



SPI Podcast Session #44 –

How to Win With Your Email List (Part 1 of 2)

Show notes at: <http://www.smartpassiveincome.com/session44>

This is the Smart Passive Income podcast with Pat Flynn, session #44. Ready for lift off in 3...2...1..

Announcer: Welcome to the Smart Passive Income podcast where it's all about working hard now so you can sit back and reap the benefits later! And now, your host: his motto is "be everywhere," Pat Flynn!

Hey what's up? This is Pat Flynn and welcome to the 44th session of the Smart Passive Income Podcast.

Life is getting pretty crazy right now at this moment in time. Just to keep it short - A new addition is coming to the family, our daughter; she's on the way next month if things go to plan. I'm writing a book at the same time, hoping to get the first draft done before she comes along, doing the social media and web marketing for another movie that I was just hired to do that I'm happy to consult with. And of course our 2 and a half year old son and it's not called the terrible twos just for nothing - but, I am enjoying every single moment of my life and everything that I'm involved with and that's what matters. And I hope you're enjoying what you're doing right now - listening to this podcast, and for that, I thank you! Thank you for being here.

Today I want to talk about one aspect of online business and blogging that I think is crucial, absolutely mandatory (and I'll tell you why) and that is email marketing, but I don't really like to call it that - email "marketing," like all you're doing is getting people on your list to buy something, which has sort of become what everyone – well, not everyone, but most people are doing these days, and what most people are teaching too.

I don't know if you've ever heard the expression, but it's a pretty popular expression in the email marketing industry, and that is "the money is in the list." That's all online internet marketing business blogging--they say that. "The money is in the list." It's a great, short little saying that is very attractive to those who are learning to make money online. The money is in the list. The bigger your email list - the number of email addresses you've collected, the more money you can make. And to a point, that's true,



I absolutely believe that - if you have an email list of 100,000 people just imagine what one promo email can do for you, especially if the offer is right - but this whole "money is in the list" thing, all the talk about it, doesn't jive with me and how I like to run business or teach it. If you were just taught "the money is in the list," then you're basically going to do two things:

- 1) Collect a crapload of emails.
- 2) You're going to sell every chance you get to the people on the other end of those emails.

I don't know about you, but when I'm subscribed to a list and I get sold to a lot, it doesn't really make me feel good. It makes me feel like I'm just another potential wallet for the person who is sending those emails. It makes me feel like I'm just another number. It doesn't help me, and especially me being one who sees one thing and gets excited about it and then sees another thing right away and gets excited about THAT. If you're sending me emails every week about something cool, then it's going to confuse the heck out of me and I don't want to be a part of that. How is that helping me get anywhere?

It's not - and so I have this sort of, I don't want to say hate - that's such a strong word. I have this dislike for email lists that are selling to me all the time because I know there's a better way to use the email list to your advantage, in a way that doesn't piss people off. I know because I DO this.

Before I get to my particular email strategies that have, over the past 2 and a half years helped me gather over 35,000 subscribers (notice how I didn't say emails - there's an actual person who owns that email address, remember that), strategies that have helped me get an open rate between 60 and 70%, every broadcast email I send - the industry standard is 20, and strategies that have people emailing me back saying thank you - which is one of my meters for knowing that I am doing something right and knowing that it will somehow eventually pay off for me in one way or another. I just want to talk about the importance of building an email list before I get to those strategies.

It's completely necessary to build an email list - even when you first start your blog. Absolutely!

Did I do that? No - and that was one of the biggest mistakes that I regret - and I did this twice! With greenexamacademy.com, my first business that I started online, I didn't



start picking up email subscribers until after I had a couple of months of sales of eBooks - huge huge huge mistake. Imagine how many people that I didn't get on an email list who I could sell to again later! And I actually did come out with products in the future, and I didn't have anybody who had previously purchased from me to sell back to or to somehow easily connect with those people. That was a huge mistake.

And then when I started smartpassiveincome.com - same thing. I started in 2008 and I waited until 2010 when I did a redesign of the site to finally start gathering a list of subscribers. Like I said it's up to 35k now, but imagine if I had started in 2008, I'd probably have well over 50k at this point, who knows - maybe more.

The reason the email list is important is - well, just think about it. How often do you check your emails? Most of you, probably multiple times a day. I check them multiple times a day. Many people have notifications that tell them when they get a new email, that they HAVE to read or at least see who it's from when they get it. It's like when you get a ding for a text message - you can't NOT read who it's from, and here's the kicker - because IT MIGHT BE IMPORTANT. That's why people check their emails, and many people do it first thing in the morning when they wake up - I'm guilty of that a lot of times, too. First thing in the morning - I wonder what emails came in while I was sleeping.

And it's you messaging them in your emails, your audience - you telling them something that's going on, something important that hopefully they'll open up and read. We'll talk more about how to increase open rates in a little bit - but think about this. Sending an email is considered one of the top ways to communicate with people, for some of the reasons I just mentioned, but mainly because people care about their emails, and so if people are opening up your emails, they've identified with you and what you had to say before, and from there you can have them take action, or just enhance the relationship that you have with them.

And THAT, my friends, is why I love email lists the most - it allows me to strengthen, it allows YOU to strengthen the relationship that you have with your subscribers in ways that no other form of communication can do - except maybe a face to face meeting or a phone or Skype call. Even then, emails are powerful because people can come back to the emails later in the future, and be reminded of you and what you have to say.

That's why if you're just starting out, I think the email list is your best weapon. Yes, you won't have a huge list right at the beginning, but the few who do join your list - they become the people who are your superfans, who get to know you the best, who chat



with you (which you have time to do because there aren't that many people on your list in the beginning) and really get them to become those old school "I was there from the beginning when you were first starting out!" crowd who just watch you grow and feel proud of what you do and where you've grown to, who just love you. That's what you want, and that's what you can do with your email list.

When you're just starting out, don't sell to your email list - there aren't very many people on there, you don't have a big enough list to do that. Use the email list as a way to build and enhance the relationship that you have with your subscribers, with something incredibly useful and epic. By actually giving them something to look forward to, asking them questions and communicating with them and responding to them. Giving them something useful that they can put into action right away. Again, it's much easier to do this in the beginning, to communicate with your audience through your email list. This is how you establish yourself as a leader early on. You may only be leading a small tribe, but it's a tribe nonetheless and one that will follow you, and share you, and care. And when others see that you're a leader, they'll begin to follow, too.

And there's one important thing which is you can always take your email list with you. For example, imagine the website that you have now, if you have one, or you blog, maybe gets hacked. I hope it doesn't, but maybe it gets hacked and just dies tomorrow, there's no way you can get it back. What happens? Not only do you lose all of your content and stuff but all of your RSS subscribers, all the connection you had with those who are following your blog - totally gone. Unless you had an email list, no one will know what happened or where you're at. Unless you have an email list, you can email everyone on that list and tell them what's up, tell them what happened, maybe you create a new site soon and boom - you'd have an email list setup already and an audience on day 1, you wouldn't be starting from scratch anymore. Super important.

Now you know why I think they're important and why I recommend them. So let's get into how it's actually all done, from setting it up to what to include in the emails to your autoresponder - let's try to cover it all. I'm just going to talk.

Let's say you have a website, and want to start building your email list. What do you need in order to do that?

One thing you could do is just setup a form on your site - there's a number of different plugins out there that you can do that to set up a form, [cformsII](#) or [Gravity Forms](#), there's a bunch of other forms out there that you can create to get emails from people,



but that's a waste of time.

Let me tell you why. One, you'd be doing all of that manually, collecting email addresses and maybe putting them into a spreadsheet or something so you can reference them later and secondly, when you want to send an email out, typically your servers will put a cap to how many emails you can send out within a certain time period. When they see tons of emails going out at the same time (if you're trying to send a broadcast to everybody), it raises a red flag and your email host will get suspicious. It could potentially shut you down or give you warnings.

Plus, it takes a lot of time, you'd have to remember to put all the email addresses on there, you have to put them all in the BCC area of the email so they all don't see each other's email addresses, you can get into big trouble if you don't do that, you're missing out on the opportunity to use the trusted email service providers, which are more likely to not be caught in the spam filters, and you'd also put yourself at risk because of the Can-Spam ACT which is a law that you must comply with if you're sending out mass emails.

I'm not going to get into the details of the [Can-Spam ACT](#) - but I'll provide a link in the show notes for more information on what that's about. Plus, you'd have a REALLY hard time manually doing an autoresponder. An autoresponder is a series of emails that go out to each subscriber in a sequential fashion and schedule the moment that person subscribes. Imagine doing that for even 10 different people who subscribed on 10 different days - all by yourself. It'd be ridiculous.

Do yourself a favor and look into getting an email marketing tool that can take care of all of this for you. All you have to do is collect the emails using their web forms, and then you have the ability to send broadcast emails and create an autoresponder (remember, those pre-written emails that go out sequentially) with absolutely no problem. It gives you more time to focus on the actual emails and the content within them and focus on growing your list of subscribers.

The service I use is AWeber, and I'm not going to give you my affiliate link here because I want to point you instead toward a helpful article I wrote that walks you through, step by step, the exact process of how to get started with AWeber, from signup all the way through how to configure your autoresponder, how to do broadcasts - the definitions of each little part of the process, like the confirmation email, follow up emails - diagrams of the process and how you want to set it up. It's super easy to understand and one of my most successful posts that I've written just because of the



number of thank you's I've gotten for it. To be honest, I get a lot of affiliate commission from AWeber just from that particular post, so there is an affiliate link ON that post, and if it helps you out I'd be so thankful if you went through that, but no pressure. If you want to start an email list, simply go to: startanemaillist.com - and that will take you to that post on my blog.

There you'll see an affiliate link for AWeber if you're interested. And again, thank you.

Now, there are other email service providers out there - a ton of them, like [MailChimp](#), [iContact](#), and [Constant Contact](#) - but personally I've only used AWeber and I'm extremely happy with it; I've met a couple of people who work for AWeber this past June at Blog World Expo, and they're great, and most of the other bloggers who I know have an email list use AWeber. Now - there is, of course a fee to use it, and you can use it for the first month I think dollar trial, so you can test it out and see if it works for you, but if FUNDS are really an issue, you can start out with MailChimp.

I haven't used MailChimp before, which is why I can't say much about it or recommend it as an affiliate, but the reason I mention it is because the first 500 subscribers are free - so that's good, but just know that a number of people who used to be with MailChimp, like Corbett Barr from [ThinkTraffic.net](#), one of the good friends of Smart Passive Income, made the switch to AWeber from MailChimp because for him it's a lot better for what he wanted to do. He wrote a post about that switch which was pretty useful, I'll have a link for that in the shownotes for you as well:

<http://www.smartpassiveincome.com/session44/>

Phew - okay so once you set yourself up with an email service provider you are ready to begin getting subscribers, so let's actually flip it a little bit and talk about what it's like from the potential subscriber's point of view. Let's put ourselves in the shoes of your potential subscriber, a visitor to your site, so we can understand how you can better setup the process on your site, for them.

Scenario: I'm someone new visiting your site. I got there maybe through a search engine or a link from another site - whatever, and what I see on the homepage looks pretty good. Nice header, great tagline that shows me exactly what the site is going to do for me and why it's worth sticking around. So I look around for articles to read, maybe see some of your most recent posts or most popular posts, click on them, I read them, great read, nice job, excellent stuff, maybe I leave a comment; And then what? Maybe read another article, or find something else to do, and then maybe land on another site that you linked to and just go from there and I just move on.



Maybe I come back later, maybe I don't - who knows? But the point is, you didn't give me an opportunity to subscribe, you didn't have a web form, or maybe you did but they didn't catch my attention, and you definitely didn't ask me to do anything. I read your articles, they were great - you had my attention and you could have given me a call to action and asked me to do something, and I would be more likely to do it then as opposed to if I had just gotten to your site and didn't read your stuff at all.

So, there are three important things to consider here:

1. You need web forms where people can sign up to join your email list.
2. You need those web forms to catch people's attention.
3. You need to give calls to actions when appropriate. Meaning, you tell people to sign up. And that's okay at certain moments in time. And I'll tell you when in just a second.

Let's talk about these things.

First, you need opt-in forms where people can go sign up.

Duh, how else are you going to get people to subscribe to your list if you don't have any place to subscribe? So how do you do this? You can get these forms from your email service provider. I know AWeber and they have a web form generator, you can customize it and then get the code to put in a widget in your sidebar, and again on STARTANEMAILLIST.com, that free step by step post I wrote that I just talked about earlier, it shows you all this - but yeah it's pretty simple. You can get that code, put it in your sidebar, in the middle of a page, wherever you'd like.

Now the question is, where do you put these forms?

The most common place is in the sidebar - you know - it shows up on every page, everyone will see it especially if it's above the fold, which is a smart move, and a lot of people just expect that to be there. Web form with name and email fields (you can do just email if you want, but I like to get the names too so I can personalize my emails that go out - that's really up to you), and boom, now you're off.

But wait - the sidebar isn't the only place you should put an email signup form. Now, you might be thinking - well Pat, I don't want to ask too much and seem desperate, or I don't want to just ask and ask and get it to the point where it's annoying, and yeah, you CAN do that, you can be annoying when asking for email addresses, but if you do it correctly and you place webforms strategically on your site it's not going to be



annoying. It will make sense.

Scenario: So I'm someone new visiting your site. I got there maybe through a search engine or a link from another site - whatever, and I'm on a specific post that you wrote about something. It was awesome which is why the search engines ranked it high, and other people started linking to it, or tweeting it or sharing it on Facebook or LinkedIn or wherever. Either way, I'm now reading your post. And yeah, totally awesome, I read it, get to the bottom, totally stoked, and at the bottom of the post there's a field to sign up for your newsletter. It grabs my attention, there's a small call to action, "Hey, sign up for the newsletter and get this!" - awesome! Let's do it.

So at the end of your posts is a great place to ask for an email address. You have a right to because people are going to be stoked from the post that you've written, and they're going to want to learn more.

Next scenario: So I landed on your site, I love it, maybe in the middle of reading a post, or maybe even beforehand, I decide you seem pretty cool, I want to learn more - so I click over to your about page. On the about page, you talk about what you can do for me, who you are and why you're cool (you have a right to do that on your about page a little) and then you have your email opt-in form there. I like you, so I subscribe.

The about page is a fantastic place to include an opt-in form, even multiple opt-in forms, if you'd like. After getting some tips from a site critique from Derek Halpern of socialtriggers.com (and that site critique is actually public on YouTube, you can listen and [watch him critique my site](#); I don't mind being a guinea pig as long as you learn something from it. I'll link to the video for you in the show notes, it's great stuff) and yes, it totally helped.

I implemented some of the strategies, one of which was to add opt-in forms on my About page, and that increased the number of sign-ups on that page (because people could still sign up through the sidebar before), it went from 60 signups in one month, to in the next month 404. 404 signups the next month, that's a 446% increase in conversions on that page, just because I inserted a web form and a small call to action to subscriber in the middle of it. Smartpassiveincome.com/about - you can go and check it out yourself.

Please, if you're a blogger and you're building your subscribers up, put an opt-in form on your about page, along with a call to action. If there's one thing to do after listening to this podcast that you can do really easily if you're already collecting email addresses



- do that. Put an opt-in form on your about page. Go to smartpassiveincome.com/about and you can see what it looks like. Seriously. Derek Halpern has it too, socialtriggers.com.

Ok so check this scenario out:

So I land on your site and BOOM - a pop up interrupts me and asks for an email address, but it has a cool looking giveaway to I might go along with it.

Pop-ups are interesting. The truth is, if you're looking at the numbers, they work. And they work REALLY well. But, I don't like to use them because for me it ruins the experience that I want to give people when they come to my site. This is just my opinion, but I'd rather focus on building my email list through people taking a little bit of effort, just a little bit, on their own to notice a web form that I strategically place on my site, that isn't aggressive or an interruption of any kind - it's just a part of the flow of the experience of my site, and people sign up that way. As opposed to - hey I'm about to visit this site because I'm interested in the article that the headline promised for me, but now this thing is in my way asking me to do something else - what is this site about anyways - okay, now where was I?

Ugh, gosh, I don't want that to happen. That's not the first impression that I want to be making to new visitors, right? But - that's just me. They do work, the numbers prove it, but when you think about it, how sticky are those subscribers really? Are they subscribing because they've read your awesome content? No, they're subscribing, obviously, to get that free whatever you're giving away for free, or because you've interrupted them and now that's what they can do.

Something to think about.

Another popular trend is sort of, for lack of a better term, a "static popup." It's not exactly a popup, it's not an interruption to the user experience of a site, it's integrated into the user experience of the site, but it's big, and bold, and definitely denotes that you want people to subscribe to your email list - front and center - typically in the header of a site. Again, my man Derek Halpern from SocialTriggers.com - if you go to his site, you'll see it right there in the front. He calls it the "Halpern Headers," and they seem to work really, really well.

I have yet to implement this on my own site; you can see it on SocialTriggers.com and it's great because you can offer an opt-in form while at the same time telling people



exactly what your site is about, which is obviously something you should be doing anyways, and the benefit that they get when subscribing. And that's totally cool and if you know your email list is great, and you should know that - why would you want your emails to be anything less than that, then you can definitely tell people right away exactly what they should do, and that's subscribe to your email list if that's going to be something awesome. It's definitely more welcomed than a pop-up, so that's another thing to think about. Another kind of trend that a lot of people are doing.

So those are some of the options you have for placing web-forms on your site and where to place them. I'm going to plug a plugin really quick here that I use and have shared with many, it's a premium plugin. You don't have to get it, but it's called Opt-In Skin, developed by Glen Allsop, our good friend from ViperChill.com, previous guest on the SPI podcast.

You don't need this plugin, but it's definitely going to help you place your web forms on your site in any location that you wish, especially if you aren't very computer-savvy or technical on WordPress or on the web, this will help you a lot. And more importantly than just placing your web forms in any location, you can more easily stylize your forms and make them look better. Opt-In Skin comes in with these skins you can choose from, and some of the skins have the option to share on Twitter and Facebook and LinkedIn and it has all of these social media buttons on some of the templates. It's really cool.

The web forms from AWeber and other email providers are a bit generic, in my opinion, and opt-in skin gives you the ability to choose from a number of templates and place them on your site, anywhere, with a simple click of a button, in various places like the bottom of the post, in a sidebar, you can split test various web forms too; you can fade them in, which is a setting that I have going on and I'm testing right now.

I say right now, but I know some of you will be listening to this in the future, I may or may not be using this at the time you listen in, but you can go to smartpassiveincome.com, go to any blog post and if you scroll down you'll see something that is offered by Opt-In Skin; I may or may not have the fade in effect there, but if you wait a couple seconds and it's not there it'll show up and it'll appear and fade into view - it's a pretty cool effect.

So opt-in skin, again, I'm not going to give you an affiliate link again, because I want you to go to the page on my site that reviews the plugin, gives you a video of how it works and what it looks like, and I also in that post throw in 5 bonus skins or templates



that you can use with it in a bonus expansion pack plugin that I give away. With that you can have the same looking forms that I use on the Smart Passive Income blog, which is pretty cool.

The link to that review post and bonus is at SmartPassiveIncome.com/skin

Speaking of bonuses, let's talk about the bonuses that a lot of people seem to be offering as a gift to subscribe to their email list. Offering a bonus, also referred to as a LEAD MAGNET, is a great way to encourage your readers to subscribe to your list. They'll be like "Whoa that report looks pretty awesome," or "that eBook looks great," or "that email course might be helpful, sure I'll subscribe to get free access to it, awesome!" It works. I myself use an eBook to help catch people's attention and get more subscribers, an eBook I have called eBooks the Smart Way, a free eBook, about 30 pages in length of content about how to write an eBook and sell it on auto-pilot, which is exactly what I did on greenexacademy.com when I first started my online business adventures.

Now, from a subscriber's point of view, a number of things about this bonus will better encourage your subscribers to subscribe:

1) I feel this is the most important thing, the image of the bonus.

That's the most important thing because even before the bonus itself - it's the image that people look at. It's what will catch people's attention and it is the thing people will see and want when they go through the act of subscribing.

Even though your eBook bonus or your e-course or whatever you want to call it is electronic (and we'll talk about delivery in a second), there still needs to be something physical on the screen to look at.

For eBooks, it's the 3D cover image is what's usually done, for an E-course, some type of video player or a series of them, or a video player and a booklet or PDF of some sort.

To create these things, these 3D images on your site to help entice people to subscribe to your list, there are a number of resources out there, paid and free, to help you get those things - I'll put those on the show notes for you - as always smartpassiveincome.com/session and then the number of the podcast that you're listening to, so this one is smartpassiveincome.com/session44.



2) The next important thing beyond the image is what that bonus actually is.

Is it something that's useful to your audience, or does it just seem like you just threw something up there because you're trying to build your email list? Your bonus or your gift or whatever you want to call it should be useful. Extremely useful, top-quality information, over-the top everything. Over-the-top delivery.

For many, this gift or bonus is the first real impression that people will have of you, of what you can do that is beyond your blog posts. Something they actually get from you that is not just the content that you write on your blog. If it's crappy, then when you eventually try to sell something, or recommend something as an affiliate, what experience are they going to remember when you give them that call to action to buy? Hmm, the crappy eBook you gave them, or the email course that just didn't do anything for them.

That's why I'm so happy that I get a certain number of emails each month from people suggesting that I stop giving my eBook away for free and sell it instead, because they would pay for it. I love that, because when I keep it for free, and I recommend something else, what experience are they remembering of something my audience got from me beyond just my blog posts. That eBook, which I know is a killer eBook, I spent a month and a half on it! So then what I recommend must match or even exceed the quality of that ebook.

And that's why I like the eBook thing the best, because you have more opportunity to make it awesome. The cover can be beautiful, the page templates designed like it was professionally done (I did mine in Pages for Mac), and people can actually flip through it and experience it, more so than just an email course, which - well, people get emails every day. Email courses are okay, so don't think that you have to undo one if you have one already.

The thing is, if you are doing an email course, my best suggestion for you would be that each day you send out an email, make sure there's a way your subscribers to see an immediate results that day from something they implement that you taught them in that email. It must be immediate - it can be a part of a whole which can happen later, but that part that you email about - get them to see results fast, that's how they'll stick with you.

A 7-day email course? That's a long time to get emails from you. But if each time you're giving them something awesome and leading into the next one, they're going to stick



with you and they're going to know that they should continue to stay on your list to get broadcasts later on.

You have to make your bonus awesome because guess what - a lot of people are going to subscribe to your list JUST to get the gift, and many will unsubscribe immediately after. Many have done that with my own email list - and do you want to know how I know this? Because people who re-subscribe tell me. They say "Pat, I signed up just to get your eBook (which I've heard so much about - again, another benefit of making it awesome), and after unsubscribing, I'm back on your list because your eBook was THAT good. I just had to see what your emails were about).

I don't say this to brag about my eBook, I say this so you can make sure you make your bonus amazing.

You might be thinking - but Pat I don't have a ton of time to create something awesome and just give it away, I'm already working hard to create something awesome for my site, and maybe another product that I want to work on too.

Here's a little secret - actually, it's not a secret but many of you probably don't know this - the content in my eBook that I give away, eBooks The Smart Way, which has helped gathered 35,000 subscribers at this moment in time, in August 2012 - that book is the exact same content that I wrote in a series of posts I published on the blog about two years ago. Just updated a little with some eBook specific language in it. But it's the same.

I've always said to people that people will pay for convenience, and that references my eBook that I wrote for GreenExamAcademy.com, the one that sold over 12,000 copies, because that book was 95% the same content that was on the site at the time I wrote it. People will pay for convenience and not one person out of the 12,000 people have ever complained about the content being the same on the site. Not only will people pay for convenience but people will subscribe for convenience too.

And the thing is, many of my new visitors will not go back into the archives and see those posts anyways - they're buried, and I chose to unbury them, dig them up out of my archive in the form of an amazing eBook that is easier to read, and better designed than what people get just from reading blog posts. Like I said, I spent a month and a half on it, but I spent a month and a half because I was having trouble with the template and I was really wanting to design it really, really well. But the content in the book? Pretty much the same as what was in those blog post series.



If you've listened to my podcast before, you've probably heard me mention eBooksthesmartway.com, and I want to talk about that really quick.

eBooksthesmartway.com is a domain name that I purchased that simply forwards people to a landing page on my site that has more information about the book, and of course an opt-in form to subscribe to get it. I include what it's about in more detail than anywhere else on the site - the sidebar, at the bottom of the posts, it has more information on this landing page than on those spots, and it's a great way to get people into your list specifically from non-text based mediums that you publish content on - like on a podcast like this, or from videos.

Maybe you're doing an interview somewhere, just drop it in - it sounds cooler than an extension after your domain name. "Hey check out eBookstheSmartWay.com" as opposed to "Hey check out smartpassiveincome.com/ebooks dash the dash smart dash way...what? See what I mean? It's crazy right? You already heard me use this strategy earlier in this podcast when I said startanemaillist.com - I love it, and now you can't forget it. eBooksTheSmartWay.com

Okay, so I'm looking at the clock right now and I just noticed we're approaching the 35 minute mark and I had no idea I had this much to say about building an email list! I guess that's how important it is to me and how much I need to share about it, and I haven't even touched on what goes in the emails and the autoresponder and broadcasts, and consolidating your list and all that good stuff, so for now let's just save the next stuff for the next podcast, and I'll do my best to get that session out as soon as possible if it is not already available. All the stuff that happens after people subscribe. That'll be in session #45.

I hate to break it up here, but I think this is a good spot to end this particular half of this series, I guess you could say. I can't wait for the next session, so until then, remember the show notes are at smartpassiveincome.com/session44 - all the goodies and stuff are all linked there, and thank you so much for your amazing support, not just for the blog and online related stuff, but the well wishes for my family and the second child that's coming, and the book, the book is amazing and is progressing really really well, and I can't wait to share that with you. So until the next session, best of luck with everything and I'll see you there! Bye.

Announcer: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com!