3 TOP TIPS

Weekly Tips On How To Grow Your List, Grow Your Traffic & Grow Your Offers

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List: Troubleshooting a Cold, Unresponsive List

One day you're looking at your mailing list data and it hits you: your list isn't all that responsive. Maybe it was at one time, but it's now grown cold. Or maybe you realize it's never been that responsive and it's never really been the moneymaker that you hoped for.

At this point, a lot of list owners start a re-engagement campaign, where they send out a series of emails designed to get people opening and reading your emails again. The underlying idea is good, and you should send out a re-engagement campaign. However, before you do this, you need to troubleshoot your list to understand WHY it's grown cold. Because once you know the reason it's unresponsive, then you can create a campaign that addresses that reason.

Let's take a look at some common reasons a list may grow cold. Ask yourself these questions…

Are you emailing the list regularly?

One common reason for a list to grow cold is simply because the list owner doesn't stay in frequent touch with the subscribers. Ideally, you should set up an autoresponder sequence to welcome new members with emails that go out every one to three days. After that initial sequence is over in a couple weeks, then subscribers should get emails at least once per week – either through an autoresponder, in the form of live broadcasts, or some combination.

As such, you need to commit to emailing your list on a weekly basis. If you're unable to do this, then load evergreen content to your autoresponder to keep your name and content in front of your audience. Simply put, it's "out of sight,

out of mind" when it comes to your list. And if you wait too long between mailings, you not only lose the "top of mind" awareness, but you might even lose subscribers who either unsubscribe or hit the "spam" button.

What should you do if you suspect your list is cold because you haven't emailed them enough? Send out a multipart re-engagement sequence with some very special content. This might be a valuable freemium such as an in-demand video, membership, report or course. Be sure to pay special attention to your subject lines to get people to open your emails.

Secondly, if you're unable to re-engage a portion of your list, then send out a "last chance" email to them. If this portion of your list isn't even opening your emails despite multiple attempts over time, then you may choose to remove them entirely. Doing so not only lets you focus on the responsive portion of your list, it also saves money in cases where you pay per subscriber.

Are you meeting your subscribers' expectations?

The next thing to consider is whether you've repurposed your list or are otherwise not meeting their expectations. Specifically:

- What does your lead page tell prospective subscribers?
- What does your initial autoresponder series tell new subscribers?
- Is your list's purpose and content different from what subscribers expect?

For example, maybe your lead page and initial emails told subscribers they'd get weekly tips and strategies, but all you send out are promotions. Or maybe you told them they'd get special discounts and perks, but you tend to promote items at full price.

If you've veered away from the purpose of your list, then you need to do one of two things:

Option 1: Return to doing what you promised. This is the preferred method. You may want to send out a special re-engagement campaign that focuses on your list's original intent. (E.G., if you promised tips and strategies, then send out a sequence with tips and strategies.)

Option 2: Set new expectations. If you can't return to doing what you promised, then you need to officially change your list's purpose. This means changing your lead page, changing your autoresponder sequences, and sending out a new series of emails explaining what's changing and how these changes benefit the reader.

You may lose subscribers during this process, as people who joined to get something specific are going to be disappointed that they'll no longer receive that specific benefit. However, going forward you'll have a higher conversion rate as you begin rebuilding your list since all your new subscribers are arriving with the correct set of expectations.

Next…

Are you sending content that your audience wants?

Another big reason why a list can grow cold is because you're not sending in-demand content or offers. For example, maybe you set expectations that you'd send weekly featured products with exclusive discounts, and you've been doing that. But if no one is buying, it might be because no one really wants the offer.

Sometimes you'll see a normal or high email open rate (which shows your list is engaged), but no sales. This suggests your audience may not want what you're selling.

The solution? Do your market research to find out what your audience is already buying on sites like ClickBank.com, Udemy.com and Amazon.com. You can also ask your audience what they want, but keep in mind that what people

say they want and what they actually buy can be two different things, so finding out what they're already buying is the best predictor of what they'll buy from you.

You can also start testing products to see what your audience wants. For example, use your autoresponder's split-testing tool to send two identical emails (Email A goes to half your list, and Email B goes to the other half), with the ONLY difference being the product you're promoting from within the email.

Conclusion

A cold list doesn't mean you should immediately send a re-engagement campaign. Instead, you need to diagnose your list first to determine the problem, and THEN send out a re-engagement campaign that addresses the problem.

Now let's turn our attention towards generating traffic…

Traffic: How to Drive Traffic Using Optimized YouTube Videos

Elsewhere in these issues we've talked about different ways to use social media such as Facebook to engage users, develop your expertise, and drive traffic back to your website. Now here in this lesson you're about to discover another way to generate traffic. Namely, by optimizing your YouTube video for the search engines.

The reason this works so well is because you can get traffic in three ways using this method:

1. Internal searches. When someone searches YouTube for specific content, your video will appear in these searches.

2. External searches. When someone searches Google and other search engines, your video on YouTube will be among the results.

3. Viral traffic. When people find your video and really like it, they'll hit the "share" button and share it on their own YouTube channel, on other social media (such as Facebook), or on their blogs and other platforms.

Point is, there is a lot of benefit to optimizing your YouTube Videos. So, let's talk about how to do it…

Step 1: Choose Your Keywords

First, you need to know what sorts of words your audience is inputting into search boxes and search engines. You can discover these words by using a keyword tool (such as Ahrefs Keyword Explorer, or your favorite tool).

The goal is to choose a targeted longtail keyword. Not only does this sort of targeted word result in better conversions, these words also to be easier to rank well in the search engines. That's because individually they don't get loads of traffic, so the "big guys" in your niche aren't focusing on them. That lets you to pick this low-hanging fruit for yourself.

Next…

Step 2: Embed Your Keywords

As with any sort of search engine optimization, you don't want to stuff your video description page full of keywords, as search engines hate that sort of spam. Instead, what you want to do is insert your keywords naturally.

Quick test. As you're inserting keywords, ask yourself if you would insert a particular word if you weren't trying to specifically include it for SEO purposes.

In other words, is it unnatural? If so, then you'll need to consider whether you should insert it at all, as the search engines prefer you create high-quality content with your keywords appearing naturally.

Now, provided you can insert your keywords naturally, then here are some places to embed these keywords:

- In the video's filename, which tells YouTube what the video is about.

- In the video's title.

- In the video's description.

- In the video's keyword tags.

- In the video's subtitles/closed captioning. (Be sure your video content includes the keywords so that they naturally appear in the subtitles/captions.)

Once you've uploaded your video, then go to "Advanced Settings" to choose an appropriate category for your video.

Now that your video is optimized for the search engines, are you ready to roll?

Not quite. Check out the last step…

Step 3: Be Sure Your Video is Ready for Prime Time

It does you no good to optimize your video for search engines if your video isn't enticing to prospective viewers. That's why you'll want to be sure your content is enticing and engaging. Keep these tips in mind…

Choose an Attractive Thumbnail

YouTube automatically generates a selection of thumbnails from the beginning, middle and end of your video. Usually, these thumbnails aren't very attractive and will do absolutely nothing to help you get people clicking on your video.

That's why you'll want to upload a custom thumbnail for your video. Most people decide whether to watch your video just based on the thumbnail picture (and the title, which we'll talk about in a moment), so you need to be sure this image is relevant, clear and enticing.

For example, if your video depicts a dog training demonstration, then you might upload an image where the dog from the video is clear, "smiling" (as dogs are known to do) and engaged in the activity that's the topic of the video.

Note: you need a verified YouTube account in order to upload custom thumbnails. However, it's well worth the effort to get verified, which usually just involves entering your phone number and waiting for YouTube to send a verification code.

Craft a Compelling Title

As you learned above, you need to naturally insert your keywords into your title. However, you also need to make sure (as always!) that you have a benefit-driven or even curiosity arousing title that will persuade people to watch your video.

Let's suppose your keyword phrase is, "toy poodle training." Just using that as a title is boring. So, you include the keywords and spice up the title like this: "Toy Poodle Training Secrets: How to Housetrain Your Pup in 72 Hours or Less!"

Conclusion

It's no secret that people really like video content, especially demonstrations. For example, it's much easier to teach someone how to train a dog when you show them your process in a video, as opposed to teaching it in all text format. And that's why you'll want to start posting videos and optimizing them for the search engines, which will help you attract a targeted audience. Just be sure to include a call to action at the end of your video in order to drive viewers back to your site (such as your lead page).

Now the last topic for today…

Offers: How to Create a High-Value Product That Has a Super-Low Refund Rate

As an infoproduct creator, you're always looking to create high-value, in-demand products. But you're also looking to create products with low refund rates too.

In order to achieve these goals, you take a few steps for each product you create:

- You research your product idea to be sure it's something your audience really wants.

- You add value to the product with bonuses, tools, and so on.

- You take care to ensure your product looks great both inside and out (ecovers) to make a great impression with your audience.

- You employ an onboarding sequence and focus on customer retention strategies.

We've talked about all of these strategies at different points in this newsletter. Now here's an advanced strategy we haven't talked about that can raise the value of the product while simultaneously lowering refunds.

It's this: create a "hybrid" product, which is part digital, part physical.

The reason for doing this is because physical products tend to carry a high perceived value as compared to digital products. You can use this fact to charge more for your hybrid product, or you can use it to simply position the product as offering a lot of value for the money.

The second benefit is that hybrid products naturally create a lower refund rate. That's because people actually need to ship the physical portion of the product back to you in order to claim their refund. The casual refunder isn't going to do that. Indeed, a serial refunder is less likely to even bother buying the product at all, since they have to take the extra step to get their refund.

SIDE BAR: As the name implies a serial refunder is someone who buys digital products and almost always asks for refunds. They do this intentionally, as it's their way of getting your product for free. If you see someone buy your product and almost immediately ask for a refund, that may be a serial refunder. If they do this more than once with some of your other products, that's more evidence that the person is a serial refunder. If you identify a serial refunder, you may attempt to ban them from purchasing your future offers.

Another benefit of a hybrid product is that it's a little harder for an infoproduct pirate to share it. In order to share it, they'll need to copy the physical portion and either turn it into a digital product (such as by using an optical character recognition reader) or print copies to share in physical format. Either way, this is more labor-intensive than simply sharing a digital product, so fewer pirates will be sharing your content.

The final benefit is that the digital portion of a product provides the instant gratification that your customers are accustomed to. As such, your customers will get to start using part of the product immediately, and soon enough the rest of the product will arrive in the mail.

As you can see, there are a lot of great benefits that go along with creating a hybrid product. So, let me share with you a few tips for creating your own hybrid offer…

Decide How to Create the Offer

Your first step is to decide what portion of your product to provide as a digital product, and which portion to offer in a physical format. Take note that this includes any part of your package, including (but not limited to) your bonuses.

A good way to do this is to determine what portion makes the most sense to distribute in physical form. Ask yourself, is there any portion of the product that someone would want to print off?

For example, if you offer tools (such as worksheets, checklists and similar), then these are the perfect items to bind into a "workbook" and send through the mail. Indeed, your customers will appreciate this, since they don't need to print it off themselves. (And as an added bonus, they're more likely to use these tools since they don't need to print them, which in turn leads to higher customer satisfaction.)

Here's the next tip…

Automate the Physical Portion

You don't want to print off and ship the physical portion of your product yourself. Instead, find a company that will handle printing and fulfillment. One such example is Disk.com, which can do everything from CD and DVD replication, to printing and binding.

Be Clear On Your Sales Page

As you're preparing your sales page, ensure it's clear to prospects that they'll receive part of the product via an instant download, and part of it via the mail.

Be sure to mention the benefits of this arrangement.

For example, let's suppose you have a course with the curriculum available via instant download, and a workbook coming through the mail. You can let

prospects know they can start studying the course materials immediately, and soon the workbook will arrive so they can put this information to work.

Finally, be sure to let your audience know how long it will take for the physical portion to arrive. E.G., "You'll receive your workbook in the mail within five to seven business days…"

Include a Flyer in the Shipment

One other benefit of sending a physical product is that it gives you the opportunity to send a physical advertisement. This might be a flyer, a postcard, a discount coupon or something similar.

Whenever possible, send a special offer along inside the actual shipment. And since you now have your customers' mailing addresses, you can consider sending other promotions through the mail. Test it out – you might be surprised by the nice conversion rate, simply because it's a bit of a rarity to see physical promotions in the main from digital product sellers!

Conclusion

As you just discovered, creating a hybrid product comes with a lot of benefits, such as a higher perceived value, lower refunds, and increased customer satisfaction. And best of all, you don't need to print and fulfill the physical portion yourself, so these sales can be totally automated. That's why I recommend you give this strategy some thought to determine if it's a good fit for your business and your specific products.

And that wraps up this final issue of Three Top Tips. But as always, keep your eye right here on your inbox, because some more goodies will be coming your way again soon. See you then!

Recommended Resources

Serious About Six Figures.com Simple actionable steps to complete every fortnight in order to generate a *'six figure a year online income'* SeriousAboutSixFigures.com

Simple Product Profit Formula. If you can write simple 7-15 page reports, you can make a living from the comfort of your own home, working to your own schedule. SimpleProductProfitFormula.com

Premium Product Profit Formula. Discover how to create your own $97 products in 48 hours or less! Ramp up your sales quickly by creating your own "premium" products in just two days. PremiumProductProfitFormula.com

Sales Copy Game Plan. Learning how to write good sales copy is one of the most valuable and profitable skills you can pick up in your business career. Because once you know how to craft irresistible, sizzling sales letters, then you'll have the power to sell anything to anyone! SalesCopyGamePlan.com

Email Marketing Game Plan. If you want your customers to buy from you again and again then you need to keep in regular contact with them by email. The Email Marketing Game Plan will show you how to educate and entertain your readers every time. Maintaining high open rates and click through rates every time you email them. EmailMarketingGamePlan.com

Free To Fee. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. FreeToFee.com

Outsourcing Game Plan. Get a lot more done, work less hours and allow your business to become H.A.N.D.S. F.R.E.E. This details home study course shows you how. OutsourcingGamePlan.com

Affiliate Traffic Game Plan. If you have a traffic problem, you have a business problem. Here's the amazing no-cost strategy for getting other people in your niche to send you their very best customers AffiliateTrafficGamePlan.com

Unfair Advantage Cheat Sheets. Over 880 pages of fill-in-the-blanks templates, swipe files, case studies, training tutorials and more to make writing anything faster, easier, and better. An essential resource for every content author and business owner. UnfairAdvantageCheatSheets.com