropped off.)
9. The interested ones click a button, enter their info and press the submit button.

At the end, that person is now on your list and is marked as being referred from your friend. (If they end up buying, your friend will get the credit and commission for it.)

Cool part is, no matter if they buy or not, you have new subscribers.

When done together, all 9 of those steps are painful. And each additional step people have to go through decreases the chances of them completing the process. Theoretically if you cut in half the number of steps to opting in for your list, you'd get twice as many leads and sales.

THAT'S WHERE THE ONE-CLICK OPT-IN COMES INTO PLAY:

1. Your partner sends the promo email.
2. Their readers open it.
3. They read it.
4. They click the link and are instantly opted into your list and get the free cool thingy you've promised.

Result = 50% more people sign up for your list

HEYOOO!

If I had known this feature existed during our last launch, we could have added 20,000 subscribers to our email list. But I didn't, so we lost those.

This is one of the most revolutionary list-building strategies I have seen since I've been around. It will double your opt-ins if you use it.

If you have partners but you don't use this, you're completely crazy.

Here's a video with more detail.

WATCH THE VIDEO

#3
PPC TO WEBINAR

DIFFICULTY

8/10

EFFECTIVENESS

★★★★☆

TIME TO IMPLEMENT

25+ HOURS

The third and final strategy is the PPC webinar.

PPC   =   pay-per-click advertising
Webinar   =   live teaching with a pitch at the end

THIS IS HOW IT WORKS:

1   You buy ads on Facebook. (Spend $500 per week to start.)
2.   When someone clicks the ad, they land on a webinar registration page.
3.   They enter their email to register. (Now they are on your list.)
4.   You send them a few reminders to show up for the webinar.
5.   About 30% of people actually show up.
6.   You present 30-45 min. good free material (like a speech with fun slides).
7.   Then you tell them about your paid product and ask them to buy it.
8.   Make more than the $500 back.

We started experimenting with this process in January.

We started with a $500-per-week ad spend. On our first webinar we made $350 back while collecting 300 new email subscribers. This means we lost money, but we grew our list by 300 subs in the process. Not ideal, but a decent start.

Fast forward a few weeks. Just a few days ago we spent $1,500 on Facebook ads, got 750 people registered and sold $4,000 of product.

This means we got paid $2,500 to grow our list by 750 people.

We can market other product, like our flagship course 10ksubs, to them in a few weeks when it opens for enrollment.

This is probably my favorite new-to-Videofruit strategy: it's not new to the internet, as people have been using this basic idea for years.

HERE IS OUR AD:

READY TO TAKE THE NEXT STEP TO GROWING YOUR EMAIL LIST?

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We'll be opening the doors to the Get 10,000 Subscribers course in a few days. If you want us to notify you when it opens, join the waiting list below.

JOIN NOW

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VideoFruit