

GROW YOUR LIST!



A Special Report by Ashiish Pawar



**7 Streams Of
List Building
That Are
Working
Right Now**

GROW YOUR LIST!

By

Ashiish Pawar

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Introduction

There is nothing **new** about the concept of list building. For years, big shot executives have looked to their trusty Card Holders to bring in new business, find work, and resource share.

Even the “mom-and-pop-shop” generation of business owners that saturated the markets in the 1800s had regular customers and vendors with whom they kept lifelong connections.

The idea of building a list of contacts isn't exactly the latest “shiny, new object” out there. But, there is a BIG difference between the card holders of the past and the ones we use today, and it gives us a HUGE advantage:



The Internet has given us the capacity to connect with people all across the world—at ANY time of day. Our card holders have gone VIRTUAL...

When you add the power of social media and email, where the simple click of a “send” button allows you to reach hundreds, thousands, and even lakhs of people all at once—it’s easy to see how this open platform of communication has changed the world.

Just think of the underground political mayhem organised on Twitter, the Wikileaks scandals, and the birth of flourishing new industries, like online marketing and online shopping.

The Internet has literally changed the political and economic landscape. And considering that none of this even existed 30 years ago, the opportunities we have today are astounding!

For business owners, like you and me, this is excellent news.

We no longer have to go around and do cold call prospecting grunt work (which I hate the most) or pay lakhs of rupees for mud on the wall kind of advertising (means if it sticks, it sticks).

But not anymore, now within seconds we can reach an audience with the simple click of a button.

But that also is a problem. EVERYONE can reach people with the simple click of a button. **The market has become saturated; the pond has become overfished.**

Today, our challenge as business owners is to leverage virtual communication in a smart way that brings in new business, builds trust, and quality relationships.

Hi, I am Ashiish Pawar. And in the past 11 years, I have leveraged offline as well as online strategies to grow my list from 10 to nearly 15,000 members today. While that may not be a huge list by some standards, but what matters is, it's a profitable one. My list has played a CENTRAL role in allowing me to grow from a barely-four-figure business into one that today brings in **six to seven figure income every year.**

I have learned that when it comes to communicating with your customers, clients or patients in the virtual world, there are special considerations you need to make.

Some things will work great, and others will bomb, big time.

In this special report, I will make sure that you are asking the right questions and you are communicating in a way that connects with the right audience. So that you have got all the pieces you need to build a high quality list of prospects, customers, clients or patients that will be loyal to you for a lifetime.

Plus, you will be surprised how many of my recommendations won't cost you a single-naya-paisa to implement!

So whether you have a new business and are ready to build a list, OR have been in business for a while and need a “list-building checkup”, this report will make sure you are truly using all the methods you could, to keep that list growing!

And, if you like what I share in this report, and you are ready to take action with a step-by-step program, you will definitely want to check out my **Complete List Building System!**

But I will get to that a little later.

How I Got Started...

Before I became an entrepreneur, I hopped from job to job for many years. In fact in the span of 5 years I must have changed 10 jobs. The last stint was with Aditya Birla for 5 years and I finally realised that I would be happier working for myself.

I knew I had gained some great skills and picked up some presentation and content development experience, and could probably snag a few clients and work with them on a freelance basis. So, I quit my job and went off on my own. That was 11 years ago.

When I quit my job, I didn't realise that all the bills will rise so quickly and I needed new clients immediately! So, the first thing I knew to do was to put on a suit, get out there, and start showing up at things.

I went to educational institutes, networking events, breakfast meeting, friends with businesses, friend's friends with businesses—I did everything I could so I could market myself.

And from doing all that for that first year on my own, I was able to get a few projects and just get by. But I was exhausted. I only had few formals and I kept

thinking, *“I am running out of clothing!”* and I still wasn’t making a reasonable income, considering how much effort I was putting into things.

What I **did from my months of leg work** was that I collect a decent stack of visiting cards. One day, I was looking at this stack thinking, “I should **really** be calling and following up with these people” but I was SO tired.

So I started to play with email and while doing so I found some email writing tactics by experts and I thought, *“Hey, I can do that!”*

With my newly learnt email writing skills, I started to communicate with clients on a few projects. They liked it so much that soon I was helping clients create email newsletters, brochures, ads, and various marketing materials.

Quickly it occur to me that I could put together a few tips on this topic like an electronic newsletter and send it to them so that we can keep in touch with these new contacts.

I could ask them if it would be okay if I put them on my emailing list, and send them helpful information on marketing every week or every two weeks. That would my e-newsletter and I **called it “TIP” To Improve Performance!**

So, I started with a list of 10 people who had given me permission to contact them. Let me confess, I still remember the first time I sent my first e-newsletter out, it took FOREVER to send.

I didn’t even use any special email marketing software. I manually entered my contacts into the address bar on my laptop, and created a little group.

I didn’t know there was a way to automate this process, use a server, special software. So, I sent out that e-newsletter and here is what happened...

My list started to grow.

People were paying attention to what I was writing and soon my group had 20, then 30, then 50, then 100, then a few hundred people in it! I realised that I

needed to move things to a real system, so I didn't get blacklisted as a "spammer".

Best of all, my list was starting to generate some income. People were writing to me saying, *"Hi Ashish, a friend forwarded me your newsletter, and I saw your article on brochures. We need someone to come in and write a new brochure for our company, and I saw that you do consultations. Do you think you can come in and talk to us about it?"*

Within six months of growing my list, I had attracted clients in my portfolio, like EMDI College, BrainBay, and Wadhawan Group (part of DHFL), just to name a few.

Fast forward to today, my list is nearly 15,000 members strong, and it's been a HUGE factor in allowing me to grow my business from a little freelance business, to a seven figure business.

Your List is One of Your Best Business Assets...

Let's talk about WHY you want a list in the first place.

For starters, **a list gives you serious leverage; it's a blood flow of your business.** Let's say you own an eco-friendly furniture store—a traditional street-side shop space you have rented in a busy shopping area.

You get a decent flow of walk-ins during the week, but most of your foot traffic comes in on the weekends. And a good percentage of people who visit the store are out-of-towners who are simply browsing.

People really admire your furniture, *but if it's their first time in your store, it's likely they won't be buying anything the same day.*

So how do you let these brief encounters with **your store’s visitors “stick”**? How will you get **them to remember you**, and think of you when they are ready to buy?

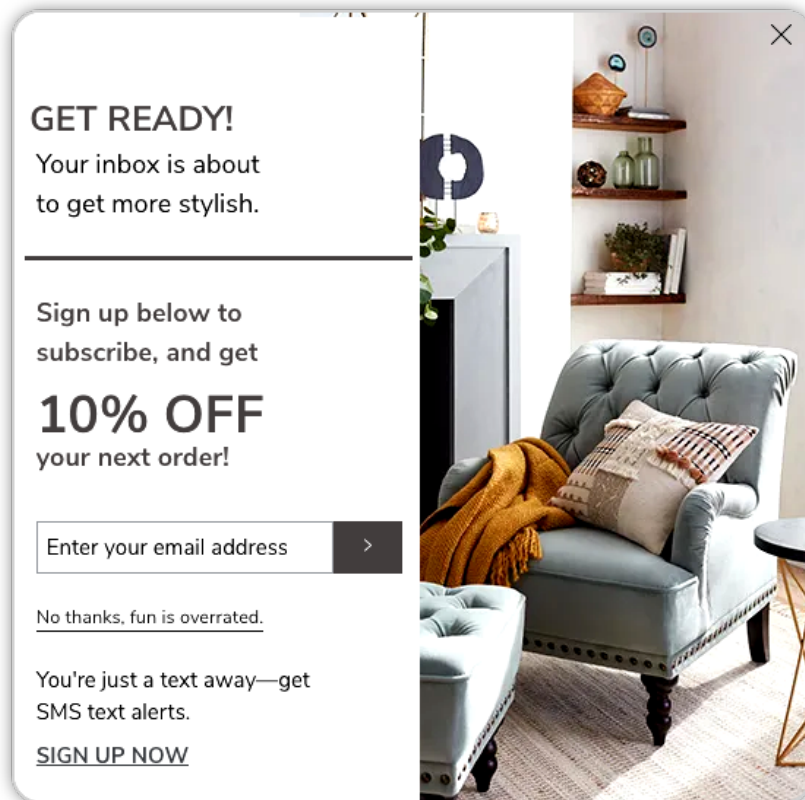
You can do these two things:

#1

You can start a blog or a weekly e-newsletter that talks about eco-friendly furniture, its impact on the environment, eco-friendly furniture maintenance, wood grains, reclaimed furniture, etc.

Now, you can ask people in your store to sign up for your emailing list to get these free tips, and to hear about sales and special events that you host, offering them 10% off their first purchase if they join. **Now you have a way to lengthen that first encounter and actually build a relationship with your visitor.**

Check the exhibit below:



#2

The internet world is booming, but it is still also important to build relationships with customers offline too. It may seem old-fashioned, but forming **relationships with people outside of the internet will encourage them to be more receptive to your online attempts at interaction.** As you are **building relationships in person,** you can also be building your email list at the same time for a better synergy overall.

Here is the potent weapon to do just that -- **It's called POSTCARD.**

Since your prospects are walking into your store collecting their addresses would be very easy. Simply keep a fishbowl for dropping visiting card and follow up with them with a postcard.

If you don't know how to write a postcard you can simply copy this.
Check the exhibit below:

Side - 1



**SIGN UP FOR
EMAIL AND GET**

**10% ON YOUR
NEXT
OFF PURCHASE**

Or sign up by scanning the QR
CODE to the right.

Or text: **SignMeUp** to **12345**



know you have a built-in audience, and all you have to do is keep creating products and services that are perfect for them.

This is List Building 101, and if you run an online business, the same rules apply.

When people first discover your website, they are not going to do much. Generally, 99% of your first-time web visitors will not buy anything from you, or even take any action—unless you make them some type of compelling offer.

By having something you can offer to your list, you get that **“stick” factor**, which allows you to build a long-term relationship.

And here is a special tip for the people who writes blogs -- even if you don't have your own products or services you can still leverage your list to generate income by doing what is called **affiliate marketing**.

In affiliate marketing, you promote other people's products and services on your blog page or website, and you earn a commission every time someone on your list makes a purchase.

For example, you can find many affiliate programs and so you could join them and start earning commissions by promoting the products, live events, and courses. There are programs like this all over the Internet.

And there are people who make MULTIPLE 6 figures a year just by doing affiliate marketing—they don't even have any of their own services or products.

So you can see how, no matter what type of business model you have, **a list can become one of your most valuable long-term assets, if you build it correctly.**

Four KEYS to Consider When Building Your List

For those of you who have been marketing online for several years, or publishing an e-newsletter or publishing special reports, you already know that you are not marketing in a pure utopian world.

Your list might be growing, but you are competing with hundreds of other e-newsletters that flood your reader's inboxes every day.

People think twice before they opt-in for a weekly newsletter, and with the recent economic condition people have money crunched and are taking longer to make decisions.

In an oversaturated market, it's more important than ever that you adopt a more thoughtful process when it comes to selling and asking people to join your list.

1. Find Out Where Your List Stands Right Now...

Think of your list as a completely separate entity from your business. Just like a baby, your list will go through several phases of growth. So, what phase is your list in right now?

Use the table below to help you answer this question:

PHASES OF GROWTH	DESCRIPTION	TYPICAL NEEDS
PHASE 1	A list of 0-30 people. You have just created a list, started your business, etc.	You don't really know what you are offering. You still need to figure out your niche, angle, topic, etc.
PHASE 2	A list of 30-500 people. Your list is growing, but only slowly.	You have narrowed your topic down to a few key areas, but you are still not sure it's the right one. Still figuring this out.

PHASE 3	A list of 500-thousands of people. You have got the right topic and a niche that works. You are ready to kick things up a notch.	You have gotten new clients from your list, but you want more fish in the pond. You are ready to leverage a large list for an even bigger increase in revenues.
PHASE 4	A list of thousands to lakhs of people. Your list continues to grow and it's getting a little difficult to manage.	You have got a list-building system in place, but now you want to start leveraging it wisely, so you get maximum ₹upiya per subscriber.

Table 1.1: The 4 List-Building Growth Phases

By the way, there is no magic formula for how long you will stay in each phase.

You might stay in Phase 4 forever! Once I moved my business through the first 3 phases, it continues to expand within Phase 4 and I am always revisiting what my list needs and how I can better leverage it.

#2. Get Clear About Your 3M's

Now you don't want each and everybody in your list quality matters more than quantity, so then how exactly should you go about building your list?

Getting clear about what I call the 3 M's will help you do just that:

1. Your MARKET
2. Your MESSAGE
3. Your compelling offer that's a MATCH

Let's review each of these in detail...

YOUR MARKET

In my early years as an entrepreneur, I spent a lot of time and energy learning everything I could about marketing, from the fundamentals to more advanced niche specific topics.

If you can focus on ONLY ONE type of person as your audience everything else will become easy like your product development, marketing, and even list building.

For several years I studied multiple direct marketing experts who are recognised as well-respected leaders in the direct marketing industry.

What I learnt was **knowing your “WHO”—your audience—is the most important thing** and you need to identify that when it comes to marketing.

Before you craft your message or figure out your product or services you should know your WHO. In other words, your **“WHO” is more important than your “WHAT”**. Once you know your “WHO” you have found your target market.

Indian car manufacturer, **Maruti, uses a target market approach**. Their ideal client is a middle class family that cares about budget, performance and millage. So how do they cater their message to this? They emphasize savings, and make sure to buy advertising space in regional language newspapers and family oriented magazines.

Many writers, dancers, singers, and actors—those in expressive, creative fields—are often advised the same way. No matter what media you work in, **once you pinpoint your target market, you will be able to shape your message with much more clarity.**

Now, this is usually where people start to say, *“STOP! I am not going to turn people away—EVERYONE can buy my product!”*

But I assure you, you don't have to turn anyone away. You are right to believe in the value of your product or service as something that will benefit many and all people.

But, when you “go fishing” (i.e. when you are investing your time, money, and energy into your marketing), it's better to pick one type of fish to go after. If you cast a wide net, sure you will catch a few good fish, but you are also going to bring in some junk, like a boot, glass bottles, an old tyre, etc.

It's more efficient if you use the right bait and you do this by figuring out what type of fish you are after by placing yourself in the most likely spot to find them, than **attracting them by giving them what they want.**

Now, is this more work? Absolutely! To set it up, it will take persistence and a lot of hard work.

But the beauty is, once you get it set up, you will have built an asset for your business, and you can tweak your messages and your products for years to come.

That's why your **'WHO'** should be the first thing you think about.

YOUR MESSAGE

The next thing you need to determine is what you want to say to your audience.

~ What's your message?

~ What's your business about?

~ What is the big bold promise that you are making to your targets?

It's really important to get clear on your message. Even if you have a variety of services and products, there is usually a central theme to what you are about.

I create a lot of different products for different types of business owners, but the bottom line is, I **help businesses generate leads in 45 days or less, guaranteed.**

That's my message, and it radiates in absolutely everything I do.

Your Compelling Offer That's A MATCH

So, let's say you have got a clear, vivid picture of your target—in fact, you have got an image hanging up right above your desk—and you have nailed down your message.

People are coming to check out your website, your products, and services.

But what's going to get them to take action and sign up for your list?

It's very simple.

You should **have something compelling to offer**, preferably free, to give to every person who signs up for your list.

We call it a
“LEAD GENERATION MAGNET”

A Lead Generation Magnet is a widget or something that you offer to your prospects in exchange of their information.

Your **lead generation magnet** can be a **free PDF report** or a **free audio** or **email course**, or even a **free CD or DVD** that you send by post, each person who gives you their contact information.

It may sound ridiculous and outrageous to you to give away something physical in exchange for their contact information.

But you must begin to think in terms of **building a quality list**, and you must understand how **VALUABLE** this “**permission-to-contact**” is to your list.

In an **oversaturated market** where opt-in requests are **everywhere**, you have to do something **extra** to build your list.

I recently started offering my lead generation magnet ‘**Business Growth Tools**’, a **set of 4 hard copy books** with a nominal charge of ₹120 (shipping & handling) to everyone who comes to my website and signs up for my daily dosages of Emails at: <http://www.headway2success.com/business-growth-tools/>

Why am I happy to do this?

Because I know how much a new subscriber is worth to me. I **know that someone who has taken the time to come to my site and look at what I have to offer is valuable, and this is the EXACT type of person I would like on my list.**

Let’s do some math here... on how valuable your subscribers are to you right now.

Let’s say you mostly use the Internet to sell your services, e-books, programs, t-shirts, lipstick—whatever your business is. And you have 1,000 subscribers on your list, and you make about ₹2,00,000.00 annually just by using online marketing.

So your list of 1,000 is worth ₹2,00,000.00. Now let’s divide that to find out the value of each individual subscriber. This means, each subscriber is worth just about ₹200.

Once you look at the value, it’s a no brainer to offer a set of hard copy books or a free CD or DVD if people want to become a part of your list.

Here is another example of offering something that matches your target.

There is a big retail shoe store that recently had a special offer on display, right as you reached the cash counter.

“Give us your email address to instantly receive 20% off your next purchase! And, you will even get to take home this handy shoe-shine kit today for FREE worth ₹80!”

If you saw this offer, you might wonder why a store would be willing to lose ₹80 in products. But the marketing department knows that this isn't a loss at all.

They know that if they get you on their emailing list, you will receive the coupon and will be more likely to come back for a second purchase—and what does that mean? More revenues!

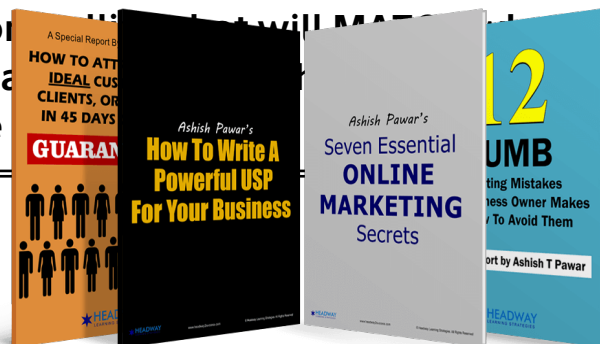
More and more companies are starting to spend a little more money to go the extra mile. No longer is it enough to just ask people to sign up to join your list. And no longer is it even okay to just offer your weekly e-newsletter.

You must offer something truly compelling that people are already looking for at your website in the

My free Books (*physical*) that I ship is called “Business Growth Tools” and I carefully chose this topic as my lead generation magnet because

I knew that anyone coming to my website would likely be an entrepreneur, small business owner or a would-be entrepreneur, looking for attracting new business within 45 days, writing USP, Internet marketing secrets, and Mistakes to be avoid while building a website. My lead generation magnet is compelling, and it's a great match for my target. You can get all information here: <http://www.headway2success.com/business-growth-tools/>

So start thinking about:



~ What you could offer right now to people who are thinking about joining your list?

~ What can you give that is of high value that delivers high-quality content?

~ What can you do for existing subscribers to make things more exciting and compelling and make things current?

3. Use Your Personality

Once I got into my groove with my first e-newsletter, I **titled myself “Dr. Pawar”**. I had already sold my first Book, which was a how-to guide for generating leads without doing cold call prospecting grunt work and I wanted to mark my ground as a true expert in the field.

Emails were my specialty. And it always shocked me that not many people knew how to use this tool. You see Email is a fantastic way to build a relationship. Looking back I now know why this was the case for me.

I will tell you from *experience* that, **it’s the relationship that builds the business**. And it’s funny how marketers have “seen the light” and now promote the idea of building a personal connection with readers.

Well, I guess they started to see that if you give your readers **ONLY** promotions, they are going to fly away.

So, one morning, while writing my e-newsletter and I mentioned about ‘today being my birthday’ as a side-note. I didn’t think much of it. It was the first time I was sharing something personal to me in my e-newsletter.

Underneath my note, I had my usual business article—the topic was how business owners and sales people generate leads using direct response marketing. I had spent 3 hours writing the article, and I was sure people were just going to love all the information I had packed in.

I hit the “send” button and hit the road for my private consulting. And when I came back, I had dozens of emails... about what? **The birthday!**

People had written in asking, “*How old are you, Ashish?*” and “*Where is the party?*” and “*Blessings on the birthday*” and “*Can I join you for the birthday bash?*” It was great! And it was a pivotal moment for me, and the voice of my e-newsletter.

Sharing something personal about my life opened up a brand new channel of communication with my readers. They saw me as a real person on the other side of the computer screen.

I was no longer just a company blasting them every week with some sales and marketing information. I was *human*, running a business with the hectic realities of life, just like everyone else... just like THEM.

Your ability to RELATE as a small business owner gives you a HUGE advantage over big companies. This is why you see CEOs and COOs of huge companies now taking a few hours out of their week to write up a blog post for their company blog.

It matters, and everyone is starting to wake up to this fact. It’s a complete 180 from the days when corporate big shot wielded their power by remaining inaccessible and mysterious, don’t you think?

Nowadays, **your personality is power.** No one else can duplicate who you are.

It doesn’t matter if you are teaching the same thing as a thousand other marketers, **people will choose to work with you because they prefer YOUR style.**

**So when you use your personality and you really put it out there,
suddenly, you phase out your competition.**

Something about your unique “YOU” resonates with them. And that’s the best relationship there is.

So, don’t be afraid to let your personality shine through.

You want to have a mix of being professional with being personal. Always deliver value, while sharing a little about your upcoming vacation, your kids, your family news, and pets, if it's a fit for you and your business.

When your readers genuinely like you and they believe you offer them value (with your articles, tips, and information), they will look forward to hearing from you. They will pay attention when you have a new product or service available, and they will give you permission to tell them more about it.

4. Stop Looking for the “Magic Pill”

Several years ago, I was at a marketing seminar and a man walked on the stage to sell this “super duper” traffic-building software program that he had developed.

This software program would create pages “magically” for your website, and sneakily divert search-engine traffic to them—it was a list-builder’s dream! This guy sold over 5 lakhs worth of this product right there in that hour.

The other people in the industry, including myself, could not believe how much money he had made on stage! Our jaws were practically on the floor.

A few months later, that man had to refund every one of those people. Why? Because three weeks after the seminar, Google had changed the rules and NONE of the tricks in that man’s “magical software program” worked anymore.

Why?

With a fast-evolving trends on the Internet, **it is dangerous to rely on any shortcut or “magic pill” especially when it comes to something as valuable as your LIST.**

I work with many clients who are looking for a quick fix, but remember, you need to **find qualified prospects** who are likely to buy and who will be loyal to you.

So you can trick the search engines or get traffic in all kinds of ways—but it's not a recipe for longevity.

Remember, your list is your virtual card holder.

There is no shortcut to building quality relationships with the people who will support you and all your ventures for years to come.

The 7 Streams of List Building That Are Working Right Now

Think of your list as a pond.

In one corner, there might be a few fast-flowing streams coming in that brings in a lot of people at once. And in the other corner, there might be more steady flowing streams that bring in smaller, but more consistent flow of people.

So it's best to grow your list using a combination of offline and online strategies that promote periodic bursts AND steady growth.

If you just use one, your list will stagnate, because big bursts aren't consistent, and with just steady growth strategies, it will take a while to really build a big list. So let's take a look at a few of these strategies.

Some of these you may already be using, but maybe you haven't figured out how to get them to really work for you. And others, you might have heard of but have decided that they aren't worth your time. And, if you chose few of these streams, that would soon prove to be true.

Remember, it's better to get all of these streams going simultaneously. That's when this becomes a system, where each part can feed off the other, and you get better results versus just using random strategies here and there.

I am not going to get into how to build a system just yet, because it's a very complicated topic and one that I would never be able to fit into a written report (unless it was 1,000 pages!).

But, if you are starting to see the value of setting up a system and it's something that you are interested in doing —my **Complete List Building System** program might be just what you need!

But first, let's take a look at the steady streams of list building.

Steady Stream 1: Organic Search Listings

Let's say you type in the keywords "weight loss" into Google's search field and hit the "Google Search" button. You will get a new page of search results, and the page will be broken up into sections.

The first few listings that you see which has **'Ad'** in bold on the left-hand-side of are the ones that are sponsored listings. These are paid advertisements, called pay-per-click ads.

But right underneath those sponsored listings are listings that doesn't have **'Ad'** and these are **organic search listings**. These are listings of sites that are not paid and so they naturally come up in the search engines.

Can you imagine giving people who don't even know your business exists, such a quick and easy way to find you? If you can get your business to show up front and center as an organic search listing, you have got your first steady stream in place.

So how do you do this?

You want to come up with a list of keywords that match what you are offering with the words that people will type into “Google” (or any other search engine) to find your site.

And, then you can program these keywords into your site code, or have your Web developer do this for you it's called as SEO and you will immediately increase your chances of getting more traffic.

Steady Stream 2: Post Card(s)

Back in the day when I was following the direct marketing experts, one of the strategy I used was ‘postcard’ to build my list. But I didn't know how to get the addresses of people. I was really stuck.

Every Sunday we used to get TOI in the house. In that I saw two paper inserts called **Buyers Guide** and **Share-A-Pamplate**. I saw people who had put advertisements in them, some had addresses and some had websites.

My process of sending postcard was ready. I sat with the newspaper inserts every Sunday and started Googling them to search their names. Within 6 months I created a list of 157 people and within 14 months I created a list of 379 business people. This was the postcard I sent to them.

Single Sided

FREE E-BOOK reveals:

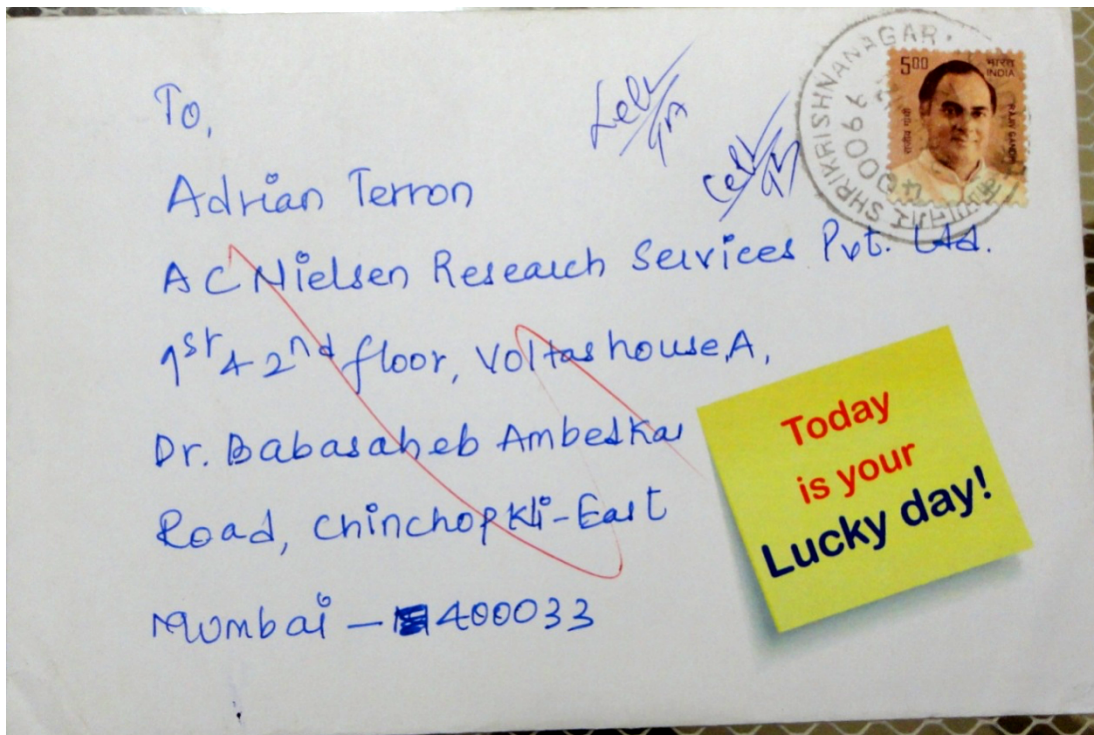
What the top sales superstars of your Competition Companies know, that You don't?

My proven "Selling System" for the sales industry identifies and eliminates the 7 chief reasons why salespeople fail to seize and quickly convince decision – makers.

You can streamline prospecting and atleast triple your productivity – and I'll even guarantee it.

Download your FREE E-BOOK, "**7 SIMPLE SECRETS THAT SKYROCKTED SALES**" by going to: www.headway2success.com

Envelope



This postcard had a total of 19% conversion ratio that means the 379 businesses that I sent this postcard, 72 of them actually downloaded the eBook. This was a classic example of integrating offline-to-online strategy in action.

Steady Stream 3: Facebook – Offers

Facebook dwarfs all other social media platforms. It's a social sharing powerhouse. I am tempted to say *"if you can make here, you can make it anywhere"*. But Facebook is so huge that if you can make it on Facebook, you won't need to make it anywhere else.

What if you could take this 5000-kilo elephant of social media, and use it to build your list? Well, you can. There are more than a dozen different ways to do it.

My favorite list building strategy for Facebook is Facebook Offers. Now, if you have ever tried Facebook Offers, you know that they are pretty powerful when it comes to really connecting with your ideal audience on Facebook.

For those of you that are not familiar with Facebook Offers, they are **a type of Facebook Ad**, but they are extremely easy to set up.

So in the status update box, when you have 400 fans or more--that might change, you might need less than 400 fans, so just go check your Facebook Page, look in the status update box, and see if it says "Offers" as one of the options.

Recently Facebook has changed the way you create a Facebook Offers, initially it was only for a local shop or a physical shop. But now you can create one for an online business OR a local business like a mom and pop shop.

So you can **run an offer to get people to sign up for your lead generation magnet.** Or you can even run an offer to get people to actually buy a product, program or service.

But I like using Facebook Offers to get people to opt in to a free giveaway offer like my lead generation magnets.

Steady Stream 4: Web Video Marketing

Everyone is using videos on their websites these days. And that's because they work. People don't want to read through a bunch of text, they want to get your message in an instant, so they can decide if they want to move on, or take action.

Plus, it's a great way to show everyone **who you are and infuse a little personality into your message**. You can make a sales video, or make an informational series of videos, or a training video and get it up on YouTube.

Get creative and come up with ways to keep your audience coming back for the next segment.

For example, a dog groomer might **create a training series** that would include segments, like "How to safely trim your dog's nails", "How to shampoo your dog's face without irritation", or "5 things you must do before you bathe your dog". At the end of each segment, he could pitch his service, or his poodle-grooming kit.

Even if you are **not comfortable with getting in front of a camera**, you can still use videos. I have seen videos that are really just a well-done **PowerPoint presentation, with a little music** added in—and they still work great.

And, you really **don't have to spend a lot of money** on expensive video equipment either. Most digital cameras have a video feature, and check your cell phone as well—a lot of the new models shoot video.

But for best results, pick up a solid, small video camera like the Noise Play, which shoots and then plugs right into your computer for instant upload to your laptop.

For many of my sales videos, we shoot with a simple Noise Play, and I have even used my iPhone when I am inspired in the moment and just want to record a quick message for my list.

Even when it comes down to putting the final touches on your video, you don't have to spend a dime. Here are a **few FREE video-editing programs** that are quite easy to use: Windows Movie Maker, Apple iMovie, Avid FreeDV, Wax, and VideoPad.

And don't forget, once you have shot your videos, you still want to make sure that people can **FIND** your videos.

So again, come up with a list of keywords and phrases that align with your video topic and message, and enter them in when you **post them up on YouTube**.

Besides the feeling of editing your own video is amazing. Try it!

Steady Stream 5: LinkedIn and Instagram

I know this one is very obvious. But, I am not talking about sharing pictures and announcing how amazing your yoga or gym was or making sure your relationship status has been changed to "it's complicated".

That stuff is great and you do want to get personal, but it means nothing if you are not using LinkedIn and Instagram **strategically**. And by this I mean: **Are you using it to GROW your list?**

That's when it becomes a completely different animal.

If you want to start seeing these as a business tool, you need to start thinking of it differently. Here are a few questions to get you started:

1. How can I promote interactive discussions with my followers?

2. How can I convert my followers into paying customers?
3. How can I attract more customers?
4. What are my actual connections and followers for my LinkedIn and Instagram and how can I leverage them?
5. What other services should I be using within LinkedIn and Instagram?

Steady Stream 6: WhatsApp

WhatsApp, the SMS-based platform, has more users than Instagram, LinkedIn, Twitter and Pinterest combined. They passed the 1.5 billion user mark this year, reaching every corner of the world.

The average SMS has a 98% open rate. That makes WhatsApp the most engaging marketing channel on the planet for list building. And if you are using WhatsApp what I am about share is going to be helpful to you.

Most WhatsApp texts that I have seen are **'full of text'** and people also put their bank account numbers in them, dangerous. The funniest part is, they put all the unimportant content but **leave the most important part which is 'Call-To-Action'**.

I am not saying that it's bad but it defeats the purpose of list building and your ads. For those who are doing part-time good for you, but if you are in business you will have to think again.

Here are my **3-Steps for WhatsApp** that I have been using to grow my list as well as sell products at the same time.

1. I have always used an **image** (which was prepared by me using Microsoft Powerpoint) that has all the information of the ad.

2. There is only a **Headline** nothing else. Yes only a compelling headline.
3. There is a **link to my sales page**. This also **does all the selling for me**, which means most many people don't text me to ask about the product. This also positions me as someone who in a business person and not someone who is a part-timer.

My list builds and grows **24/7**. The beauty is if I am selling an 'order now' button will take them to payment gateway which means that I don't have share my personal bank account details.

WhatsApp also has a feature that can be used successful and effectively to Grow Your List and that feature is **"Status."** WhatsApp has been continuously trying to keep its users enticed by introducing various features like read receipts, tagging etc.

But Status feature is something that is too cool! This feature is developed to allow users to **share statuses with photos, videos, GIFs, and scribbles with time limits**. Your content will be displayed for 24 hours and the duration can be up to 45 seconds. You can make your content into a reel and display an array of updates throughout the day to grow your list. With eye-catching photos, videos, and GIFs you can be in close contact with customers.

For example, if a dress boutique has a set of regular customers, they can update their status with details of their new products using WhatsApp.

Below I have given some examples for you to model from.

Steady Stream 7: Blogs

A blog isn't a new concept, but I am surprised by how many business owners don't have one set up, or they have one, but are not keeping it up.

Blogs can be a very effective list-building tool, if you infuse your content with the right SEO strategies, like keywords and backlinks.

But what I will tell you for now is that, as far as bringing in a steady stream of people to your site, you want to capitalise on blogs in general.

Not just your blog, **but OTHER blogs**. Just like online articles, you can publish your blog on other people's blogs. Many blogs have guest bloggers, or accept submissions in order to keep their own sites chockfull of fresh content.

So again, try to find a blog that reaches your target audience, and see if you can get published on their site, or work out something where you both exchange content here and there.

Many internet marketers give **people full permission to repost their blogs**, as long as the reposted version contains a little bio and link to the original author. This way, you have written that one blog, but you are getting a lot more bang for your buck.

Make sure you manage your time well enough to be able to post something valuable and meaningful, because this is what will inspire people to take action (get in touch with you, go to your site, explore more about you).

It all goes back to that **"relationship builds the sale"** philosophy.

Great! So Now Add In Those BIG SURGE Of New List Members!

And remember, the 7 streams above are just the ones that will bring you STEADY growth. Once you set up those you should also set up regular big injections of new list members, using what I call the “big surge”.

These Streams Work Best When They Are Employed All In Unison

I will tell you right now that there is no shortcut to building a large, quality list.

And if you ask me, that’s the beauty of list building. There is no gimmick, no magic pill.

The best way to build a list is to set up a SYSTEM that steadily grows your list, and inject it with BURSTS of list growth.

Many business owners don’t pay attention to their lists. They might occasionally generate some new leads, then go back into their cave and work on their business for a while, and then come back and do it again.

And it is a MUCH slower start to get their incomes into the 7 figures, **compared to my clients who have done their homework on lists.**

The entrepreneurs who set up SYSTEMS cross into the 6-to-7-figure mark, MUCH faster than the ones who don’t.

If you do your homework, and get that machine up and running, it is MUCH easier and faster to make huge leaps in revenue—and that’s when your list will truly become an asset for your business.

Ready for a Tried-and-True System that REALLY Works?

I know how it feels to learn a bunch of great information, but still not really know where to start.

So I decided to teach a 4-part course on list building, where I put all the pieces of this complex list-building puzzle into an easy-to-follow, step-by-step program.

This year, I made the decision to turn that course into a home-study program, and as a reader of this report, you are one of the *first* to know about it.

It's called: "Complete List Building System" I share **Strategies, Tools, and Secrets to Grow Your Own Profitable List of Prospects Who Buy!**"



In my **“Complete List Building System (digital version)”**, I personally show you everything you need to know TODAY to get your list-building machine up and running smoothly.

These are the same proven strategies and tools I use with my business, including updated techniques and tools that I teach my own private coaching clients for growing their lists as fast and as hands-free as possible.

“Complete List Building System (digital version)” is loaded with pure useable content, no fluff or theory!

You will learn a whole variety of methods to **build your list surely and steadily**, including e-newsletters, opt-in page, social media, and more. But that’s not all.

This system will teach you **advanced list-building methods** that bring **surges of traffic** to grow your list FAST for those times when you need a quick influx of new prospects and buying customers, clients or patients.

Your official **“Complete List Building System”** covers the following topics in detail:

- ★ **9 impenetrable relationship factors that govern whether or not your list will stick with you long term**—or will leave you at a moments notice. I implement these 9 factors in every campaign I build for a client!
- ★ The **number of “touches points”** my members get when they join—and how many you should have in your business (99% of businesses have this wrong, and it could be costing you a LOT of money!)
- ★ **10 ideas you can use when you are not sure what to talk to your list about.** If you are just talking about your products and your business, then you are making a BIG mistake!
- ★ **3 BIG things that hold a list together**—get this wrong and they will immediately jump the fence to the next herd—leaving you sitting there wondering what happened!

- ★ **How to measure the effectiveness of your list-building skills**—this will allow you to determine what’s going wrong and where to correct (and where you are really kicking ass and taking names!)
- ★ **The secret to building a massive, highly-responsive list FAST without blowing your budget.** So that your prospects won’t be able to resist and you will accelerate your income
- ★ **What’s more impactful when it comes to lead magnets for your business: reports or videos?** Discover what you should be using today that will boost the number of qualified leads that come to your business.

Nearly 450 pages, “Compete List Building System” covers a whopping amount of information and material. But don’t worry, I don’t want you to feel overwhelmed...

The beauty of this program is that you don’t have to implement all of the list-building strategies, tools, and secrets you will master, and you certainly **don’t have to do it all at once.**

Now, you know I believe in taking action—it’s every bit as important, if not more important, as knowing exactly what to do. So, to wrap up this program, I **teach you how to develop a list-building plan to strategically implement the list-building methods** you are most comfortable using and that fit your target market best.

Even if you implement just one list-building tool to start, you are very likely to see your list grow.

No matter what your current business level, this system is designed to work for everyone. Implement as many or as few methods as you want, when you are ready to implement them.

You determine the list-building methods and implementation schedule that work best for you and your business.

I can't promise you a "magic pill",
but here is what I can offer...

With my **Complete List Building System (digital version)**, I promise you will get my tried-and-true methods in a winning formula that has worked for me and my clients for years. And you will also learn **why a system does work better** than the sum of its parts.

Once you get all the moving parts working properly and in sync, you will see results, and you will be free to grow your business in every way you have imagined.

I also promise to offer you a great price on Complete List Building System (digital version). It's yours for only ₹3299—a small investment, considering this system will pay you back again and again.

**You Are Safely Covered By
MY-PERSONAL-MAKE-YOU-HAPPY 365-DAY
MONEY-BACK GUARANTEE
So You Simply Cannot Make A Mistake!**

So, ask yourself: what is a quality list full of prospects who buy over and over again worth to you?

Get all the details about my complete List building System here:

<https://headway2success.com/complete-list-building-system/>

Have Gee mein Gee!

Ashish T Pawar

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P.S. If you have any questions about the List Building System, they are likely answered on my information-rich page at

<https://headway2success.com/complete-list-building-system/>

But my team is also always available to answer your questions anytime. Just write us at Info@Headway2Success.com or call us at 750 698 1942.

So go online now and get all the details at:

<https://headway2success.com/complete-list-building-system/> and get that list growing!