# Welcome to the GetResponse List Building Program

# Get Your First 1,000 Subscribers

## 180 Day Plan

You've made a smart choice. You're going to be building the most valuable asset an Internet company can have.

Google can take away your search engine traffic overnight. Facebook can ban your page. But an email list is yours. So long as you are good to your subscribers, you'll have an asset that can bring in revenue forever.

As you probably know already, email marketing has the highest return on investment of any marketing channel. The work you do to build your list will pay you back many times over. As the saying goes, "the money is in the list."

Here's what to expect from the next 180 days:

# #1 We're going to get A LOT done.

Expect to be blown away by your progress by the time we're done. This program has been designed to maximize your time. We're going to get a lot done, and get it done fast.

Because you signed up for the 180 day version of the program, you're going to be list building two hours a day. You'll start each list-building hour with a short tutorial that will show you what you'll be doing for that hour, and then you'll launch into your work. When you're done, move on to the next tutorial and that hour's block of work.

# #2 The program has been carefully designed to build on your work as you go.

You'll see the best results if you follow the tasks in order. Think of them as stepping stones.

# #3 You get one day off each week to rest or catch up, and one day each week to create your email newsletter.

You'll get the best results if you're blogging once or – even better - twice a week. The program assumes you're writing a post at least every two weeks. Blogging more often will improve the traffic to your site and it will give you more content to roll into your other list-building work.

## "HOW TECHNICAL IS THIS GOING TO GET?"

We assume most of you have enough technical ability to manage your GetResponse account and to post on your blog and do basic tasks like installing a plugin.

If that's a stretch for you, don't panic. There will be Tech Basics tutorials to walk you through the harder tasks. You'll also have the option of skipping those tasks if you want, and doing a different list-building task that's less technical.

You aren't going to need to hire a web developer or study code to finish this program. We've done the technical research and work for you.

# By the time you're through the plan, you'll have an eager following of 1,000 or more subscribers.

Some of you will have quite a bit more than 1,000 subscribers. You'll also have learned cutting-edge, proven promotion techniques for your business, and you'll know which ones work for you.

Not only will you have an audience eager to hear from you, but you'll be a recognized expert in your niche. You'll have authority. People will know who you are. That will make ALL your marketing easier and more effective.

## What having a list can mean to your business

If you're a consultant, it means you won't have to worry about beating the bushes to find work.

If you're an affiliate marketer, it means you can write one email and have money coming in a few hours later.

If you're an ecommerce business, it means you'll effectively nurture new customers and improve the lifetime value of the customers you have already.

Having a list means a steady, profitable business.

# Here's a short list of what you'll be doing throughout the program

- Building your presence on social media

- Making videos

- Guest blogging

- Partnering with a "made name" in your niche to do a webinar

- Getting interviewed

- Running a Facebook contest

- Creating content your audience craves

- And much more…

# So let's get started!