

## **MODULE 5: List Relationship Building**

**[SniperListBuilding.com](http://SniperListBuilding.com)**

**Make 6 Figures From Other People's Hard Work! [ResellersBlueprint.com](http://ResellersBlueprint.com)**

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**James Brown & Stuart Stirling**

## How to Build Rapport Quickly

It's all about TRUST, guys and gals. I'm sure you probably guessed it! A lack of trust is the crucial element that can cause freebie seekers to be freebie-seekers.

First and foremost, you want these subscribers to know that you're trustworthy, and that when you promise something, anything, you're going to deliver on it. Unfortunately, this isn't the kind of change that you can inspire overnight.

Rather, it is going to be a continuous and steady strategy that you'll need to utilize over the course of weeks, and possibly months.

So how do you get started? Well, since you should already have organized your freebie-seekers separately, you're going to want to start up a very own autoresponder series that deals with them specifically.

For the purposes of this autoresponder series, you're going to need a few other things though, and none is more important than some freebies to give away.

No, you didn't mishear that. You are going to be giving the freebie-seekers *exactly* what they want: Freebies.

When you do this, you'll slowly but surely be starting to build trust. Start off with simple freebies if you like, but eventually, you'd want to move on to a few, more elegant, solutions that could help you out.

For example, you might want to give away 'preview versions' of some of your

existing products. Should you choose to do that, you'll basically be letting these freebie-seekers try out a product for free, before deciding whether or not they want to buy it.

So if they're scared of being scammed, it should help alleviate their fears somewhat.

Course, this can be applied to almost any type of product, from software, right down to eBooks (where a chapter or two would be given as the 'free preview' version).

Who knows, you might even find that a number of your freebie-seekers, having seen and tried one of your better products, decide to buy it.

Keep at it for as long as you can.

Remember though, because price could be a factor, try to market the lowest of your range of price tags. In fact, you could even have special 'low cost' products that you end up marketing to your freebie-seekers.

Follow this type of approach, and sooner or later you'll find that at least some of your freebie-seekers actually convert and become full fledged buyers.

Every little bit counts, right?

## Using Humor

Using humor in your emails works in certain niches, mostly in the make money niche.

Here are some reasons to use humor in your emails:

- The quickest way to build a bond with someone is to get them to laugh!
- Helps people warm up to your message
- Maintains a solid email subscriber following
- Humor is memorable

The most important thing that humor does, is that it makes your message go “viral”. When people like your message they’re more likely to spread the word to their friends and family, usually on Facebook or other social networks.

When you’re laid back and figure out the kind of humor your audience is acceptable to, you will have no more making more money.

I test a lot of different things in my marketing, mainly because I want to know what works. Keeping your emails on the casual side has always worked for me because I put myself in the shoes of the recipient.

Their normal day to day grind goes like this:

***Wake up in the morning to fight traffic, get to a job they most likely hate and have to stay there for the next 8 hours. After that they fight traffic back home just to repeat the same thing the next day.***

There looking for an outlet, something that will entertain and help them achieve a specific result.

## **How to Be Funny**

To tell you the truth, being funny is hard. A lot of people will tell you it's easy but in reality it's not because you have to actually know what makes people laugh.

I know this is a course about list building but explaining this will you in your list building, marketing and communication skills.

Now there are usually two ways to be funny in print:

- **Superiority** – When someone trips and falls it's funny! Why? Because it didn't happen to them and it makes them feel superior to that person. You can tell a story in your emails about something that you or someone you know did that made them feels like an idiot.
- **Surprised** – Most laughter comes from the element of surprise or something they didn't expect. When you send an email saying something like, "Aliens kidnapped me and demanded I send you this email". It's

different from receive polite emails all day!

That's just a quick overview of how to be funny. If you want to dive deeper into this subject, there is a bestselling book called:

**"Comedy Writing Secrets"**, it sells on Amazon and it's how I learn pretty much all I know about creating humor.

# Be Honest, Very Honest

***Using humor is very influential but the final piece to the puzzle is personality.***

Personality is the sum of all the distinctive characteristics that make your newsletter's voice and writing unique. It's your style, tone, humor, emotion, vocabulary, attitude and more.

## **Why personality?**

There are two reasons why personality is so important.

- It adds to the human element of the newsletter - the element that resonates best with the readership.
- It's often the only way you can distinguish yourself from the other emails and newsletters desperate for space and attention in that inbox.

## **How to Use It**

Certain types of content are ideal for introducing personality; articles, reviews, news summaries and diaries jump immediately to mind.

But many publishers find it difficult to imagine where they can introduce personality, when they have fixed content such as stock price updates, news headlines, or recipes.



The solution is to build additional newsletter elements around this content, where you have more flexibility to build in personality.

## **Adjusting Your Audience**

If your emails need to have your personality in them to have a positive effect, then it must do one of two things:

- Reflect the typical reader's personality, so that this reader automatically connects to this personality at an instinctive level, or...
- Appeal to the reader at another level, i.e. be a personality the reader can both recognize and accept within the context of the newsletter.

In other words, speak to people with their own language, style, tone, and humor, or come at them as another personality they also respect.

## **Building an Image**

The personality should reflect the image and impression that you're trying to generate for yourself, your website, product, service or organization.

A conflict between the two will jar with readers. If the two complement each other then they also reinforce each other.

## Crafting Your Own Language

People buy from people and NOT companies. The personal element in some blogs allowed them to convert site visitors to customers because the blogger has established some type of relationship with them.

When someone is thinking about purchasing a product online, what do they do?

### **Read the reviews**

People can't connect with companies selling the product but they can make a connection with someone who has written a review on the product.

Prospects can identify with "Rob" who works in the mail room who tried a new marketing software program and made money than a guru giving a bunch of hype!

So when the prospect hits their landing page and reads about Rob's experience with the software, an instant connection is made, only if he seemed genuine in his approach.

***On top of that, each niche has a different demographic.***

Think about it, what would a 55 year old man named Bob look like selling an ebook about "Wedding Planning"?

A 26 year old female named "Angie" is more of a good fit, don't you think?

You have tried to emulate and be more like your prospect to close more sales.

This brings me to my next point, which is finding the demographic for you niche.

## Finding Your Demographics

The majority of people looking for information in your niche have certain characteristics, whether it is age, race, location, stage in life, etc.

Here are the step by step instructions to finding your niches demographics:

- Go to [www.google.com](http://www.google.com) and type in your main keyword – we're going to continue with our sports betting example.
- See which websites are ranked #1, 2 and 3 – In this case I'm going to search for "muscle building"

### [Muscle Building | Gain Muscle Growth](http://www.athleticmusclebuilding.com/) ✓ ☆

The **muscle building** program of professional athletes. Learn how to gain muscle from a muscle growth expert. Info on building muscle fast.

[www.athleticmusclebuilding.com/](http://www.athleticmusclebuilding.com/) - Cached - Similar

### [Muscle & Strength - Huge Muscle Building Site, Store & Community](http://www.muscleandstrength.com/) ✓ ☆

Sep 10, 2010 ... **Muscle & Strength**: The Ultimate Training Partner! Articles, Workouts, Supplements, Natural Bodybuilding & huge forum to help you reach your ...

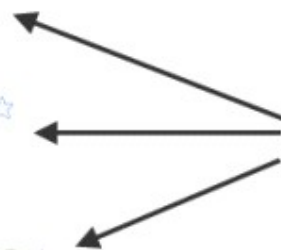
[Workouts](#) - [Forum](#) - [Muscle Building](#) - [Fat Loss/Tone Workouts](#)

[www.muscleandstrength.com/](http://www.muscleandstrength.com/) - Cached - Similar

### [Fast Muscle Building – The No Nonsense Program on How To Build Muscle](http://www.vincedelmontefitness.com/) ✓ ☆

How to build **muscle** and gain weight the right way - No drugs, supplements or 2 hour bodybuilding programs. The honest answers to **building muscle**, ...

[www.vincedelmontefitness.com/](http://www.vincedelmontefitness.com/) - Cached - Similar



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- Copy/Paste these URLs into notepad and paste them one by one into [www.quantcast.com](http://www.quantcast.com)



- On the left hand site you will see a link that says "Demographics"

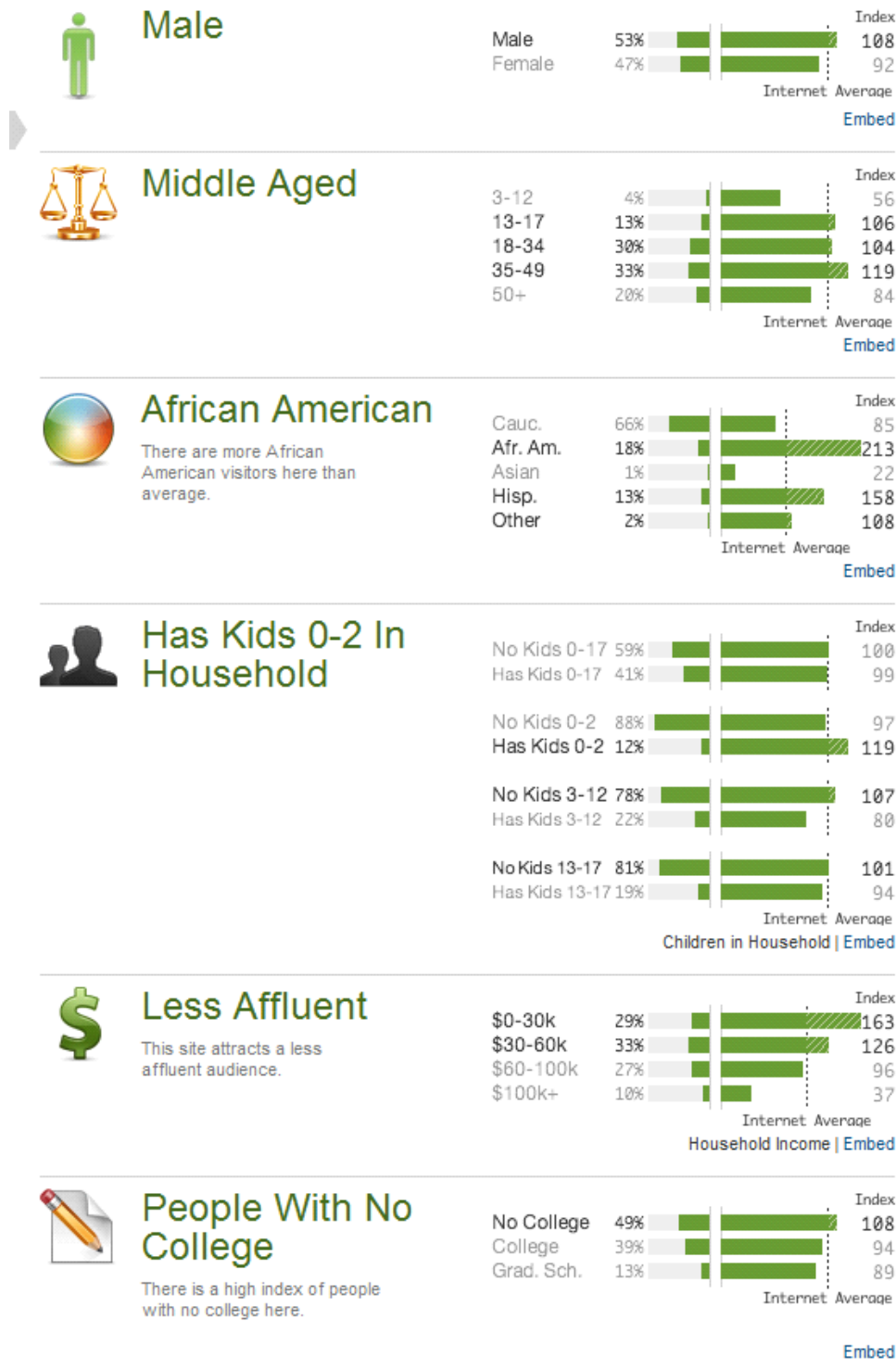


This will give you a lot of data on the people in this particular market.

It's amazing the amount of tools we have available for market research these days. You can practically find a successful site that you like and mimic it and have great results with minimal effort.

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The example above, this is what I came up with:



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## **Creating Your Persona**

With the data above you can easily create a persona!

To gather more information and different lingo that people in this niche use, be sure to visit forums and blogs and hang out for a while to see how to they talk and the type of swagger they have.

## Automating This Process

I'm sure a lot of you don't want to spend a lot of time everyday sending out emails. It's the automated age and these days whatever you can't automate, you can hire for cheap!

The simple way to automate this is to create your newsletter or email campaigns in advance.

I know you were probably thinking this but in case you wasn't it's a good idea to create about 5 autoresponder ahead of time.

This way you don't have to worry about the follow-up for a couple weeks and still build a relationship with your prospect.

## In Closing...

Alright so we're at the end of the course, we're 98.1% sure that you've learned something new, even if it was just a little morsel of information.

The most important thing you must learn is that you need to take "**ACTION**" on this information for any of it to work for you!

List building is a critical component of our respective businesses, its allowed us to go from zero to internet marketing success quickly & painlessly. Its formed the cornerstone for us to springboard into ANY endeavor we choose.

Thanks again for taking the time to read our Sniper List Building e-course! We both want to wish you the very best in all your list building activities :-)

**To YOUR Success!**

**James Brown & Stuart Stirling**

**P.S Make 6 Figures From Other People's Hard Work - [Click Here & Find Out How You Can Too!](#)**