

## **List Building Blueprint: 7 Steps to Successfully Increasing The Size Of Your List**

I want to share with you one my biggest marketing secrets - building a sizeable list of targeted prospective clients that you can consistently communicate with and offer your content and services to.

Because having a list is the easiest way for you to reach your tribe, build relationships and credibility, and attract new clients.

In my view, having a list is a key differentiator between a struggling business and a successful business that consistently attracts clients and creates significant impact in the world.

This is true whether your business has a local focus or you want to reach lots of people online.

So, in this guide, I want to provide you with an overview of my list building strategy. Think of it as your blueprint... a jumping off point to start or grow your own list building efforts.

Warmly,



Bill Baren  
Founder and President, Bill Baren Coaching

# List Building Blueprint

## 1. TRAFFIC: Reach Potential Clients In Your Target Audience

**Promo Partner Email**

**Social Media**  
(Facebook/Twitter/LinkedIn)

**Speaking Engagement**  
(offline)

**Networking**  
(offline)

**Local Search**  
(Google & Yahoo Local/Yelp/YouTube)

**Search Engine Optimization**  
(SEO)

**Article Marketing**

**Pay Per Click Ads (PPC)**  
(e.g. Google Adwords)

## 2. OPT-IN Method

YES!  
Moment of Enrollment

Name   
Email   
**SIGN ME UP >>**

## 3. Add to your LIST



## 4. Email FREE GIFT and e-newsletter

## 5. Build RELATIONSHIP by sending valuable free content to your list

## 6. Send OFFERS

YES!  
Moment of Enrollment

## 7. New CLIENTS & INCOME!

## Introduction

I want to show you the list building process from the perspective of your potential clients.

I'd like for you to think of list building as a flow. And your objective is to create continuous flow of new people from your tribe onto your list.

The diagram on the previous page shows you exactly HOW potential clients flow from not knowing who you are to being on your list. You can think of this as your list building blueprint.

There's a lot of a beauty in the simplicity of this blueprint.

I've created my business, with nearly a million dollars worth of revenue, using this exact flow. But it's not just me. Many of my clients have had huge success using this flow, as well.

The key thing is, it's not just something I'm using. This is the basic model that many 6-figure service-oriented business owners are using to attract and keep new clients.

This system absolutely works. It's proven. The only thing left for you to do is to understand it and work it.

It works if you work it. It fails to work when you don't.

Now, I'm going to walk you through the list building flow you'll want to create for your own business. Because having a firm grasp of the big picture, the overall flow, is what will make it a lot easier for you to implement the various pieces and traffic strategies.

In fact, if you know that you want to attract more potential clients to your list, you may want to paste this diagram to your wall or your computer. You want to get the understanding of this flow totally down and the more you are exposed to it, the easier it gets.

I remember not getting it how list building works when I first got started. I took a whole bunch of trainings and course before I fully understood. And now it seems ridiculously simple. I want that for you, too.

So if at first glance this flow seems daunting, you are right on track, and I promise you it will seem simpler and simpler the more you apply and implement it. There is

no substitute for doing it in the learning process. In fact, that's how I want you to learn what I am teaching you.

## NEXT STEP

Using this list building flow as a guide, I recommend that you examine YOUR own list building flow, in your own business, and identify which pieces of this flow are missing or could use work. You can use this flow diagram as an assessment or diagnostic to see where there are holes in your list building process. Because if any of these steps in the flow are missing, then that is likely the reason your list building efforts are not as successful as they could be. And when you have all of these steps in place, then you'll be able to scale up your list building activities in a big way!

## **Step 1: Traffic**

The first step of this flow is to reach potential clients in your target audience. In this step, what you're working on is generating traffic to your web site or any place that will allow you to give something of value to the people.

I've listed here some of the best traffic strategies for you to attract new clients to your list and to your business. These strategies can be online like a strategic partner email or through social media; or they can be off-line like networking or speaking.

The first step is the where people will come to your list from... it's the "from".

And when you reach your target audience in step 1, you'll want to always direct them to an opt-in method, like a dedicated opt-in page, an opt-in box on your website or a free gift sign-up form at a speaking gig. And once the person opts to say yes to your free offer, they wind up on your list.

Step 1 is the place they are coming from to you and step 2 is where they get to when they will give you permission to keep in touch with them and provide them value.

## **Step 2: Opt-In Method**

Now let's travel down to step 2, which is perhaps the most crucial thing for you to understand. This is a big secret to successful list building.

It's to bring EVERYONE you reach through your marketing to an "opt-in" page on your website so that you can capture their contact information in exchange for a valuable free gift.

So once again, a key element of list building is to bring everyone you reach through your marketing to your opt-in method, for example an “opt-in” box on your website, where you offer a valuable free gift, and in return your web page visitor gives you their name and email address so you can send them the free gift and keep in touch with them.

Let’s talk about the opt-in page for a bit, since this is so important. The way your opt-in page works is you have a page where you offer a free gift plus your newsletter. This should be a free gift, like an ebook or an audio, that offers valuable content that helps your audience achieve their ultimate result right now. For example, if you’re a weight loss coach, then offer an ebook called “5 Powerful Tips To Lose 10 Pounds This Month”

One thing I want to highlight for you is that a free gift is much more attractive to your audience than a newsletter. Very few people are coming to your website looking for a newsletter! But many people are looking for a solution to a problem. So that is why I recommend making your main offer on your opt-in page a really valuable free gift, and they also get your newsletter as an additional bonus.

One mistake I see a lot of people making is having a website without an opt-in box or another mistake is offering people a chance to get your newsletter only which on it’s own is not very attractive of an offer.

Ten years ago, offering people your newsletter was effective, but not anymore because everyone and their grandmother has a newsletter, so the free gift has to be compelling enough in addition to the newsletter.

### **Step 3: Add to Your List**

In this step, the person who arrived at your opt-in page decides to sign-up for your free gift, and they get added to your list.

So this is a moment of someone saying “Yes” to your help and advice, and they are entered onto your list. This is a moment to celebrate!

### **Step 4: Email Free Gift and E-newsletter**

Now on to step 4, the next step in the flow, which is to email your free Gift and e-newsletter. This step is pretty straightforward. After you attract someone to your website, and they sign up for your free gift on your opt-in page, you need to send them the free gift.

## **Step 5: Build Relationship by Sending Content to Your List**

The next step is another crucial thing I want you to take away from this flow diagram. You must send a regular newsletter to your email list, to be successful at building a relationship.

I can't tell you how many of my clients didn't do that before they started working with me and this one change has doubled and tripled their businesses.

I've even had people in my programs who had a big list of email contacts that they never emailed to. That is a huge wasted resource!

And as I say all the time, until your audience has come to know you, like you, and trust you, they are unlikely to hire you.

Remember that you are being of service when you send high-quality content to your list that they are hungry to have, so you are not bothering them with your newsletters, you are serving them. I get thank you notes all the time for the email newsletters I send out, I love that.

## **Step 6: Send Offers**

Step 6 is another pivotal moment where potential clients get to say Yes to your offers, and to receiving a deeper level of engagement with you and your work.

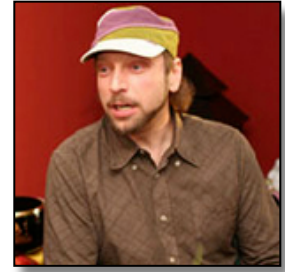
## **Step 7: New Clients and Income**

Now we're at my favorite part of the flow, step 7. Because when you build your relationship with your list, and you make irresistible offers, this will lead to new clients to celebrate!

It's a wonderful feeling to celebrate the new clients that we get to serve. It's also wonderful to receive income and be well compensated for the excellent work that you do. So the last step in the list building process is new clients and income for your business, and celebrating that.

## About the Author

**Bill Baren** is nationally recognized business coach, who has coached hundreds of small business owners towards creating time and financial freedom since 2001.



He has dedicated himself to helping business owners who want to make a difference in getting new clients and growing their business in less time. He's founder of Bill Baren Coaching, and has co-produced many sold out live and online programs including The Client Mastery Blueprint, the Big Shift Experience, The Ultimate Entrepreneur Toolkit, and Master of Enrollment.

Bill is also past President of the San Francisco Coaches, and in 2008's Excellence in Coaching award winner in San Francisco. He has been featured on Fine LivingNetwork and What's Your Time Worth TV show.

**Thank you for taking the time to read this guide. If you've enjoyed this material and would like to learn more list building strategies...**

Then I invite you to join my program, "**List Building Essentials: The Ultimate Key to Never-Ending Clients**". In this 4-session teleworkshop, I'll share powerful strategies and actions you can take to grow your email list.

Whether you're starting out or experienced in business, you'll discover new step-by-step methods designed to help you dramatically increase the number of people joining your email list, month after month.

For more information on the "List Building Essentials" program, visit:

<http://www.listbuildingessentials.com>