



Ray Edwards Show, Episode 291

How to Build Your Email List Fast

Ray Edwards: *Ray Edwards Show*, episode 291: How to build your email list fast

Announcer: It's the *Ray Edwards Show*. This is the podcast for prosperity with purpose.

[music]

Ray: [unintelligible 00:00:22] things fast around here lately.

Sean Edwards: Yes, we do.

Ray: You want to build a business, so you can be independent. Independent?

Sean: Independent.

Ray: That reminds me, the day after this episode is published is-

Sean: Independence Day.

Ray: -Independence Day.

Sean: Is that when the aliens attack?

Ray: Yes and Will Smith flies the alien ship and says, "Moo", he does that-- I can't do that scream he did. Woo.

Sean: Yes, I like that.

Ray: I got to get me one of those.

Sean: Right, yes, that's right.

Ray: Then the president ends up in a fighter jet, which is totally realistic.

Sean: Yes. You know, we got into an interesting conversation. Some friends and I the other day about this. We were saying that in all the TV shows and movies, whenever aliens attacked, somehow our armed forces and people are able to repel them with inferior technology. But whenever there's a zombie outbreak, all the world's militaries are powerless to stop it.

Ray: Even though the zombies have no technology and no intelligence.

Sean: Right.

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Ray: That is a puzzler.

Sean: [chuckles] So we were joking. We're like, "Well, if the aliens really wanted to invade, they would invade with zombies."

Ray: Good idea.

Sean: [laughs]

Ray: If we ever invade some other civilization, we should do it with zombies. We have to make some zombies first.

Sean: Right. I mean, if you can travel faster than light and-

Ray: You could probably figure out--

Sean: -figure out the stars.

Ray: You can figure out zombies.

Sean: You can figure something zombie-like.

Ray: There's a principle in military, I'm speaking stuff I don't really know now, I've only read in the book. But the idea is it takes five times the force to invade a country as it does to defend it because the people who are defending their home are totally convinced that they're in the right. They have no mixed feelings about what they're doing.

Sean: Right. They're totally--

Ray: Committed.

Sean: They're all in.

Ray: But the people doing the invading, there's enough doubt in the minds, in the hearts of those people, that it takes five times their numbers to overcome the people in the homeland that they're invading. So welcome to the military strategy podcast.

Sean: Yes, here we go. This is how you build your email list fast.

Ray: You just invade it.

Sean: Zombies and aliens.

Ray: Maybe not. Maybe that's not the best way.

Sean: [laughs]



Ray: Let's back up a few steps. Let's back track up. Okay, you want to build an email list because that's the way you market stuff online. Whether you have an online training business or whether you have a dry cleaners in your local town and you want to take your business online and market to the local people, you have to have an email list because that's the way most things are sold. Now I know social media is hot and it's useful and it's really good. We love social media. But social media is so hot right now--

Sean: Hansel's so hot right now.

Ray: Blue Steel.

Sean: It's just whatever I think of when someone says that's so hot right now. Or what "blank" is hot right now. I just think of--

Ray: Think of Hansel.

Sean: I just think of Zoolander. Hansel, so hot right now.

Ray: One of the great cinematic artworks of the last decade.

Sean: If you don't find that funny, it's not the movie's fault.

Ray: It says something about you.

Sean: Yes.

Ray: Back to our subject. Email is the thing it sells the most stuff online. It's the reason Amazon was able to buy Whole Foods. Whatever kind of business you're trying to build, whether you're selling knowledge products and wisdom products online or whether you have a retail business locally. If you're going to market online, you need an email list, because that's how you communicate with people. That's how you sell stuff. One of the biggest mysteries, one of the biggest questions we run into from our students, our listeners, our readers is, "I don't have an email list, how do I get one?"

It seems like the hardest thing in the world for people to get their heads around, how do I build an email list? It's really not that difficult. We're going to show you how to do that in this episode, how to build an email list fast.

Announcer: Does anyone want to live a life that is long and prosperous? Spiritual Foundation.

Ray: I love finding business related scriptures in the *Bible* or scriptures that are not business-related that I can make business-related, because I think I'm the only person that's figured this out. You can make the *Bible* say whatever you want it to.

Sean: What?

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Ray: You can.

Sean: Really?

Ray: You could use it to support some crazy ideas.

Sean: Really?

Ray: But that's not what I'm doing.

Sean: Okay. You're different.

Ray: Yes, I'm different. I know the truth about it. I alone.

Sean: Socialism never worked, but maybe just this time.

Ray: Just this one time.

Sean: Just this one time.

Ray: First Peter 4:10. "As each has received a gift, use it to serve one another, as good stewards of God's varied grace." This has different ways of being interpreted. There's several different valid ways to interpret this verse. One of the ways that I think is valid, it's not exactly on the point of what Peter is writing about, is business. Because, think about what is business. It's you are using your gift to serve other people and that's valuable to them, so they give you value back. The first act of business really is to service other people.

Sean: You will adapt to service us.

Ray: We will make your biological and economical-

Sean: Distinctiveness.

Ray: -into our own. Profit is the result of service. Tweet that.

Announcer: Now, simple hacks that make life cheaper, easier and faster, Ray's Tip of the Week.

Ray: We've talked about this tip of the week before but I've been using it again lately quite a bit, I fell out the habit of using it for a while, I don't know why. Why is that things work and we use them, we like the way they work and they help us a lot and then we suddenly stop doing it and we forget about it, and then later we go, "Why did I stop doing that?"

Sean: I don't know, it's an interesting phenomena.

Ray: Does it ever happen to you or just me?



Sean: I didn't want to say anything, that doesn't happen to me nearly as often as it happens to you.

Ray: Really?

Sean: Yes.

Ray: Are you sure?

Sean: Pretty sure.

Ray: It would be rude for me to point out instances where it did happen?

Sean: I'm not saying it's never happened.

Ray: Okay, just checking. focusatwill.com, that's what we're talking about, Focus at Will is a music-based service and it's based on human neuroscience. Crazy, I know. What they figured out is there's ways of recording music, removing things that distract you and actually put you into state of deep concentration, makes you more productive, you can retain information while you're working, while you're studying, while you're writing, while you're reading. Now, there's certain music I can't listen to when I'm reading, for instance.

Sean: Most of the time I can't listen to music that has words.

Ray: That's absolutely true for me. Now, sometimes when I'm writing, I don't know why this is, sometimes when I'm writing I can listen to rock music that has vocals.

Sean: Maybe because it's hard to understand them? [laughs]

Ray: That could be. They're not really words, it's more like noises.

Sean: Just vocalizations.

Ray: Yet there are times when I'm reading and I can't even listen to classical music because if it has a violin for instance or a cello, I think that's because they sound like the human voice in many ways.

Sean: Could be.

Ray: There's other classical music that I can listen to while I'm reading, like baroque piano. I can listen to that while I'm reading, it's not destructing, it helps me focus and concentrate. That's what Focus at Will is based on, the science behind all those things we were just describing. They've tested their technology, they've proven that it works and it's been shown to alter your brain activity toward a state that is more conducive to productivity. I love this service, I use it every day and I encourage you to try it out. There's a link in the show notes, which will be our affiliate link as soon as we get our affiliate link approved by Focus at Will, which should happen before this episode is published.

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Sean: Theoretically.

Ray: Or if you want to rob us of the money we deserve for telling you about this, you can just go to focusatwill.com.

Sean: [laughs]

Announcer: And now, our feature presentation.

Ray: How to build an email list fast, how many times have you been asked by one of our students or somebody at a conference, "How do you build an email list?"

Sean: I don't even know.

Ray: We are asked all the time by people, often by people who are really advanced and successful already in business online, marketing.

Sean: It's surprising talking to people who are being very successful and then you hear that they have 300 people on their email list.

Ray: "I don't know how you build an email list."

Sean: "What?"

Ray: Okay, we're going to clear this up in this episode, we're going to tell you how to build an email list fast. Now, look, there's more advanced techniques, there's more to some of this, we're going to just brush over the highlights, but you're smart, you can figure this out, you have access to the Encyclopedia Galactica also known as Google. Number one, start by identifying what your core idea is. Now, the reason this is important is, if you're going to build an email list, follow me here, you want people on your email list who are interested in what you have to say.

Sean: What? I just don't want as many people as possible.

Ray: No, because if you wanted that you could go on eBay and buy a list of a million email addresses.

Sean: Is that where they do that?

Ray: Yes.

Sean: I've always heard people about buying lists like that, but I was like, "Where do you go to do that?"

Ray: It's eBay.

Sean: I thought that was illegal.

Ray: It is, it is, I tried it once.

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Sean: How does eBay get away with it if it's illegal?

Ray: I don't know how they-- It's not eBay selling it, it's people who are.

Sean: I know, but why does eBay allow them to sell it on there?

Ray: I don't know, there's lots of stuff I could ask that question about. I have no idea. Well, maybe you can't do it anymore, but you used to buy it on eBay.

Sean: This one there has to be some sort of weird black market for email lists.

Ray: CD-ROM or a zip file with a million email addresses on it, and many years ago I bought one of them.

Sean: Did you?

Ray: I did.

Sean: Really?

Ray: Yes.

Sean: How did that turn out?

Ray: It's a waste of money.

Sean: Literally, how did that go? What did you do with it and what were the results?

Ray: I loaded up as many as I could onto an emails service provider, this was back before even the spam laws were even clear. I sent out an email to a million email addresses and I had to shut that email address down because it was flooded with bounce backs and invalid email address and--

Sean: Oh really?

Ray: It got blacklisted and it was a huge mess. So that was that.

Sean: Don't do that.

Ray: Nope. Ruined that email address. To this day, if I try to use that email address I get all kinds of weird spam.

Sean: Really?

Ray: Yes. So, don't do that.

Sean: Yes, don't do that.

Ray: You want people who are interested in what you say.

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Sean: [unintelligible 00:10:28].

Ray: People who signed up to get emails from you because they're interested in what you have to say.

Sean: Yes.

Ray: So, first you have to have something to say. That means you know what your core idea is. You look like you have a thought now.

Sean: No. I mean, I always have a thought.

Ray: Just not one you want to share.

Sean: Yes.

Ray: All right, so you identify with your core idea is. Maybe your idea is something about politics, or maybe it's about business, or maybe it's about fitness, or whatever.

Sean: About Poodles.

Ray: Poodles, that's a good topic actually, you could make a lot of money with Poodle stuff.

Sean: Yes.

Ray: Number two, create your core content.

Sean: Refer back to episode 290.

Ray: Yes, last week's episode, we tell you how to create plenty of content. If you think about this strategically, you come up with your core idea and you say to yourself, "Okay, I'm passionate about lawn darts."

Sean: [laughs]

Ray: I want to write all about lawn darts. The art and science of lawn darts and how to play that game without fatally injuring someone.

Sean: I'll let you pick any shade of white you want.

[laughter]

Ray: I'll tell you what.

Sean: And there are so many jumps there, I don't know how anyone would follow. [laughs] So many internal jumps that occurred there.



Ray: So you've identified your core idea. I want you to be strategic about this, think about what is the thing that you care about. This is where the argument comes up about, well, you should just pick what's going to be profitable, not what's going to be passionate. Forget all that passion stuff.

Sean: That's a good way to kill your soul.

Ray: Yes. I think you need to pick something you are passionate about and also is marketable, because that's what will keep you going. The passion is what will keep you going when the going gets tough, and guess what, the going will always get tough. There will always be periods where you're going to feel like, "Man, this is really difficult." I know it's encouraging. Being an entrepreneur is hard, but you need something to keep you fueled in those times and passion for what you're doing and a feeling of being on mission or at least on purpose is what will keep you going.

So you're being strategic when picking the topic that you're going to be writing about and creating concepts or ideas or products around, you create your core content around that topic and that's what begins to draw people to your website when you go to step number three, you publish your material. Again, see our previous episode number 290. Step four, by this time what has happened is you've begun to attract a group of people who are interested in what you have to say. These are people that you have identified that are interested in what you're talking about and you begin to learn what their problems are. Now, in step four, you find a problem you can help solve.

I don't know what that problem is for you. For us, one of the big problems we help people solve is how to write the words that get people to buy their products and services.

Sean: Right.

Ray: That's something we know how to do and that's something that's a big problem for a lot of people. You find a problem you can help them solve and step number five, you offer a quick fix. Now, this is how you're building your e-mail address, not how you're building your products. You offer them a quick fix. Maybe it's a checklist on how to set up your lawn for regulation lawn dart tournaments.

Sean: [laughs]

Ray: Maybe it's a list of where you can go buy helmets to help make your lawn dart competition safer. Maybe it's the short video showing you the proper lawn dart tossing technique.

Sean: It's important.

Ray: Distance and accuracy.

Sean: It's all about technique.

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Ray: It's all in the wrist, really.

Sean: [laughs] I hope we're not offending someone who's actually an avid lawn dart-- [laughs]

Ray: Well, aren't they illegal now?

Sean: Are they?

Ray: I think they are.

Sean: I don't know.

Ray: I think they took them off the market because too many kids ended up with lawn darts in their head.

Sean: What?

Ray: Yes. It was a big deal.

Sean: That's so surprising that-- [laughs]

Ray: I know. You're going to put your eye out with that thing. But it's got a compass in the stock.

Sean: [laughs]

Ray: So you offer this quick fix in exchange for an email address.

Sean: Yes.

Ray: You give me your email address, I'll give you the guide to lawn dart excellence.

Sean: [laughs]

Ray: Do you make these mistakes in lawn dart competitions?

Sean: All the time. [laughs]

Ray: Here's how to correct them. Give me your email address, I'll send you information on how to be better at the most dangerous suburban sport in America.

Sean: [laughs]

Ray: Number six, step number six to build your email list, continue publishing. This is what keeps the people that are on your list on your list, because they want to read more of what you have to say, because you're the only lawn dart guy out there.

Sean: I should probably.

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Ray: Are googling right now?

Sean: I don't know, I should probably take some input from point six.

Ray: Continue [unintelligible 00:15:10].

[laughter]

Ray: Okay, now you brought it up. Let's talk about that story. You have this website.

Sean: Right, seanedwards.com, by the way.

Ray: It's funny because we're getting ready to make a product called Your First 1,000 Subscribers.

Sean: Yes, Your First 1,000 Email Subscribers. I logged into my convert kit, my email manager for my personal blog and I have 999 subscribers.

Ray: You're almost at that magical 1,000.

Sean: Almost a thousand. You're like, "Oh, we could use you as a case study." I went, "Mm--"

Ray: Probably not.

Sean: -probably not, because if they go to my website they'll see the last thing I posted was in like March." [laughs]

Ray: That's pretty magical. How did you do that?

Sean: Wait, how did I do what?

Ray: Get 999 subscribers. I don't want to overclaim, 999 and not publishing things since March.

Sean: How did I do that? Honestly, initially, the first flood of traffic and subscribers came from one of my posts back in November went semi-viral.

Ray: Now, let's see. Something was going on was going on in November. It was a big deal.

Sean: Yes, what was going in November that was a big deal?

Ray: Thanksgiving?

Sean: Yes, that was it. It was a thanksgiving post that went semi-viral.

Ray: Football? No, I know what it was.



Sean: It was election related.

Ray: It was the election.

Sean: I kept writing pretty consistently, about a post a week, and I kept getting more subscribers and I got really intentional at that point. That really kicked my butt into gear about taking it seriously. Then I got asked to teach a couple of courses on how to develop a world view or analyze your world view. I really started working on that pretty hard in March and April. That took all my attention, so I stopped publishing.

Ray: Now, let me get this straight. There was a thing you were doing that was working.

Sean: Yes. [laughs]

Ray: You got distracted and started doing other stuff and then stopped doing the thing that was working for you?

Sean: Okay. It's not quite the same thing that we are talking about. You're a little cantankerous.

Ray: All right. I'll give you that. You still got subscribers, though.

Sean: I did. It's funny. The day that we recorded this I took a screenshot and I pointed out the 999 and sent it to one of my friends. I said, "One more." He texted back and said, "How are you doing that and how can I do that?"

Ray: [laughs] I don't know how to build an email list.

Sean: So it's funny, I haven't texted him back, so I'm going to say the answer here. Well, what I did is I haven't published anything, but before I took my hiatus, I noticed because I was using some analytic tools, that some of my traffic was coming from keyword searches in Google. Then I went and found those articles and I spruced up their SEO and meta tags and everything to be even more attractive for those search terms. I've been getting residual traffic and I mean residual. At this point I'm talking about a 100 to 150 visits a day.

Ray: You realize there are people who are working really, really hard every day on their blog and they wish they could get that kind of traffic?

Sean: I know, right? They're coming and then I notice too I'm still getting a lot of referral traffic from Facebook. People have shared my posts and are clicking my posts, so they've seen my page and they're going, even though I haven't been active on it in months. But what I have is that on my side I have a series of opt-ins running from OptinMonster. It's a cheaper version of SumoMe and it just has a little banner that shows up. If they've come a couple of times and they haven't opted in, a pop-up shows up and it's-- I haven't been doing anything. [laughs]



Ray: What do you think would have happened if you had kept on publishing?

Sean: I probably would have multiple thousands of subscribers at this point.

Ray: I think that's probably right. That just leads to step number seven, the national progression is go fish where the fish are.

Sean: Right.

Ray: That means put your material in front of people who are interested in it or do as Shawn just described.

Sean: Now, I have to say my opt-in was a PDF, a free PDF version of a book I have for sale. It's just like, "Hey, you want a free copy of my book, give me your email address." It's about American politics and the state of it, now that I think about it. You have to give them something they want. People are coming to my site because I have controversial interesting political articles that they're coming across. Things like why money doesn't exist, why modern conservatism is a jihad in disguise. These very edgy articles, they get people's attention and they're like, "Oh, wow."

I know this, I'm not bragging, but I've had people say like, "Oh, wow, I'm really intrigued by what you had to say", so then I-- Like what you're saying, you find a problem. What the problem is, most people don't know how to think about politics and so they read a couple of articles of mine. They see, "Oh, this guy has an interesting take on stuff and I don't understand. I realize I don't understand about politics as much as I did. Well, now I have a problem, I want to know the solution", and then I have an opt-in for them.

Ray: When are you going to start of a political podcast? That's what I want to know.

Sean: Yes, I don't know, I need to.

Ray: When you're ready.

Sean: When I'm ready. I just find my own situation so funny, because I realize, I know I'm sitting on a gold mine. [laughs]

Ray: And yet?

Sean: And yet I'm just like, "Eh."

Ray: Eh, [unintelligible 00:20:27].

Sean: I don't know, it's a lot of work. [laughs]

Ray: Wow.

Sean: Don't be like me. [laughs]



Ray: Do as Sean says, not as he does.

Sean: Or as I did.

Ray: As he did.

Sean: And then stop.

Ray: Stop.

Sean: Don't do the stopping part.

Ray: Just keep going.

Sean: Right. [laughs]

Ray: Just to elaborate a little bit on the go fish where the fish are, as you begin to develop an audience, people begin subscribing to your email list, you're going to start noticing who they are and what kind of things they respond to and that's going to give you clues about where to find those people. Particularly on Facebook, which has some of the most awesome tools available anywhere for advertising and building your email list.

Sean: Absolutely, Facebook is so amazing for [crosstalk] list.

Ray: Can you give just a quick overview of how that works?

Sean: Yes. The real quick overview is you publish a blog post and then you syndicate it to a Facebook page, so you have a link to it or you have the actual text of the blog post in a Facebook post.

Ray: Which Facebook likes that-

Sean: They like that better.

Ray: -because you're not taking them away from Facebook.

Sean: They give better traffic to links and stuff that don't take people out of Facebook, because they want you to stay on Facebook. If your blog post is short enough and you can put a link to the Facebook but then have all the content in it, that's the best of both worlds, because then people can just click the read more and they never have to leave Facebook, but they want to go to your site with the image and everything, they can still click on it and go to it. You syndicate your post to Facebook and then you do what's called boosting your post either to people who follow your page--

Ray: You take steroids?



Sean: Yes, you take steroids. Either to people who follow your page or people who are like those who follow your page. Or if you're starting fresh out, you go and you find a page of someone who's doing something similar to you or a page of people that you think would be interesting in what you're doing and you target their page in your boosted post and you say, "Hey people who like this page, show this post too." Then what happens, you get more people liking your page, you get more people coming to your traffic and it's just a snowball effect. It's not going to happen overnight unless you drop like \$10,000 the first day into ads, but that's not advisable.

Ray: No, and you don't have to do that, you can start with very little money each day on your ads and build your list from there.

Sean: Right.

Ray: So this really works if you want to know more about how to do it then see our friend Amy Porterfield's website.

Sean: It works so well, when my friend asked me, "How do you do this and how can I do it", I actually went to my ads manager to confirm this, and about a month and a half ago I turned off all of my personal ads because I wasn't publishing and it was a waste of money, so my like page, my boosted posts, I turned them all off.

Ray: I did not realize that.

Sean: Yes, because I didn't want to keep spending money on them. And yet, I'm averaging a little over one opt-in a day on my website which, you know, to some websites is ridiculously small, but for not posting in like two months--

Ray: Not doing anything.

Sean: Not running any ads, all the work I had done six months ago has produced a momentum that has continued to this point.

Ray: The good news for you as a listener to the show is you could do a little work every week-

Sean: Right.

Ray: -and probably get some really good results.

Sean: Yes. The point of me saying that is that yes, it does take a little bit of work figuring some of these things out, but once you put in the work and you get some momentum, it's hard to stop. [laughs] I've done everything except take my website down.

Ray: I was going to say, you have to take your website down because that's the only way you can stop it.



Sean: The only thing I could hinder myself any more would be to just remove my website, but it's still got momentum from the strategies that we're talking about here.

Ray: That should be very encouraging to you and you should do this stuff.

Sean: Yes.

Ray: If you're looking for the magic bullet, like you are going to buy somebody's course and you're magically going to get subscribers without doing anything-

Sean: Right.

Ray: -at all, it's not going to happen. You've got to put in a little bit of effort, but it's not as much effort. You do have to work, but not as hard as you think.

Sean: See, there's a cold, honest fact about life.

Ray: What is that, just one?

Sean: It's called cause and effect.

Ray: Do explain this.

Sean: If you want more people on your email list you have to do something to get them on your email list. What most people do in their conference junkies or their course junkies they just buy course, course, course. What I'm convinced is really going on in there is that they want the effect without the cause.

Ray: They're confusing activity with accomplishment.

Sean: Right. They think somehow subconsciously, that if they buy the right course or go to enough events that they'll like osmosify the information and then somehow, magically, they'll have an email list.

Ray: Wait a minute, osmosify?

Sean: Osmosify, yes.

Ray: If I just buy me this here course-

Sean: I'll just osmosify it.

Ray: -I'll osmosify it and I'll have me a big ol' email list and I can make a bunch of money.

Sean: All I'm saying, it's cause and effect. Things don't happen without a cause. Effects don't happen without a cause.

Ray: "As you sow, so shall you reap."

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Sean: [laughs] So, if you want an email list, you're going to have to do something.

Ray: First Peter 4:10. "As each has received a gift, use it to serve one another, as good stewards of God's varied grace." In other words, if you serve people, if you do something, you get things in return. It's called value exchange or business.

Sean: Or capitalism.

Ray: Or capitalism.

Sean: And if you hate capitalism, then what you're really saying is you hate voluntary trade between individuals.

Ray: And you hate puppies and America.

Sean: Maybe, indirectly. But America definitely. puppy thing is more of an indirect.

Ray: America, America.

Sean: I was talking with a friend about a funny thing they posted and I said, "Woah, that's kind of--" He said, "Hey, it's a free country, right?" I went, "Well, kind of."

Ray: Mostly.

Sean: Let's say it's free-ish. [laughs]

Ray: Conceptually, free-ish. [laughs] Again, when are you going to start that podcast? Because I want to hear it, that's why. All right, that's how you do it. That's how you build an email list. Do a little bit of work, get your hands dirty, roll your sleeves up and you can build an email list pretty fast.

Sean: All right, if you found this show helpful, please subscribe to it through the Apple podcast directory and give us a rating and a review. Make sure to put your real name and website in the text of the review itself. We will mention you at some point. If you'd like some notes, or the transcript, or more information about this post, please go to rayedwards.com/291.

Ray: Please click on our affiliate links and buy a lot of stuff.

Sean: That'd be helpful.

Ray: Yes.

Sean: Parting thoughts, quote word, notes?

Ray: Yes.

Sean: Parting quotes?



Ray: "As you sow, so shall you reap."

Sean: There you go.

Ray: live long and prosper.

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[00:27:47] [END OF AUDIO]