

# Show Notes



## EPISODE 9 – List Building - Why you REALLY need to be doing it!

Hey hey welcome! Welcome to episode 9 of the Small Business Made Simple Podcast. Thank you for joining me again for this episode.

This week's topic hit me like a ton of bricks – I cannot believe I've got to episode 9 without talking about this subject because it's almost the first thing I say to any audience when talking social media and marketing – LIST BUILDING!

I believe it's the foundation to any business' success and growth.

If you're spending more time on social media than you are on developing email campaigns for your database, then you are leaving "money on the table".

Email marketing isn't as glamorous or as exciting as social media, but it has been around longer, and it meets one of the most important aspects of customer relationships – humans interacting with humans!

Social media is great for meeting new customers, but it doesn't create a nurturing, sustainable relationship like email marketing can.

Do you have a client or customer list? Is it something you do every day – build your list? If not, then it should be frankly! Whether

you're in retail or a service-based business list building should be a priority. So that's what we are going to talk about today.

But first, and I feel like I should have some music for this segment, it's discovery of the week time!

### **THIS WEEK'S DISCOVERY!**

So, this week's discovery is a tool I use ALL the time, as in I mean all the time and I thought EVERYONE knew about it until I was talking to a friend the other day and he didn't – I was quite surprised. It was a good reminder that you should never underestimate what you know, and others need to know!

The tool was my snipping tool on my computer – I have a windows-based laptop – however I believe there's something very similar for Macs too.

I use this snipping tool I would think at least 4 or 5 times a day and when I'm in content writing mode – more than that!

If you go to your search bar on your computer and type in "snipping tool" then it will come up!

And you can snip anything! I use it to snip loads of things, from pictures I want to keep, to inspiration sayings I want to use to content I want to remember!

Basically, anything you think "I'd like to screen shot that" you can snip!

Many of you probably already use it – but if you don't and never knew it existed, well I think we just became best friends because you are going to love it!

Once you snip something you can save it and reuse it!

It's little magic things like this that make running businesses simpler!

So, search it and start using it. You can thank me later!

Remember, if you have a discovery, you'd like me to share with everyone, please tag me on social using my handle @smallbusinessmadesimple – I'd love to hear about it!

## LIST BUILDING – WHY IT'S IMPORTANT

I have seen first-hand many many times just how much money a well engaged list can bring into your business.

Whether you have a retail business or a service-based business, list building needs to be a priority – with the second priority being that you talk to that list – but we'll talk about that a little later!

So often and almost too often we hear from experts ways to grow your following, get more likes, make more LinkedIn connections and so forth and not enough about list building.

You see the reason why list building is SO important is that we don't own our following, our likes or our connections online. You don't own that platform! You are at the mercy of someone else – possibly the exact reason why you went into business for yourself – to NOT be at the mercy of others!

Algorithms change overnight and boom we are all of a sudden not reaching all our online world like we were yesterday or worse you could get our account shut down and then everyone's gone – we have no one left to talk too!

Facebook, about 2008 or 9 pulled off what is possibly the world's biggest bait and switch and no-one (or almost no one) saw it coming.

We you were an early adopter of social media – you'll remember the days of fabulous engagement. You'll also remember the countless hours you put into the platform to attract your tribe – your people.

And then almost overnight – BAM those people in Facebook headquarters took our power away – our online fans almost

disappeared. Engagements went from 30% down to 7% over night (and that's a good case scenario)!

Now if you're thinking, my account would never get shut down (and touch wood I hope it never does) but you literally don't know that!

I was doing a talk last year at Melbourne's biggest retail expo to a group of small retail business owners – talking about list building.

A lady stood up and shared her story how her social media was shut down over night, no questions asked, no one to argue with – just gone – 10,000 engaged followers gone ....

Let that sink in .... What would your marketing look like if you lost social?

This poor lady had done what so many of us do – she took a topical newsworthy story and adopted it as content on her social media to engage her audience.

It was soccer world cup time and she'd put a post on for her loyal audience to vote who'd win – now I can't remember, not being a soccer fan, who was in the world cup final in Russia in 2018 – those who know me well will be impressed I knew it was in Russia – but basically her post was do you think England will win or France (for example).

Now I can't say for sure if she was doxed in or whether algorithms picked it up, but her account was shut down, no recourse, no discussion – just gone. Shut down for “inciting gambling”. They said she was marketing gambling.

It might seem a little obvious in hindsight (she's a wonderful thing isn't she – hindsight) but to my audience member it was no different to “do you like dress A or B” until it was pointed out to her in the most harshest way – being shut down.

She was totally destroyed, as we all would be yes?

She never concentrated on list building but certainly brought my point to life at this event – list building is now her number one priority.

The lesson don't wait until this is you until you start putting some energy and effort into getting your audience from online to offline and start building that list.

Businesses that I've owned and businesses that I've worked in with engaged lists SELL MORE – lots more! Whether it be a product or an event ticket or an online program or course – your list is 15 times more likely to buy than a social media follower (and an engaged one at that!). Now there's a figure you would find it hard to argue with!

But the biggest positive about having your own database is YOU OWN YOUR OWN DATABASE.

Once your customers are on your list, they cannot be taken away unless they themselves unsubscribe (or change jobs/email addresses).

In a nutshell, you have no control over social media; the platform can change overnight and there's not a single thing you can do about it.

Having your own database is like building a fence around your tribe.

So, I hope I've convinced you, you need to spend some time here – building your list – building your offline tribe.

So, the next question is HOW –

### **HOW DO YOU GET YOUR ONLINE FANS OFFLINE?**

If the goal of your online presence is to take them offline and if, as they say, the money is in your list, as we know it is, then your goal must be to nurture your online fans to the point where they are willing to give you their prize, tightly held against their chest email address so that you can start nurturing them offline as well.

There's many ways to get your online fans offline but here's 3 I know what and are truly tried and trusted: -

### #1 Have a simple opt in form that your traffic will see:

This can be as simple as having an opt in option on your website, your blog, even in your email signature so your clients can "opt in" to your updates! You want to make sure that your opt in isn't buried in a side bar or at the bottom of your posts, don't be afraid to get a little bold with it!

(Examples of opt in options: Header on blog, pop up on website, in email signature, the URL in your Instagram account, an invitation on Facebook, a giveaway, an exit pop up on your site.)

### #2 Run a contest to get people who are interested to enter:

Contests can be one of the quickest and easiest ways to grow your email list (especially when you make sure the prize will appeal to those who will be your ideal clients!)

Yes, there might be cost involved, BUT collecting the right leads intentionally should drive more profits to your business and will grow you the right following (and quickly!)

**P R O T I P :** When you run a content, create a specific opt in for that contest so you have that segment of your audience separated! You'll want to do this so you can see who is interested in what! You also can make your opt in link "prettier" by using services like: bit.ly and creating a unique URL that will convert people easier!

**NOTE THOUGH :** Look into conditions of running a contest – whether that be Facebook's rules (like their like, comment and share rules) or the rules of your state. For example, in NSW you need a permit to run a competition however in Victoria you don't as long as the prize is less than \$2,500. Again – we don't want to have our account shut down – so it's important to know these rules and regulations.

### #3 Creating a Freebie, a Download, or a Guide:

Create something of value that your ideal audience will be interested in getting their hands on and capture their name and email before you deliver it! Giving free, valuable content is the #1 way I grow my email list and it also helps us see what the market is most interested in and where our audience needs help solving a problem!

Your downloads need not be super pretty, professionally designed, or overthought. You just need to deliver value, good content, and do it in a clear way. My biggest goal is that people take what I give them and put them to work (then they see results and are raving fans!)

If you're interested in seeing this process in play – download my 108 Social Media Content Creation Ideas – it's my ABSOLUTE best lead magnet ever! It's been downloaded 1000's of times.

Sometimes the learning is in the download, but sometimes the learning is in watching the process of how someone else does things we want to do!

So, if you're interested in the process, go to [www.socialmediaandmarketing.com.au](http://www.socialmediaandmarketing.com.au) and see my “sign up” bar at the top of my home page to get the 108 Social Media Content Creation Ideas.

Once you watch this process – start brain storming what you could do for a lead magnet or freebie. HINT – don't over think it – start with the biggest problem you solve for your customer and go from there.

Now if you DO spend time list building – don't be thinking you're off the hook with this! So, don't be thinking – I already build my list – check!

No, no – there's always more that you could be doing – there's always next level list building.

How can you grow your list better – how can you attract better/more qualified people to your list – how can you serve them even better!

If you have a lead magnet – what’s the next one you need to create – one lead magnet is not enough. I’d recommend 3 or 4 fabulous ones and a few good ones. You don’t need to create them all at once – but over time be willing to keep investing in lead magnet creation.

Do you have a referral program or sequence you can put your existing database through? What’s their biggest challenge – what can you solve for them? How can you make them your biggest raving fan?

There’s always more small business peeps, there’s always next level ...

So just before I finish up episode 9 of the Small Business Made Simple podcast. I hope I have convinced you that you need to start list building or if you already do, making it something you do every day – using the systems and processes available to you!

Just to recap: -

- the reason why you should be list building is that you don’t own your followers on social and list building is like putting a fence around your tribe.
- 3 ways to start taking your online fans offline are
  - #1 Have a simple opt in form that your traffic will see
  - #2 Run a contest to get people who are interested to enter, and
  - #3 Creating a Freebie, a Download, or a Guide

List building is such an important part of small business these days, I am in the process of building an online course to help you build your list.

If you're interested in list building, go to <http://socialmediaandmarketing.com.au/courses> to register your interest in the online course due for release in May 2019.

Just before I go, at the end of every workshop I do, we talk about the 72-hour rule – what are you going to do in the 72 hours to move you towards your goal. So, I thought I'd enact the 72-hour rule for my podcast family too – so what are you doing to commit to doing, in the next 72 hours, to build your list?

Write it down or to be held accountable, put it in social and tag @smallbusinessmadesimple!

Accountability -now there's a good topic for a future podcast ... but I'll be back next Thursday with some more marketing know-how and another discovery.

If you're liking the podcast – please head over to where you listen and leave a rating and even a review – those things are GOLD for podcasters like me! I'll be eternally grateful, and it helps others find this podcast and enjoy the free training, tips and tricks too. It could be the best gift you give them!

I am very grateful to have you as part of my world, listening in, but I'd also love to catch up between podcasts – and get social on social – all the links are in my show notes.

If you have any comments or questions, please feel free to leave me a DM on Instagram! The DMs seriously make my day!

Catch you next week, happy list building .....

*..... and remember small business peeps, as my opening song says, there's no point in dreaming small!*

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