



EMAIL CHALLENGE



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30 Days to a Bigger Email List, Better Relationships and More Results

In the world of online marketing, many marketers are focused on things that provide them immediate gratification. They are **pumped** when they post something to Facebook and then people click the like button. They're **thrilled** when they make a blog post and someone tweets it to their Twitter friends.

But here's the problem, those types of activities aren't direct business builders. Sure, someone might visit your website as a result, hopefully sign up for your list and then eventually buy something, so these activities shouldn't be discounted, but when you focus on building, nurturing and profiting from your email list, you are DIRECTLY growing your business.

The problem is, people often give up on email because they don't receive the immediate gratification they're looking for. It takes time and effort to build your subscriber list and to develop a relationship where they'll trust you to buy.

But wanna know something?

It's **worth it**.

You you've probably heard the saying, "The money is in the list."

It's 100% true. It has **always** been true because email is:

- A very direct way to contact your prospects and customers over and over again
- It's a commercial form of contact, unlike blogs and social media

If you put **100% effort** into the daily challenges laid out in this guide for you, you **WILL** see a difference in your list size and results.

How This Challenge Works

This guide includes a series of 30 challenges and tasks to help you grow your subscriber list and to ensure that you're utilizing your list to maximum benefit. Each day, you'll be given a specific challenge that will include 2 tasks that will include:

- The creation of 1 email message
- 1 list building activity

This doesn't mean you'll be emailing your list every day (unless that is the schedule you like to keep and have a good reason for doing so), but you will be getting into the practice of creating emails that you can broadcast, add to your autoresponder or schedule for a later date. Just schedule your completed tasks to your autoresponder accordingly.

What You Can Expect to Get Out of the Challenge

At the end of this challenge, as long as you complete all your assignments, you will have:

- **29 emails** to use for your email marketing (the first day of the challenge will be spent planning email topics, so no writing that day)
- A **growing list** and the **ability to continue to build it**, using the tools and methods shared in the challenge
- The **ability to sell more products** and **drive more traffic**, using email

Let's Get Started

Now that we've got those details out of the way, it's time to get started. You are encouraged to go at your own pace, but do try to complete at least one day's challenge each day. You can also take weekends off if that's your usual practice. Never sacrifice your family or personal life, no matter how much you want to grow your business. A successful business is **NOTHING** without those things.

Day 1: Planning & Freebie

Today is a planning day and I'd like you to start planning the topics for your emails you will write during the challenge. While many of us may plan our email topics as we prepare to write them, I want to encourage you to plan ahead for a few reasons:

- You'll get more done, more quickly. If you already have your topics planned, writing them up is much easier.
- You can shape your email marketing around the products you want to sell. Instead of throwing in a promotion here and there, your list will be warmed up before you even mention a product and that means way better conversions.

If you plan to get help with your email writing, it's easy to assign tasks to writers, pick up the PLR you need, etc.

Part 1: Email Writing - Start Brainstorming

Instead of starting with brainstorming topics, I'd like you to focus on the **PRODUCTS** you'd like to be selling in the next few weeks ***first***. If we know what we want to sell, it's much easier and effective to come up with topics after.

- **Make a list of products** (or if it's just 1 product, that's totally fine too) that you plan to promote with the emails you create in the next 30 days. Make sure these are products your target market needs to solve their problems and fulfill their greatest desires.
- **Make a list of topics** that the ideal customer of those products would be interested in. Think of topics that are not just related, but will compel them to buy. Think of how-tos that make use of the product, case studies, reviews, etc. Connecting your content to show the need and benefits of a product will make it much easier to sell.

Types of Emails You Might Write

As you brainstorm, keep in mind the types of emails you might write. Some idea starters:

- **Autoresponder Messages:** scheduled emails that go out to subscribers at certain intervals.
- **Ecourse:** A specified series of emails on certain topic.
- **Promotions:** Emails designed to promote a product/offer.
- **Follow-up:** Emails that follow-up on a product/offer promotion.
- **Reviews & Case Studies:** Informative emails that give subscribers valuable information about a product.
- **Content Announcements:** Sharing a video, blog post, article, podcast, etc.
- **Relationship Builders:** Emails that ask for your readers input, offer a no-strings attached gift, etc.

Types of Subscribers You Might Have

While you may want to focus on your main newsletter list for this challenge, I want to encourage you to also think about the different types of lists and subscribers we have available to our online businesses. Some of those are:

- Newsletter subscribers
- Ecourse subscribers
- Lists built around a freebie offer
- Customers - People who have already given us their hard-earned money are an extremely valuable asset.
- Affiliates
- Potential affiliates and partners - people we want to connect with.

So now that you have a bunch of options when it comes to the types of emails and the types of lists you can have, you should have no problem coming up with tasks to do during your 30-day challenge. Of course, if you're just getting started, keep it simple and work on one list type at a time.

Still not sure what to write about? If you're new to email marketing, this can seem overwhelming. Just do your best with the brainstorming and follow through each day of the challenge. Make sure to review the list of [50 interesting things to send your mailing list](#) for inspiration.

Part 2: List-Building - Make/Update a Valuable Freebie

Before you start spreading the word about your lists, you want to make sure you have everything in place to get the most opt-ins possible. One of the first things you need is a valuable gift or offer to make signing up for your list attractive.

Some participants in this challenge may be seasoned online marketers and already have a freebie, so their challenge will be a bit different from someone who is brand new. It is up to you to decide what path to take.

For this activity, I'd encourage you to either:

- Create a brand new free gift or offer
- Improve and increase the value of your current free gift or offer

Types of free gifts or offers you might create:

- **A free report** – The good ol' report that gives your readers valuable information on a specific topic.
- **Ecourse** – Create a series of messages on a specific topic.

- **Software** – Hire a developer to make some simple, but useful software for your market.
- **A Practical Tool** - Perhaps a handy spreadsheet, worksheet, pattern, etc.
- **Audio** – A recording or live teleseminar invitation.
- **Video** – Whether it's instructional, informative or entertaining, it doesn't matter. As long as your market is interested in it.
- **Valuable coupons or special offers** - But word of warning, to make this effective, you need to be selling products they already buy readily. For example, consumer goods or other similar products people are already familiar with and will be interested in receiving discounts for.

The key is to create something valuable and something that is complementary to the products you want to sell. The more tightly your products and information are connected, the more you're going to sell. If you need more ideas, review the list of [50 free gift ideas](#).

Day 2: Welcome Message & Finish Your Freebie

We will be covering a lot over the 30 days of this challenge and I know it can be overwhelming. The key is to do as much as you can during this challenge because anything you can do to grow your list and improve your email marketing is going to have lasting benefits for you.

While I encourage you to stay on schedule, if everything takes you a little longer than 30 days, the sky is not going to fall. I promise. And please, feel free to take weekends or usual days off. Or if you prefer to motor through, go ahead and push yourself.

So with that in mind, let's keep pushing forward with today's tasks/challenges...

Important note to experienced email marketers: These daily challenges are guidelines and are designed to help someone who may need a little extra direction on what to do over the next 29 days. As long as you are working on **1 email and 1 list-building activity each day**, that's all the challenge is really about. But do read through each day's suggestions because you never know what gems you might find. Be sure to challenge and stretch yourself over the next 30 days.

Part 1: Email Writing

The Welcome Email

If you're creating a new list, you can start by writing a welcome email. Or perhaps, you can tweak a welcome email you already have. Of course, if you've got all this covered, you can write an email about anything from the plan you made yesterday.

What to Include in a Welcome Email

Obviously, what you include will depend on your publication, but some things you can incorporate are:

- Thank them, once again, for signing up.
- Remind them what their subscription includes.
- Make a special offer or give a special subscriber's only discount.
- If you're writing an autoresponder (a pre-scheduled series of emails), tell them what they can expect in the next email.

It's as simple as that!

Part 2: List Building – Your Freebie

If you haven't quite finished creating your freebie, here are some tips to get it finished up quickly.

- **Use quality PLR as base for your freebie.** Add your branding, your own voice and promotions and you're ready to go. Try [All Private Label Content](#) or [DIYplr](#) for a variety of topics.
- **Create a Q&A audio recording for a quick high-value free product.** Ask a colleague to ask you a series of questions, record it and load it up to your server.
- **Look at previous content and products you've created.** What can you use to create an awesome freebie for your readers?
- **Write a quick script and take a video.** Figure out your talking points, turn on the camera and load it up. Easy!

While you want to create a freebie with big value, it's not something that has to take up a huge amount of time. The key is to provide something useful that establishes your credibility and warms up your prospect to purchasing your product.

Day 3: Make a Connection & Opt-In Page

Moving right along, here we are with Day 3.

Before we get into the nitty-gritty, remember, this is ***YOUR*** challenge. We provide suggestions for an email writing and list building task each day, but as long as you do one of each activity every day...you're on target to complete this challenge.

If you like a little more structure and some sure fire ideas, here are your tasks/challenges for today...

Part 1: Email Writing - Make a Connection

Today's the day to write an email or private message to make a new connection. I know it may appear we're veering of course a tad, but as I mentioned on Day 1, one of the lists you should keep is a list of people you want to make a connection with. Whether you are hoping to get someone in your affiliate program, you want to cross-promote one another or would like to create a product together, your hopeful connections make an incredibly valuable list...if you use it.

Think about it - when someone else promotes you...you instantly expand your reach, without having to grow your list yourself.

So, I am asking you to possibly move out of your comfort zone and make a connection.

Tips for Approaching Someone New:

- Keep the email brief and to the point, but make sure it includes enough information to gain the recipients interest.
- Mention how you know them and why you admire their work.
- Mention a favor you'd like to do for them (or perhaps one you've already done)...like promote a product, link to a blog post, etc.
- Ask a question that doesn't ask for a favor back, but opens a dialogue, so you can build your relationship.
- Save asking for favors once your relationship starts to develop.

Don't fret if the person you write to doesn't answer (alternatively, you can try to pick up the phone or send a letter in the mail). Of course, you can also do a quick follow up email. But even if you get no response at all, the email you've written is a great template to improve upon the next person you contact. So keep at it.

Part 2: List Building - Opt-In Page

An opt-in, or sometimes called a "squeeze page" is a must for list-building activity. It is simply a page that does nothing except "sell" your newsletter/freebie/opt-in.

Because it's a page that's focused on getting opt-ins, your opt-in conversion will be much higher than sending them to your home page, for example. It's the page you should link to in your article bylines, advertising and anywhere else you are trying to generate leads for your business.

What to Include in Your Opt-in Page:

Again, an opt-in page should solely focus on getting the visitor to opt-in to sign up for your newsletter, get a freebie or whatever you are offering. You don't need to include any other navigation (except perhaps in the footer of the page, if you wish) and avoid distractions at all cost.

- **An attention-getting, benefit driven headline.** Get to the heart of the matter. If your reader has pain or desire – show them how your offer can help them with that.
- **A compelling description and benefits of your freebie AND being on your mailing list.** You can focus solely on promoting your freebie, but if they see the benefits of the subscription, they will be more likely to open the emails you send them.
- **Graphic of your freebie and/or newsletter.** This will help draw the eye in to your offer and a sharp graphics increases the perceived value of your offer. If you think you don't have the expertise to create your own graphics, you might be surprised. Try [BoxShotKing](#) to create awesome graphics quickly and easily.
- **Full instructions on how to sign up.** Spell it out for them, so there's no confusion. Because let's face it, when you guide people on what they should do, they are more likely to do it. Tell them: "Enter your first name and email address, then click 'Sign me Up'"
- **An anti-spam statement.** People are concerned about spam and may hesitate to give out their email address. Include a brief statement about what you do / don't do with your readers' personal information.

Those are the basics of getting an opt-in page together. Grab the [optin-html-template](#), if you'd like.

Day 4: Content Email & Thank You Page

Congrats for staying on top of your challenge tasks. Well hopefully, you are. 😊 If you're just reading ahead and still need to get caught up, it's definitely not too late. Just keep pushing forward and you'll get there.

Moving along, it's time for another email writing and list building activity. As always, you can decide what to write and build on your own...or if you need more direction, your challenge/tasks for today are below.

Part 1: Email Writing - Content...with a Plan

Today, we're going to go back to writing emails for our list. I'd like you to write a purely informative content piece, but I want you to have a plan because tomorrow we're going to follow-up on the content piece with a product promotion. So, keep in mind that product you planned to promote.

Think about...

What would a consumer of this product need to know? What problem do they have? How can you help them start to solve it in today's email?

Just write the first email today and tomorrow, you can work on a follow-up. Instructions will be provided for the follow-up tomorrow.

Part 2: List Building - Create a Thank You Page

Yesterday, you put together an opt-in page. Now it's time to create your thank you page. A thank you page is the perfect opportunity to make a special offer because thank you pages often boast high conversion rates. Because people have already said YES to a subscription, they are more likely to say YES to a further offer.

Items to include in your thank you page:

- Thank your subscriber for signing up.
- Let them know if there are any additional requirements for subscribing (confirmed opt-in, etc.)
- Make a special offer. It can be a one-time only offer, a special discount for subscribers, etc.
- Limit navigation and other distractions, just like you did with your opt-in page. Keep it focused on your thank you message.

You can use this thank you page for your opt-in page and your regular subscription box, if appropriate. Be sure to track your offer links, so you can tweak as you go along.

Day 5: Content Follow-Up & Opt-In Box

Phew! You've been on board for one full work week, so pat yourself on the back, but you're not off the hook yet. There's still today's challenge to complete and then let's keep pushing forward.

Part 1: Email Writing - Content Follow-Up

Yesterday, you wrote a content email, but kept in mind a product you want to promote today. Take some time to think about the content you wrote and how you can build on it and incorporate it into an informative promotion today.

For example, if you planned to promote a fitness video and yesterday, you covered some fitness tips. Today, you can add a few extra fitness tips and say that you know it's easier said than done and empathize with your reader. Tell them, "You can read about fitness and exercise all

day long, but seeing it in action is what makes all the difference."And luckily, you happen to have a fitness video that illustrates the concepts and exercises you covered over the past couple of days. Perhaps, make a special offer on the video or add some bonus goodies to the usual offer. If it's a limited time offer, you'll probably get more results.

In short, make it a very attractive and relevant offer for your readers.

Obviously, that's just a simple example. Think of how you can use this method with your audience and product.

Part 2: List Building - Opt-In Box

Over the past couple of days we've been working on our opt-in and thank you pages. The opt-in page is where you want to send most of your traffic, so they can subscribe to your list. But of course, you have traffic coming in through all the pages of your website, so you need to be prepared to capture the opt in.

With that in mind, I'd like you to make sure you have an opt-in box on the top side navigation of all of your pages. It's just a small promotion for your freebie/newsletter sign up that is visible whenever someone visits any page of your site.

What to include in your opt-in box:

You have a lot less space than with an opt-in page, so you've got to get attention, show benefit and get to the point quickly.

- A short, benefit-driven headline
- A small graphic of your freebie
- A short statement on why they should claim the freebie
- Opt-in form code...don't link to your opt-in page, put the form right into opt-in box

Make it very visual to draw the eye in. A bold, bright headline and graphic can really help do the trick!

Day 6: Promo & Popular Pages

Now that we've got our key list-building tools in place (opt-in box and opt-in page), we can move on to maximizing what we've already got to grow our list. And of course, we've got an email to write again.

Part 1: Email Writing - Write a Promotional Email...Just Promotion

Today, your task is to write a purely promotional email. Last week, we focused on keeping more content in our promotion and while all promotions should be INFORMATIVE, make a stronger sales pitch today.

Many online business owners shy away from the sales pitch. They worry they will get unsubscribes or people will complain, but really...if you don't ask for the sale, you aren't going to get it. People who object to a sales pitch will likely never become your customer, so why hold onto them?

So...put any fears aside for now and **SELL** that product!

If you need some tips for writing promotional emails, check out the resource on [promotional email tips](#).

Part 2: List Building - Capitalize on Your Popular Pages

If you've already got traffic coming into your site, you can capitalize on that to bring more visitors. Go through your website's statistics and look at which content pages are most popular on your website. Focus on 5 to 10 of them (for now, go back and do more later) and add an in context promotion for your newsletter in the content.

"In context" means in the body of your article, blog post, etc. We already have an opt-in box in the side bar, but we also want to hit the reader as they devour your awesome content. Tell them they can get more tips like this by signing up for your newsletter, freebie, etc.

If you use Google Analytics, you can find your popular pages by going to the left menu under "Content" and then choose "Top Content":



Analytics will then provide you with a list of your most popular pages for the specified time period.

If you use Awstats, you'll also find this option in your left menu under "Navigation" and then choose "Full List".

Navigation:[Visits duration](#)[File type](#)[Viewed](#)[Full list](#)[Entry](#)[Exit](#)

Awstats will then show you a list of your most-viewed content.

If you use a different statistics program, you can probably find a similar feature to determine where to focus your efforts.

Day 7: Promo Follow-Up & Guest Blog

Part 1: Email Writing - Follow Up on That Promotion

There's no doubt about it. There is power in follow-up. While the first promotion may see a nice trickle (or hopefully a flood) of sales, following up can really build that up. A follow-up serves as a reminder, offers additional benefits and if you do it right...it puts a little fire under them, so they don't miss out on a special offer.

A follow-up needn't be long. It can reiterate some of the points of the first email, but I'd recommend adding an extra benefit or two. Give them something to think about that they didn't think about before.

Part 2: List Building - Write a Guest Blog Post

Is there a blog whose audience you'd like to tap into? One way to do that is by writing a guest blog post that blog owner can publish for his readers. They get an original piece of content, while you get your byline (**BE SURE TO LINK IT TO YOUR OPT-IN PAGE**) and additional exposure.

Start brainstorming a list of blogs that you might be able to write something for and keep that list, so you can do more of this in the future. For today, you're just going to write one guest blog post...so choose your target blog.

Before you start, see if you can find any submission guidelines or get a feel for whether they accept guest content. This will help you shape your approach. If they do have submission guidelines, make sure you follow them perfectly. If they don't, what I'd like you to do is write the blog post first. Create something that is highly-relevant to their audience, perhaps links to a few of their resources. Once the post is ready, you can send it to the blog owner and tell them it's theirs to publish.

Of course, you could contact them first and ask if they'd like a blog post, but the key is to have a finished product that they can say yes to. You also don't want to waste their time with a bunch of

back and forth emails. If the blog owner doesn't publish your content, you still have a great piece of content you can adjust and publish elsewhere, so it's still worthwhile.

Day 8: Give a Goodie & Distribute

Ready to move along? Today we're going to maximize our efforts and combine our email writing and list building efforts. No sense in doing all that hard work and not make the most of it!

Part 1: Email Writing - Give a Goodie

Today, your challenge is to put together a quick goodie for your readers. It can be a video, report, worksheet, tool or anything you think your readers might like. You don't have to spend a lot of time creating...just something quick and dirty, but useful for your readers.

TIP: Include a special offer in your goodie and shape the content of your goodie so that it complements your product.

Once the goodie is ready, write an email to your subscribers to tell them about it and give them a link to access it. It's that simple. Don't make them jump through hoops to get it...just create goodwill with awesome value.

Part 2: List Building - Distribute That Goodie

Now you can take that goodie you created and reposition it slightly. Instead of being a handy gift for your subscribers that promotes a product, you're going to distribute it as a list building tool. You can do this by either:

- Giving it away freely to others, but including a promotion for the opt-in gift you created earlier in this challenge.
- Require an opt-in to get the freebie. There is no rule stating you can only have one opt-in page and really, you should never stop at one.

Distribute it to your affiliates, directories and anywhere applicable to your type of goodie. Add it to your signatures and byline. Set up some Facebook Ads to draw new people in.

Day 9: Content Follow-up & Article

Another week nearly done.

By now, if you've been keeping up...you've created 8 emails that you can use to build a relationship with your subscribers and boost your sales.

Remember, if you're using those emails as broadcasts to your list, you can also incorporate them into an autoresponder, so they keep working for you...long after you write them. ALWAYS add your most successful email promotions to an autoresponder, so they can keep working over and over for you.

Now back to your tasks...

Part 1: Email Writing - Content Follow-Up

Write a follow-up email to promote the goodie you gave out yesterday. Include some additional thoughts, helpful tips and a link to the goodie. The key to a good follow-up is to ensure your subscribers get something out of it, even if they've already downloaded your free gift.

ADVANCED AUTORESPONDER TIP: If your autoresponder can track what links have been clicked or which products have been ordered, do your best to omit those people who have taken action from your email. There's no need to bombard them with emails, if they've already picked up what you suggested.

Part 2: List Building - An Article Related to Your Goodie

Write an article on a topic related to your goodie and promote the goodie in your byline. Make sure to ask for the opt-in to access the goodie. Submit the article to an article directory, create a [HubPage](#) or [Squidoo](#) lens. Just do something to get the article out there.

Day 10: Promo & Advertise

We're 1/3 of the way through the challenge and I do hope you've been able to keep us much as possible and are growing into the writing email daily habit.

Trust me...it's ***lucrative***. :-)

Writing articles, creating tools, reports and blog posts is important to an online business, but if there's one thing you should do every single day it's write and schedule/send email to a list of some kind.

Part 1: Email Writing - Write Another Promo

Today's task is to write another promotional email. I think most people have the content part of email marketing figured out, I think it's good to concentrate on selling through email. Again, promotions can be informative. They can review products (highlighting positives and potential drawbacks), show case studies, provide valuable advice and more. They don't need to be

overhyped used car salesmen type promotions. In fact, you'll do better in the long term if you avoid that.

Part 2: List Building: Swap or Buy an Ad

It's time to start advertising. Other mailing lists are a great way to bring in new subscribers. If you aren't able to purchase an ad, approach a mailing list owner about swapping. You can find "ezine" and "newsletter ad" directories, but sometimes it's good to search for the sites and lists you think would be a good target. Then approach the owners of that list directly.

You can also try advertising on [Facebook Ads](#), [Google Adwords](#) or other highly targeted advertising opportunities.

Day 11: Promo Follow-Up and Popular Pages

You may be wondering why we're writing so many promotional emails early on and if we should really be delivering content and value first. The email tasks assigned each day are not necessarily the order you will deliver them in. Honestly, every list is different and so are everyone's goals. The aim is to simply have you get into the habit of daily email writing and to do more promotion than you might already be doing. After all, if you don't promote anything...you aren't going to sell anything. ;-)

All right, let's get on with today's tasks...

Part 1: Email Writing - Promo Follow-Up

You wrote a product promotion and now it's time to follow up on that one. Think of an extra incentive you can give your subscribers and any additional helpful information you can provide. Can you add a bonus? Do you have a case study? Do you have feedback from other customers?

Part 2: List Building - More Popular Pages

I'm going to go easy on you today as I know that by this time, some people are still trying to get caught up. So how about we do another quick exercise of checking stats for popular pages and adding promotions for your mailing list to 5 or 10 more?

Day 12: Ask an Opinion & Social Media

We're getting pretty close to half way done and hopefully, you're starting to see some results from all your hard work. Remember, this is an ongoing process and the stuff you've already done in the first 11 days will continue to work for you long into the future.

It ***all*** has benefit beyond the first time you do something.

For example, a guest blog post can continue to bring in ongoing traffic to your opt-in page...and there may be some search engine benefit too. You're not just completing tasks, you're building something here!

That said, an important thing to remember is to make sure the emails you write continue to give you value. Sometimes we write an email and just forget about it, even though we can still reap benefits from our hard work. A few ways to do that include:

- **Keep a well-organized archive of your emails.** You can keep the archive on your website and it will serve as additional traffic-generating content...PLUS, it's a great swipe file resource for you. I often open previous emails I've written to serve as a framework or inspiration for new email I write.
- **If you send an evergreen broadcast to your list** (i.e. something that is not seasonal or time-sensitive), plug it into an autoresponder somewhere, so you can keep using that email over and over again for new subscribers that come onto your list. I mentioned that earlier, but it's worth repeating.
- **Some of your content-rich emails can become blog posts, articles, etc.** Publish them on your site or distribute them for others to publish.
- **Take a series of emails on a particular topic and turn them into a special report.** Give it away freely to your list, as an opt-in "ethical" bribe, let your affiliates brand it and more.

With that in mind, let's move onto today's challenges/tasks.

Part 1: Email Writing - Ask an Opinion

Today, let's get your readers involved...make them feel listened to and show you value your their opinion. You might simply ask for their opinion on a subject, create a short survey or ask them to submit questions to you. The key is to encourage some kind of interaction. You can have them post their opinion on a blog or if you want it to be confidential, you might use a submission form. If you're creating a survey, you can use a free tool [Easy Internet Survey](#) to easily create your survey and store the responses.

Part 2: List Building - Social Media Landing Pages

If you participate in social media and you link to your main website home page, it might be time to shake things up a bit. This is the perfect time to create a connection and build your list at the same time.

One way you can do this is take the opt-in page you made at the beginning of our challenge and modify it a bit. Add a unique welcome message (ex. "Thanks for following me on Twitter...I'm glad you decided to check out my web page.") and invite them to claim your freebie by signing up. The tone you use will likely be a bit more familiar and friendly than your usual opt-in page.

Experiment and test and see what works best. The main takeaway from this task is to customize your promotions to increase your opt-in conversion.

Day 13: Opinion Follow-Up & Connections

Glad to see you keep coming back for more and hopefully, you're right on target with your tasks. If you're have any trouble keeping up with the daily challenges, here are a few tips for you:

- **Emails to your list needn't be long.** It can be a few quick tips, a link to a blog post, video or reports. Perhaps, it's just a little motivation or you asking for feedback on something. In general, stick with one topic at a time. It's less work for you, it keeps your interested reader more engaged and when you're selling stuff...your conversions are more likely to be higher.
- **Schedule time to work on your email marketing each day.** It's important. You can blog until your fingers are raw to the bone, but it rarely has the power email can. Email sells products and drives traffic to blogs! Make sure you have 30 minutes or so in your work day dedicated to improving your email marketing in some way.
- **Get help, when you need it.** Hire a ghostwriter, guest writer, use PLR or get a Virtual Assistant to take care of the administrative tasks like setting up mailing lists, adding autoresponder messages, etc. Free up your time and you can strategize better and get even better results from your efforts.

We only have 30 days here and if you stick with it, you will see results. How much will depend on where you were before we started, the amount of traffic you can generate and how successful your promotions are. But it's all a learning experience and the more you practice, the better you get.

All right, it's time to get to it...

Part 1: Email Writing - Opinion Follow-Up

Yesterday, you worked on engaging your readers and asking them for some kind of feedback. Whether it was a survey, a question you asked in a blog post or if you asked them to submit a question...make sure you follow up. If it was a survey, you may want to wait to give people an opportunity to finish it, but you can start planning your follow-up now and schedule it when the time is right.

Will you share the results? Will you reply to those who answered your question? Will you answer some of the questions that were submitted to you? Make sure your subscribers get something out of participating.

Keep in mind what your reader wants to get out of their participation and deliver!

Part 2: List Building - More Connections

On day 3, I asked you to reach out to someone you wanted to connect with. I suggested doing something for them first and just opening a dialogue. Hopefully, you've heard back from this person and you've been cultivating a relationship. If so, maybe it's time to ask them to share a freebie of yours - what about a free report, webinar or something that would give value to their readers?

If you haven't heard back, consider doing a quick follow up. Try to come up with something fresh and keep a really friendly tone. If it still doesn't pan out, don't let that stop you from forging new connections.

Day 14: Tips and Taking Stock

Tomorrow marks the halfway point of our challenge and I know it can be a real push for many participants. I don't want you to give up. I want you to keep moving forward.

With that in mind, let's keep today simple...

Part 1: Email Writing - Send Some Tips

Think of a problem your readers have and give them 5 tips to solve it. That's it. 5 tips and your work is done! :-)

Part 2: List Building - What's Working?

Tomorrow, we're going to look into some new tools for building your list, but for today, I'd like you to look at your website statistics and any statistics your autoresponder service provides you. Find out where traffic to your opt-in page is coming from, what opt-in pages are working and where you can capitalize on that. Make it a goal to do just a little bit more of something that is showing signs of working.

In short, keep pushing forward. Even if it's just a little bit each day.

Day 15: Content Follow-Up and Explore Tools

After today, you should have 15 emails written and have worked on 11 list building activities. Also, make sure you have an opt-in page, thank you page and an opt-in box on every page (instructions in our first few days of the challenge). Today's list building activity is to look into some new tools you can use for list building.

All right, let's get on with today...

Part 1: Email Writing - Content Follow-Up

You probably notice that in this challenge, we follow up on EVERYTHING. Make the most of your content and promotions by giving your readers a chance to absorb and consider your offers and appreciate your content. Today, write some additional tips, offer some encouragement and help your readers make the most of what you wrote yesterday.

Part 2: List-Building: Explore On-Site List-Building Tools

Everyone's heard of pop-ups, hover boxes and you've probably seen those neat footer ads on some websites. While a lot of these can increase your opt-ins, it's important to keep the tools you use in line with the flavor of your site and your end goal.

Some of these tools make a user feel they must opt-in to get rid of the obstruction and if that's in line with your website goals...then go for it. If you prefer something less obstructive, like a footer ad or a pop-up that appears only a certain number of times and is easy to close, choose that. The opt-in rate will probably be lower, but you are likely to get more interested prospects into your list. As an online business owner, these are decisions you need to make for yourself.

And of course, you need to test the tools you want to use and see if they are bringing you opt-ins. If the tool doesn't have any analytics available, you can do your own testing by using a unique thank you page, setting up another list or anything that will help you keep track of how the particular tool is working.

What Tools Should You Use? Of course, it's a natural question and I don't have a specific recommendation because it depends on your available resources and unique business needs. Many autoresponders come with built-in pop-ups and other tools. Start by trying those and move on from there.

Day 16: Let's Get Current

You may be wondering about timing and how to add further benefits in the follow up. Here is a great question asked by participant:

“How much time should pass between the first promo email and the follow-up, generally speaking?”

And... can you give an example of offering a benefit or two in the follow-up email? Is this just telling them another way the product can help them?”

Here's my answer:

All right, let's get on with Day 16...

Part 1: Email Writing - Comment on Current Events

Today's email can be very simple. Take a look at today's news and see if there is something you can tie into a great message for your readers. No, I'm not talking about making some great political statement or commenting on tragedies that are going on in the world...unless it's relevant to your audience. Just any piece of news, feel-good story or anything that can turn into a lesson or something to think about for your readers.

For example, if you teach parents positive parenting, look for a story where positive parenting or teaching has come into play. You can link to the story and share your own thoughts.

It's a simple, but powerful way to connect with your readers.

Part 2: List Building: Refer a Friend

A great way to build your list is by getting your loyal readers to recommend you to their friends. You can encourage this by:

- Including referral options at the bottom of your emails. Many autoresponders include automated options for sharing by email, social media, etc. If your autoresponder doesn't do this, you can add a note to your emails that encourages readers to pass your email on and include info on how to subscribe.

- Adding a note to your free reports and other giveaways that your freebies can be shared and include information on how people can subscribe for more updates.

Day 17: Get Inspired & Comment!

Let's keep moving right along and power through this work. If you grow your lists and use them effectively, it's quite likely that you can earn more **AND** reduce your daily workload. If you just set aside 30-60 minutes each day to your list...you're going to put yourself way ahead.

So with that quick pep talk behind us, let's get on with today's tasks...

Part 1: Email Writing - Get Inspired!

Today's email writing and list building tasks are interrelated. And while some of the benefits of this one might come early, look at it as a longer term plan to develop relationships and grow your business.

Get started by scanning headlines through your RSS reader. If you don't have an RSS reader, [get one](#). It's great for generating ideas, studying subject lines and more. Don't spend a lot of time doing this, but find an article or post on a topic that would be of interest to your readers and hopefully from a site where you want to make a connection with the owner.

Once you find a topic, write up your own opinion or ideas on the subject. For example, if you found a post with ideas for controversial ways to keep troubled teens in school, you might write your own original ideas for your own email.

At this point, you don't need to mention the post you read. We'll save that for tomorrow's task, okay?

Part 2: List Building - Leave Some Comments

While leaving blog comments isn't a very strong long-term list-building activity, it can be very productive if done well. Today, as you scan your RSS reader, find about 5 posts where you can leave a meaningful and useful comment. Note there is really no SEO benefit from leaving comments, but it can generate traffic from well-traveled sites and can also help you start to develop a connection with the site owner.

Day 18: Inspiration Follow-Up

Sometimes, when you're having a really busy day, it's easy to let things slide, but prioritize your email marketing. Even if you're having a crazy day, try to set aside about 45 minutes to write

and send out an email to your list. The more you practice, the easier the ideas come and the faster you get...so keep pushing. It's worth it!

So let's keep going, shall we?

Part 1: Email Writing - Inspiration Follow-Up

Yesterday, I suggested looking through your RSS reader and finding a blog post/article for inspiration for your email. Today, for an easy way to get more content and start creating a connection to the website owner, you can do this...

As I suggested, you probably have left a useful and meaningful comment on that blog post that inspired you. Today, you can let your readers know about the post you read and let them know you've commented, so they can see your opinion.

Ex. "Yesterday, we talked about controversial ways to keep troubled teens in school. I know it's an important topic for many of my readers and I hope some of the ideas I shared helped in some way. Well, I have also found an interesting article at thiswebsite.com. I've also shared my opinion in the comments area as I think the article has some a very unique perspective. Check it out at thiswebsite.com/article."

By mentioning and linking to the article, you are opening the doors to a connection with that website owner and as we know, connections can go a long way to help us grow our readership and businesses.

Part 2: List-Building - Start a Conversation or Better Yet, Make a Guest Blog Post

Now's the time to get in contact with the website owner. You could contact them and further discuss the comment on your blog and let them know you shared their thoughtful post with your mailing list. If you want to take it further, how about writing a blog post related to their topic and asking if they'd like to publish it? And of course, you'll link to your opt-in page in the byline of your post.

For example: "I just wanted to let you know that I really enjoyed your post on keeping troubled teens in school. It really opened my eyes to new ideas on communication. As soon as I read it, I knew it would be useful to my subscribers, so I emailed them about your post and I've received some great feedback from them so far."

Day 19: Content and Incentives

You've probably noticed that we have talked quite a bit about relationships in this challenge and I can't stress the importance of them enough. When you know people in your niche, things grow much more quickly for you. You benefit from knowledge, advice and cross-promotion. So if

you've skipped ANY of the relationship building tasks in this challenge, I'm going to ask you to march your butt back to those and complete them.

If you're ready to move onto Day 19, let's get started...

Part 1: Email Writing - Write Some Content

If you've got more content to share from your inspiration topic from the past two days, go for it. If not, write up a content email for your readers. Provide them plenty of useful tips, food for thought or inspiration. When choosing the topic for this email, keep in mind the products you promote and how you can work it into a follow-up email.

Part 2: List Building - Provide Incentive to Share an Offer

In our challenge, you've created a few freebies, so let's use them again. Think of an incentive you can give your affiliates, subscribers or social media followers to spread the word about one or a few of your freebies.

For example:

- Create an affiliate contest - reward your affiliates who send the most leads with a valuable prize.
- Ask your subscribers to share your offer on Twitter or Facebook and give them a valuable coupon or another free gift.

Day 20: Following up on Incentive

Before we go on, I wanted to make something clear. If you ever need help getting caught up or just want some help with your tasks, nobody ***EVER*** said you had to do it yourself. Whether it's during the challenge or after, having a team on your side is a winning approach.

- Hire ghostwriters or copywriters to write for you.
- Purchase PLR you can brand, monetize and publish.
- Have your virtual assistant set up opt-in pages and plug emails into your autoresponder.

In other words, work as much as you can on planning your email marketing as you can and let others do the busy work.

All right, so for today you need to write one email and work on one list building activity.

Part 1: Email Writing - Practice the P.S.

Yesterday, you wrote a content email and I asked you to keep in mind products that you promote. Today, you can write a follow up to that email that includes more tips, thoughts or whatever and mention the product in the P.S. You can say something like:

"P.S. And hey, by the way, if you're having trouble unclogging your drain, here's a product I keep on hand at all times -> <http://draindraindrain.com>"

P.S.'s can be very powerful and can be incorporated in many emails. Put unique tracking links in your P.S.'s just to see how they're working for you. Use them often, but for today, start practice writing just one.

Part 2: List Building - Keep Providing Incentive

Yesterday, in the list building activity, I asked you to provide an incentive to sharing your freebie. Do more of this. Follow up with the people you asked to help yesterday or add another incentive to another group. Just make sure you don't just do it once and forget it. This is a process and following up just brings more results.

Do what you need to do to get people to share your offer! As long as it's legal, it's fair game.

Day 21: Product Review & RSS by Email

Part 1: Email Writing - Product Review

Let's write a product review today. Preferably choose a product you've used yourself regularly and like as it will make it easier to write your review. If you can review the product you recommended in Day 20, this will be the perfect follow up.

A good product review includes:

- Overview of the product and details
- Who the product is suitable for (no product is right for everyone)
- Potential drawbacks, but provide a solution on how it can be overcome
- Optional: Comparison to other similar products.
- Overall thoughts

If you'd like a little hand, take a look at the [product review template](#).

TIP: Once you publish your review to your list, add it to your autoresponder, publish it on your site and distribute it where you can.

Part 2: List Building: RSS by Email

If you offer an RSS feed on your blog, try adding an email option to subscribe to your RSS feed. Email options are available through [Feedburner](#) and autoresponders like [Aweber](#) also provide similar options.

Day 22: You Tell Me!

Many participants have mentioned that one of the things they love about the challenge is that it forces them out of her comfort zone. We don't like being uncomfortable, but once we get in there...we realize it's not so bad after all **AND** our business grows by leaps and bounds.

So if you've been trying to get caught up here and are still making baby steps...challenge yourself to do more. Really get out there and make connections to grow your list. Write more, sell more and just **DO MORE!** You can do it.

Now for today's tasks, I'm turning the tables on you a bit.

Given that you are now into Day 22 and becoming seasoned email marketers...

I want you to answer two questions:

1. What did you write today?
2. What list building activity do you participate in?

Day 23: Less Passive, More Active

I want to challenge you here on in to get **ACTIVE** with your list building. Make connections with people, recruit affiliates, submit more guest blog posts...you know the drill. Even if you're just starting out by exchanging a few words on Twitter or a forum or wherever you hang out...plant those connection seeds today, so they can serve you in the future.

So, let's get on with today's stuff. You are hereby challenged to write one email and participate in one list building activity and here's what I recommend...

Part 1: Email Writing - Challenge Yourself

Throughout our challenge, we've been writing different kinds of emails. From pure content and promotions to product reviews and follow-ups on just about everything. I want you to think about the type of email that is most challenging for you and write one of those.

Part 2: List Building – ACTIVE

Do something more **ACTIVE** for list-building today. Whether it's to connect, recruit an affiliate, talk to an affiliate directly and make a special promotion for them...or anything?

Day 24: Even More Active!

Yesterday, I challenged you to be less passive and more active in your list building methods. Hopefully, you stepped up to the plate and moved further out of your comfort zone, but I know you can go further.

It's funny how something can seem so hard, but once we do it, we discover it wasn't so bad. Then when we do it again, it becomes even easier. And eventually, it just becomes natural. I want you to find all your email marketing to feel natural because when it feels natural to you, it feels natural to others and becomes more effective.

So with that in mind, let's go ahead with our writing and building tasks...

Part 1: Email Writing - Follow up on the Tough Stuff

Yesterday, you chose to write the type of email that is most challenging to you. Today, we follow up because we always follow up. You can stretch topics, give more value to your readers and sell more stuff if you follow up. So if you wrote a product review yesterday, add some more detail, share photos, a video...whatever. Just give your readers more value and hopefully more reason to buy something.

Part 2: List Building - Find a Site to Give a Freebie

Think of the website that you'd most like to see your content on or have recommend you. Choose a website that is highly targeted and relevant to your audience. I want you to offer a branded freebie, a guest post or something of value that website can share - and make sure that freebie promotes your opt-in page.

This is no different than what we've been doing all along, but I want you to aim high this time.

Day 25: Heck Yeah!

We all fear rejection and asking can be hard, but the worst thing that can happen is your request will go ignored or they'll say no. In the grand scheme of things, that isn't so bad. On the other hand, the best thing that can happen is that they say YES!

Note, if they do say no, I want you to move onto the next person. Don't stop there. Your content is AWESOME...get it out there.

There's just one week left to go in the challenge. If you've been keeping up the whole way or are still moving forward to get caught up, congratulate yourself. I know it's been a lot of work and that hard work is going to pay off if you stick with it.

Part 1: Email Writing - Anything!

Just write something. Whether it's content, a follow up message for your autoresponder, a product promotion or a link to a video...write something today.

Part 2: List Building - Housekeeping

Let's do a little housekeeping here and update some of the links we have out there to our opt-in page. For example, your signature lines at forums you frequent and in your emails. If you're a member of an association or other online group that links to its members, link to your opt-in page.

HINT: If guidelines at these various place require a link to a domain name instead of a specific page of your website, purchase a domain name just to promote your freebie and opt-in page. A domain makes your page more memorable, is perfect for print and audio promotion.

Day 26: Make a Giveaway...and Share It!

Yep, it's finally here. The last week of our 30 Days to Email Profits Challenge. Today, we're going to focus on giveaways and sweepstakes.

Important: Please note there are varying legal requirements for contests and sweepstakes, depending on the country, state or province you live in. Research those before starting because we offer no legal advice whatsoever.

Basically, the idea for today is to create a contest or sweepstakes where people enter their personal details for a chance to win a valuable prize. Personally, I find the quality of the subscriber tends to be lower than through other methods. Once they enter, they forget who you

are and don't necessarily want to hear from you unless you're telling them they've won! Of course, if you approach this well, you may find a good response.

Here are some tips that might help:

- When choosing a prize, keep something very relevant to your business. Think of the type of person who would enter this contest and ensure they match your target market as closely as possible.
- Make the opt-in to your list optional. Instead of just adding every entrant to a mailing list, tell them what freebie they can get instantly and encourage them to sign up voluntarily. You'll get far fewer opt-ins, but they'll be much more targeted and you'll receive fewer complaints.
- Follow-up quickly and let them get to know you. Don't let a long time period pass before you follow up with your new opt-ins. Contest entrants often move on quickly to the next contest and forget where they've been before. By setting up an autoresponder series to develop a relationship, you'll likely put yourself in a better place.
- Some people avoid group contests where a bunch of people add a prize or a freebie and everyone builds a giant list from it. Imagine the contest entrants overwhelm when they are bombarded by a ton of emails from one entry. On the other hand, donating to contests for publicity can be a beneficial thing. Just don't take a list of the entrant's names and treat them like they're your own opt-in list.

With those things in mind, let's get to writing and list building.

Part 1: Email Writing - Email for Your Contest

Setting up a contest will require a number of emails. Write emails to promote your contest and set up some follow-up messages for your entrants including a simple thank you email for entering.

Part 2: List Building - Choose Your Approach

As mentioned above, you can offer the opt-in when someone enters the contest, rather than adding them automatically. You can set this up by putting a check mark to opt-in on the entry page or send them to a thank you page that includes your freebie and opt-in information. The check mark will probably produce more opt-ins, but the thank you page will probably produce more targeted subscribers.

Of course, you also need to spread the word about your contest. Share it on social media, tell your customers and subscribers...ask other targeted social media connections and list owners to spread the word.

There are also a lot of contest and sweepstakes listings site that can drive a lot of traffic (just search for "sweepstakes directory". The only thing with these types of sites is it is really often drive by traffic, but if you use the tips earlier in this post and make sure to follow up well...you might get yourself some decent new leads.

Day 27: Giveaway Continued

Okay, okay...I gave you a lot to work on yesterday. So if you are going to work on a contest or sweepstakes as part of this challenge, let's continue with that today instead of piling on bunch of extra work.

You may be looking for a "baby steps" plan for creating a contest or sweepstakes. The first step is to research any regulations for your state/province/area. Once you have that figured out answer the following questions:

- What your prize is and why you chose it.
- What people have to do to enter.
- How you plan to collect opt-ins (automatic or optional).
- How you plan to promote your contest.

Just answer those items in as much detail as you can and that may help you fill in any gaps and also get more ideas flowing for you.

So, now's the time to write and email and do something to build your list. If you're working on the contest, here are your tasks for today.

Part 1: Email Writing - More Giveaway Stuff

Yesterday, I suggested that you write some follow up emails for your optins and some emails to promote your giveaway. Make sure you write at least one email today.

For example, you could write an email to your current list to tell them about the giveaway. You don't need them to opt-in, but you certainly want to tell them about this opportunity to get some great free stuff!

Or write a second follow-up email to the people who opt-in from your giveaway. Share a gift or special offer that warms them up so they can soon become your customer.

Part 2: List Building - Get a Promo Partner

Secure at least one place that will promote your giveaway for you. If you don't expect this will draw in a lot of new entrants, make sure to secure a few places for today. You want to make sure what you're working on has impact on your list building.

TIP! When your contest ends, you want to make sure those links coming to your contest are still useful. You can do this by offering an ongoing contest or swapping out your contest offer with another freebie offer. That way, you can keep getting opt-ins from that ongoing traffic.

Day 28: Taking Stock

Can you believe it? We're down to the wire now. Just 3 days left of our challenge.

Now is the **perfect** time to take stock in those results and start making a plan for beyond this challenge.

As I've been saying all the way through, you **cannot go wrong** by putting your focus into your mailing list. A mailing list is an asset and more powerful than simple website traffic (which is good too!).

Website traffic comes and goes, but you can build a relationship with a mailing list. And that relationship has plenty of benefits including bolstered reputation, word-of-mouth, sales and more. Plus, email still boasts some of the highest conversion rates when it comes to communicating with prospects and customers.

So really, we'd be crazy not to put our efforts into growing, nurturing and profiting from our mailing lists, wouldn't we?

Now, let's get on with today's tasks and you know the drill. One email and one list-building activity...

Part 1: Email Writing - Fill the Holes

Take a look over the past month and see where you got some results, but neglected to follow up or figure out where you could follow up again.

For example, if you added a promotion for a product on Day 7 of your autoresponder, but didn't add a follow-up, go ahead and write one now and add it to your series. An autoresponder is an ever-evolving product and you can add to, take away from and modify it anytime. Just make sure you're tracking your results, so you can make the right choices and assess the result of those choices.

Part 2: List Building - What's Working

Again, look back and see what's working.

What guest blog post is driving the most traffic? Can you do another one for that site?

What affiliate is driving the most traffic to your opt-in page? Can you sweeten the offer for that affiliate to get them to promote more?

Always do more of what works and of course, less of what doesn't. Just make sure you do one of those things that do work today.

Day 29: How are Your Customers?

2 more days...just 2 more days. It's hard to believe, but we're nearly there.

When we first started this challenge, I mentioned customers really being your most valuable list. After all, satisfied customers are so much more likely to buy more stuff. Why work so hard convincing new people they want to buy when you have this audience ready and waiting with wallets open?

So on our second to last day, I'd love to see you put some focus into your customer list, if you haven't already. With that in mind, here are your challenge tasks for today...

Part 1: Email Writing - What Can You Do for Your Customer?

One of the keys to good customer relationships by email is to treat them special. Give them little goodies they can't get elsewhere. Send them information about products before they are released to the public. Give them special discounts and incentives. In short, make them really glad they're one of your customers WAY past that initial sale.

Think about what you can do for your customer today and write an email to do that.

Part 2: List Building - Low Cost Offer

One of the easiest ways to build a customer list is to sell a low-cost hard-to-resist product. Even if you are an affiliate, you can create (or purchase PLR...or hire a ghostwriter!) an info product that you can sell. Just make sure the low cost product is highly relevant to the higher ticket items you are going to sell and you have a follow up system planned and/or in place. You want to them to feel like they got a ton of value for the low-cost item, but it should also fuel their desire for MORE stuff!

For example, if you sell educational toys, you can release a low-cost report that gives parents helpful tips to educate their children through play. Part of that report will also demonstrate the process using the toys you actually sell. This helps your new customer learn about the toys you offer and see their benefits. As their valued customer, you give them a special limited-time discount to purchase those toys.

Voila! Your customer:

- Gets value from the low cost product, whether they buy your other products or not.
- Learns about your products in an informative, low-pressure environment (your report)
- Feels special because they received an exclusive discount by taking you up on your offer in the first place.

How easy is that?

Day 30: This is the End, But You're Not Done!

Here we are...the final day of our challenge.

Like in school, usually the last day means you didn't really have to do any work. But since this is a 30-day challenge, we have to do 30 days, so you're not off the hook yet.

And really, these habits should continue long after you're done here. Whether or not you continue to do 1 email and a list-building task each day is up to you, but you should dedicate some part of each day to your email marketing. It will pay off BIG TIME.

Now, let's get on with today's tasks...

Part 1: Email Writing - Customer Follow-Up

Whatever you did for your customer email yesterday, follow it up. If you made an offer, think of some more benefits or sweeten the deal. Just make sure to get in contact again. If you sent them a free gift, remind them to download it and perhaps give them some further thoughts on the subject.

Keep in touch with your customers and keep them happy.

Part 2: List Building: Promote Your Offer

Yesterday, I also suggested you created a low-entry offer to build your customer list. Do some promotion of that offer today. Whether you contact an affiliate to help you spread the word, run an affiliate contest or start an Adwords campaign...get some traffic going to that offer.

Final Thoughts

Congratulations on completing all your challenge tasks. You've accomplished so much in a short period of time. I do hope that this challenge has helped you develop new habits that you'll be able to carry on for a long, long time.

Internet Marketing Info Products

[List Profit Hero](#) – Training To Grow Your List.

[List Builder Pro](#) - Easy List Building System. Done For You List Building System. Just Copy And Paste! No Need For A Website, Hosting Account Or Html. Build Unlimited Targeted Lists. Lead Product, Squeeze Page, Download Page Created With One Click! Adds New Subscribers Direct To Your Aweber Account.

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