

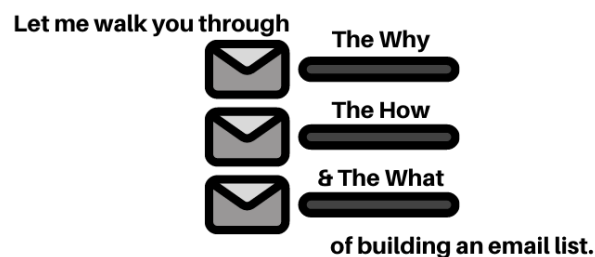


The One Tool You Need In Your Marketing Toolbox

Email List

Building an email list is imperative if you want to scale your business. The best time to start building your list is today, right now! Your email list is going to be the most profitable tool that you have in your marketing tool belt. You need your *now* clients, you need your *referral* clients, and you need your *long-term* clients. Each of those clients require communication, engagement, and nurturing.

If you're new to owning a business, you may think that building an email list is going to take too much time and effort, or you may not know what to write in the emails once you have a list. I completely understand. Your goal is to build a base of ideal customers who want to receive your emails and will happily make referrals to you and be "top of mind" in your industry.



Why You Should Start an Email List:

- The purpose of an email list is to help you build a base of your ideal clients
- You can have the greatest marketing/listing/buyer strategy plan in the world, but if no one knows about it, you're not going to see a closing table too often.
- You can't find clients through ads alone. People are more likely to work with someone that they *know*, *like*, and *trust* rather than just some random person they found from an ad.
- People on your list are there for a reason. Your ideal client wants to hear from you.
- Email list building isn't just about accumulating a list of names and email addresses. It's about building a relationship with your ideal customers.
- Since your ideal customers are more likely to think of you if they *know*, *like*, and *trust* you, having their email address allows you to bolster all three of those factors by regularly providing value to them and having direct conversations with them.
- Make sure you OWN your email list. There are 2 points to make here:
- Having followers on social media channels is great, but the truth is that you don't own those contacts; they belong to whichever social media platform you're using. You could have an audience of thousands on a social media platform, BUT...if that platform shuts down or undergoes a major change, or you get hacked, you lose your channel, and you would have no way to connect with that audience.

- Also, make sure you are **PORTABLE**. What does that mean? Is your email address you are using specific to **YOU** or specific to your employer? Is your identity exclusively tied to a company you don't own? Is your Client Relationship Manager (CRM) under your management? If you switched companies or started your own business would the transition, be seamless? Could your email list reach out to you without issue? Make sure you are building a business for you, not someone else. Your email list should be **100% yours**, and that makes it **EXTREMELY** valuable.



Start an email list....

How To Start an Email List:

If you build your email list correctly, almost everyone on that list is going to be a qualified lead. Your list should be filled with potential clients who are interested in how you can educate them, guide them, or be of service to them.

In order to build an email list, you should have **4 things**: a *lead magnet*, a *landing page*, a good *CRM*, and a marketing plan to *drive traffic* to your lead magnet. Complete the circle.



1. Lead Magnet

- Think about what your ideal customer needs right now and then create an “item of value” that has them thinking, “I can’t believe I just got this for free!”
- Not only will this “freebie” help build your list, but it will build trust with your ideal customers and help position you as an expert and their go-to person in the industry for their own needs and when making a referral in your industry.
- This is valuable content that you offer for free to your ideal customers in exchange for their email address. This piece of content should help your ideal customer solve a problem or provide valuable, relevant information.
- Common lead magnets include: Industry Tips and Tricks, “Do’s and Don’ts” Lists that are relevant, or Educational Information.
- If you really want, your “item of value” could be: a video/audio file talking about current industry trends, a mini-course, or a copy of **YOUR BOOK**.



2. Landing Page

- A landing page can sometimes be called a “squeeze page.”
- A landing/squeeze page is a web page where people can download your lead magnet in exchange for their email address.
- You're going to need a landing/squeeze page as a host so you can collect email addresses on autopilot.
- You can create a simple landing page on your own website.
- One of the best FREE landing page providers (up to about 1,800 emails recipients) is Mailchimp.
- Other popular landing pages (mostly fee based) are ListingToLeads (in Real Estate), LeadPages, and FollowUp Boss.



3. Client Relationship Manager (CRM)

- You do not want to be spending a ton of time emailing freebies. Even if you have an assistant, it is best to automate this task.
- Create a three-to-five email *drip campaign* for new subscribers. Automate the drip campaign in your email marketing service so that emails are automatically sent to new members. Popular time frames are once a week or once every five days. Once that “drip” completes, you can follow up with another lead magnet and start another campaign. Emails during the drip campaign to new subscribers should be informative. Don’t try “selling” anything. Let subscribers learn from you and develop a trust for you and the information you provide.
- You need a Client Relationship Manager (CRM).
- MailChimp is also an email marketing service so it's a great all-in-one option to get your email list up and running for free.
- Other examples of CRM are ConstantContact, GetResponse, Referral Maker CRM (Powered By Buffini & Company/Real Estate), RealtyJuggler, TopProducer, BoomTown, and many others.



If they are not integrated, connect your **lead magnet** and **landing page** to your **CRM**. Now you are ready to start **driving traffic** to your landing page. This may be where you need to step out of your comfort zone and proactively seek out potential clients, as people may not find your landing page on their own. How should you do that? Glad you asked!

What Your Email List Does:

4. Drive Traffic With A Marketing Plan

- If you already have a website, one way to get people to your landing page is by linking to it: in your sidebar, or in a pop-up opt-in form in the main section of your homepage.
- *Reminder:* Sprinkle, don't pour! Bombarding your users with pop-ups or ads on your site will probably result in them leaving before they can discover your wonderful offer.
- Content marketing: create valuable content that then links to your landing page. Create consistent (at least weekly) free content on a social media platform and then link to your landing page from that content.
- Understanding where your “ideal client” consumes information from on social media is important. Ideally, you use the platform that you will commit to using consistently.
- Make sure you’re putting yourself in a position to find who you are looking for. Don’t search for the TikTok generation on Twitter.
- Examples of social media platforms:
 - Facebook (including Facebook Ads)
 - Instagram (including Reels)
 - YouTube (including Shorts)
 - Twitter
 - Pinterest
 - TikTok
- We always suggest getting a QR code (with a “bit.ly” attached to it for tracking) that links directly to your landing page. This way you can see how often people are arriving at your landing page.
- You can borrow “ideal clients” from other people/sources. With QR code in hand (on the back of your business card or on printed material):
 - offer to attend meeting with other people in your office.
 - offer to advertise for other people.
 - Write a blog post for an industry person. Reach out to other industry people that are active on social media or have a website and offer to write a guest blog. Great Ideas include: A “10 Things” List or a “5 Steps” style post. Be creative and informative.
 - Collaborate with other industry professionals and tap into their group or audience.
- Research industry people that have a podcast.
- Reach out to small local radio stations and see if they have guest DJs for the day (we used this exact tactic!).
- Create an informative YouTube video with another industry professional and post it to BOTH of your channels.
- Go “live” on Facebook, TikTok, etc. with an industry professional, and chat about the hot topics in your industry. Anyone needing more information can “click the link” to connect with you. Then put a link to your landing page.



The 30 Day Challenge

It is no secret that the algorithms of most social media platforms like two things: content and consistency. Most platforms NEED content. So, the more you post, the more likely you will be “promoted” and seen on any given platform.

- Videos: Take YouTube for instance. You can create “shorts” for YouTube. These are less than 60-second videos that are excellent opportunities to impart knowledge on your target market. You can use shorts as an opportunity to be fun and informative with “did you know” videos that give a quick, lesser-known fact that your ideal client would find interesting. YouTube is also a great place to create longer videos for consumption. The links to these videos can also be shared on other social media platforms, and as always, the link to your landing page can be added to the description.
- Platforms: Once you decide to market yourself, pick your platform of choice. Over the next 30 days, post at least once a day. If it's YouTube, use a mix of shorts and regular videos (or both; you can post more than once a day). Same with Facebook, Twitter, and Instagram. After 30 days, you should see people finding you and hitting the “subscribe” button.
- Branding: You want to make sure your messaging is “on brand” and reflects your industry. Does that mean you can't post your award-winning apple pie recipe? No, but brand it accordingly. “New house? Now you can bake all you want. Here’s my favorite recipe for Apple Pie,” and then proceed to demonstrate you making/baking the pie or walk them through a quick how-to. Connect your marketing to you and your industry and stay on brand, or at least “brand adjacent.” Challenge yourself to be consistent in posting for 30 days to kickstart your lead generation.
- Do what works: The possibilities to drive traffic to your landing page are endless, but don’t be wasteful. You don’t want to be busy for the sake of being busy. It is okay and encouraged to try thinking out of the box, but keep track of what is working, and more importantly, what is not.



What to use as Content for your Lead Magnets, Drip Campaigns, and Social Media Posts

Simple answer: Write a book. It's no secret that writing a book is the ultimate credibility tool for positioning yourself as a go-to expert in your industry. It helps to differentiate you from your competition. We also recognize that the hardest part of writing a book is, well, **WRITING** the book. What does that mean? Maybe it's finding the time, maybe it's forming sentences, and probably it's the challenge of organizing everything you know into paragraphs and chapters. We also mean physically sitting down and getting it done. We know you have a book in you; it's the getting the book out of your head and onto paper that is agony. We now believe every story we have ever heard about "crazed" authors and understand why Thoreau stayed at Walden Pond for a couple of YEARS in the mid 1800s, growing berries and beans and speaking to no one. We get it Henry, we get it!

In 2019, I wrote my first book, and even though it was over 30 years in the making, the 18 months it took to get it out of my head and onto paper seemed longer. I knew the material like the back of my hand, and yet I struggled to form cohesive and clear paragraphs, never mind actually finding the time to be alone with my thoughts.

I would have given anything to have someone read my mind and organize the chapters of my book.



And thus, Belmont City Press was born. We are not just a publisher of books, but of anthologies. Our goal is to walk you through your story step-by-step.

- We ask pointed and open-ended questions in our "21 Days-To-Author" program.
- You answer questions for 21 days and then we take it from there.
- With the help of our writers and copy editors, we cultivate a narrative of your journey and create a chapter-length story.
- We take your narrative, combine it with those of like-minded people, and publish an anthology.

Congratulations, you are a published author! And the best part is: *you* wrote your book! What do we mean by that? We recognize that it is easy to "call in an audible" and consider *publishing* a book you didn't write. It would be easy to succumb to the convenience of one of the companies that will create a book cover with your picture and brand, and place it on a pre-written, canned book that MULTIPLE other people in your industry will also claim as their own. Might we suggest that differentiating yourself with a book at the cost of your credibility is probably not optimum for your long-term business plan? Never trade income for integrity.



I'm Red Hilton and I want to be your publisher!

Look, there are many ways to become a published author.

At Belmont City Press, we obviously think there is a better way. Find out what writing a book says about you, how writing a book will help your business, how writing a book can build your credibility, the seven ways you already have your book written, how to use your book for content and lead magnets, and the more than 20 ways to market you and your own book by getting yourself a copy of **Belmont City Press University:Real Estate Edition.**

Get your copy of the Business Edition >>>>>>>

(or better yet, email me and Ill send you a FREE Copy!)

Publisher@BelmontCityPress.com



<<<<<<<Book an online appointment with Red!



Belmont City Press



**Belmont City Press
University**