



How to Build a List of Responsive and Loyal Email Subscribers

LESSON 10

Wrapping Up the Course and Your Action Plan

Now that you've come to the end of this course and worked through each of the activities, plus you've got the tools and the information you need to take your email marketing to a whole new level by building a strong, lasting relationship with your list based on trust and authority.

You now understand the importance of email marketing and having a good relationship with your list. You should have a quality Email Service Provider and perhaps an autoresponder program set up as a series of email messages, including a stellar welcome email. You have all the tools at your disposal to get people to sign up for your list and keep them coming back for more. You know



how to figure out what your subscribers want and give it to them, keeping them engaged and connecting with them outside of your list. In addition, you understand how passive income works and how you can leverage your list to create opportunities for passive income for yourself.

You're ready to get started (if you haven't started already), but before we wrap all of this up, here is a reminder...

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The main takeaways of this course are that you must:

- ▶ Provide real value to your subscribers, from the initial freebie giveaway to the high-ticket, high-value promotions you offer. Value is what keeps people tuned in to your messages when there's so much other noise to distract or lead them away.
- ▶ Make a good first impression. Don't skimp on the giveaway or on your first message that welcomes a new subscriber to your list. How you start this relationship affects everything that comes afterward.
- ▶ Get to know your customers personally and individually as human beings to the best of your ability. To you, they're one of thousands, but to them, *they're just one person*. Make connections with them and take advantage of every opportunity to communicate directly with them.
- ▶ Build as many streams of passive income as possible to maximize the profits you receive from your list.

To wrap up this course and keep you on the right track, I've included with today's final lesson a handy **checklist** that will help you in planning out your strategy to have a loyal and responsive list. You'll find it, along with all the previous lessons, on the Lessons page.

I suggest you print this out and keep it handy.

Then, devote at least one hour a day for the next 30 days to your email marketing program, working through the checklist and referring back to the course lessons as needed.

The time you spend now in developing a robust, well-planned, and well-executed email marketing program will pay ongoing dividends for the rest of your business life. And if you create one or two (or more) passive income streams, you'll be making money while you sleep.

Action Assignment:

- ▶ Complete your Action Plan Checklist for next steps and deadlines for each topic covered in this course.
- ▶ Make some money with your email marketing!