**(Name Of Web Site)**

**Client Training And Onboarding**

**© 2023**

**Questions? Email us on:**

 **(email address)**

**Welcome Aboard!**

Welcome to the start of a brand new and exciting adventure into the wonderful world of having us build out your list building assets so that getting subscribers becomes a cinch!

Firstly, thank you SO much for your trust and faith in us.

We don’t take anyone investing their money with us for granted - and we can’t wait to reward your trust with results!

Now, we know you’re going to be eager to get those subscribers coming in ASAP, and we hear you! But before we can get to work for you there’s a few things we need to do first…

1. We need to get you even more motivated and excited about your journey with us (to ensure you do the work necessary).

2. We need to get you understanding our approach to the science of attention and why it’s so effective (so that you can see why we ask for the five things we ask for).

3. We need you to send us five things (don’t worry, they’re short!) so that we then have what we need to get all of your list building assets built.

Everything you need to do is right here in this PDF.

So grab a coffee or glass of wine (but not too much wine!), read through the following pages and provide us with what we ask of you. And then we’ll takeover and do the rest!

Sound good?

Great!

Star your adventure…now!

**Why Build An Email List?**

We understand that you already know you want to build an email list (because you’ve hired us - great decision by the way!).

So it might seem strange that we’re starting your onboarding process by talking about the importance of building a list.

But we find this little section gets new clients excited and motivated about the journey they’re about go on with us.

And they often learn something too!

So here goes…

Here’s some important business reasons you should focus on building an email list…

If you’re anything like us - you’d rather a simple business than a super complex one.

Well, if you want the simplest business then there’s something that you really want to avoid…

Selling to strangers.

Selling to strangers is very, very hard.

Reason being - there’s no trust there.

If someone doesn’t trust you then you’re really up against it when it comes to selling them anything.

And business is about selling something!

Can you sell to strangers?

Sure.

But it’s hard.

Because most people take longer to make a buying decision than one just contact point.

Impulse buyers will buy without needing trust there - they buy on the first encounter with your business and are willing to risk losing money.

They’re not someone who needs trust.

Most people, though, *need* trust to be there to buy something.

It’s why people buy from the same brands over and over and over again.

The trust is there!

So, from the point of view of selling anything, email makes it far easier because the sheer fact that you send regular, useful content to an email list builds trust with people and that makes selling anything to them easier.

Secondly, and this is HUGE and something many business people miss…

Would you rather an email list of 50,000 or an email list of 5000?

Answer that then continue…

Answered it…

You sure?

Most people go with the larger number.

But, not so fast…

The far, far smaller list might make *far* more money.

It might not, of course, but it might.

And this is where people get mixed up.

Your goal isn’t to build a giant email list (although you can).

Your goal is to build a list with a great **Lifetime Value.**

**Lifetime Value is the amount of money a subscriber spends on average with you.**

Here’s an example to make this clear…

You might have an email list of 50,000 people.

On average your subscribers each spend $20 with you.

Some might spend $50. Some might spend $2.

But on average they spend $20.

So that’s a $20 Lifetime Value (LTV).

That means 50,000 x $20 = $1,000,000

That email list is worth $1,000,000.

But now let’s compare that to this…

You’ve got an email list of 5000 people.

On average they spend $300 with you.

5000 X $300 (LTV) = $1,500,000.

That smaller email list makes MORE money.

Now, this is just an example.

But can you see the importance of how much people **spend** vs how **many** you’ve got on the list?

Too many people get caught up in trying to always get more subscribers…

…vs maximising the value of the ones they have got.

You want to get people on your list and then *keep* people on your list for a LONG time.

That, dear client, is how you have a simple and profitable business.

**The Science Of Attention**

If you’ve been around for any length of time in doing business online you’ll likely have heard the phrase…

*“The money is in the list”.*

Well, now you know why - it’s because of the Lifetime Value you can get from serving people.

But…

Whilst most people know the money is in the list - VERY few can build an email list.

Question is…

Why?

It comes down to something very simple, but very profound.

Something we call the Science Of Attention.

And we’re masters in it!

What we want to do here is explain the concept so that you’ll know why we’re asking you to send us the certain things we’ll need to make this list building campaign a home run for you.

Let’s dig in…

The foundation of what we do is based on brilliant discoveries by advertising genius Eugene Schwartz who wrote a brilliant (and very deep!) old book called Breakthrough Advertising.

Eugenes concepts are particularly useful when it comes to any form of paid advertising or attention getting online.

What we’re going to look at now is what Eugene called *Marketplace Sophistication.*

Now, in order to not overwhelm you, we’re going to simplify a complex topic.

**But essentially Eugene figured out, way back in the 50s/60s, that people stopped paying attention to advertising headlines they saw again and again.**

Let us repeat that…

**People stop paying attention to advertising headlines they see again and again.**

(This same principle applies to content like social media posts, Youtube posts, blog posts or anything else!).

As an example…

Way, way back in the 1920s one of the first ever ads for weight loss was ran in papers.

It simply said…

‘How To Lose Weight’.

Because that was a NEW promise that people hadn’t seen before - it worked like crazy.

Eventually though people stopped paying attention to it because lots of other weight loss companies ran the same kind of ad headline.

*“Heard it before”*, was the unconscious response from people who saw it.

They just zoned it out because the human brain is wired to take *more* notice of things that are new.

So now the claims became more specific…

'How To Lose 10lbs In 10 Days’.

The specific part in this case is the ‘10lbs in 10 days’ bit.

It could have been ‘A stone In Two Months’ or anything else.

Just understand the concept - *specificity* gets added to the headline.

The first weight loss company running that type of promise raked it in…

…until, eventually, so many other companies started running the same kind of ad headlines with specific timeframes and timelines that they get zoned out.

*“Heard it before*”, was the response to people who saw it.

**People stop paying attention to advertising headlines they see again and again.**

So now companies have to start to introduce a unique way of getting the promise.

‘How to lose 10lbs in 10 days with (insert new solution)’.

A more recent example is…

‘How to lose 10lbs in 10 days with The Atkins Diet’.

Eventually that became…

*“Heard it before*”.

Even more recent is…

‘How to lose 10lbs in 10 days with The Paleo Diet’.

*“Heard it before*”.

And now…

‘How to lose 10lbs in 10 days with The Keto Diet’.

Which is now starting to get the *“Heard it before*” response.

What’s gathering pace in the weight loss space currently?

‘How to lose 10lbs in 10 days with The Carnivore Diet’.

(Note: We’re not saying every ad in the weight loss market has the 10lbs in 10 days bit. We’re saying they use a *specific* promise).

This happens in EVERY market.

Consumers start to zone out the ad headlines they see over and over again and the market evolves.

But…

MOST businesses don’t understand this.

**So they run ads that trigger the *“Heard it before*” response.**

“My free report will teach you how to use calorie counting to lose weight”.

*“Heard it before*” - scrolls past.

FAIL!

“My free video will show you how to use the keto diet to get in the best shape of your life”.

*“Heard it before*” - scrolls past.

FAIL!

Then the business owner says…

“List building/lead generation is so hard”.

No.

No it really isn’t.

It’s because the attention strategy is off.

**They are trying to get the attention of a market with a promise they’ve heard and seen so many times before that there is zero excitement in it.**

So what response DO we want to get?

Let’s take a look at that next…

**Getting Subscribers Easily**

So we need to ensure any list building efforts don’t result in this response…

*“Heard it before*”

Instead what we want is for people to see your ad or content and think…

*“OMG what is that?”.*

What we’re after is a response of both curiosity and excitement.

If you do that properly, and we’ll help you, you’ll be able to get people onto an email list with ease.

See, when something offers a benefit to us that we want, and it’s something we haven’t heard of before, it creates an unanswered question in the brain.

The brain HATES this type of unanswered question.

If you create an unanswered question in someones brain when they see an ad…

…and it’s around something which promises a benefit they want in a NEW way they haven’t heard of before…

*“OMG what is that?”.*

*Click.*

*Subscribe.*

Understand - this concept from Eugene Schwartz is very different to how most people approach list building.

These days people think that what makes for a successful campaign is a strategy based on the platform you run the ad on.

For example - *“I just need to know how to run an ad on Facebook and I’m good”.*

Erm, no.

If you know how to run a Facebook ad…

…but the ad you run triggers the *“Heard it before”* response - you’ll struggle to get attention.

Will you get *zero* attention?

Not necessarily.

But the main people you’ll get attention from will be those brand new to the market who haven’t yet seen many ads.

The market isn’t made up of these people in most cases.

The market is primarily made up of people who *have* seen tons of ads and will therefore zone yours out if what you say is something they’ve heard time and time before.

So if you’ve struggled to build a list in the past…

…stop and go and look at what ad (or content) you were putting out into the world…

And ask yourself…

Which of these two responses would it likely have triggered…

*“Heard it before”.*

*“OMG what is that?”.*

If it wasn’t **NEW** and **DIFFERENT** in your market - that’s why you struggled.

Don’t beat yourself up though.

This is some super high level stuff we are sharing with you today.

*“OMG what is that?”.*

If we can get that response then building a list is a walk in the park.

So how are we going to get it?

Using one simple concept…before we get to that though…

**Not Got A Market Yet? Here’s How To Pick One…**

Some people who hire us don’t yet have a market that they’re in.

If you already have a market you know you want to build a list in - you can skip this section (but we advise reading it anyway as you might learn about some pitfalls in your current market).

If you’re a client who is newer to business and hasn’t yet picked a market, here’s what we suggest…

When it comes to picking a market to build a list in there are two things to consider…

**1. Is this a market that allows for a high Lifetime Value?**

**2. Is this a market that will hold my attention for years to come?**

Let’s look at these individually…

1. Is this a market that allows for a high Lifetime Value?

We want you to consider this…

Why shouldn’t you build an email list around a topic like getting in shape for your wedding day?

If you struggle to answer that - think about why it would be hard to get a good Lifetime Value from subscribers in that position?

It’s because…once they’re married…

…they don’t need you any more.

Once the wedding day has past - they’ll unsubscribe.

Any market which is based off one sole problem - it’s hard to get people to stick around for a long time.

They solve the problem then they’re done with you.

This is something to consider when picking a market.

It’s a mistake many, many people make.

They enter a market where the subscribers wouldn’t need to stick around for long.

These markets can work IF there are high priced products to promote in that space where you get a decent commission (or you sell high priced products/services in that space personally).

If there are *only* low ticket products (where you get, say, $20 per sale)…

…AND subscribers won’t need to stick around for long…

…you have the perfect combo for a *low* average Lifetime Value and a stressful business.

You’ll find yourself constantly looking for new subscribers and it’ll get exhausting.

Instead we suggest you go into what we call Journey Markets.

**A Journey Market is a market where there is no one problem or end date**.

Fitness - Always something you can work and learn more about.

Health - Always something you can work and learn more about.

Personal development - Always something you can work and learn more about.

Relationships - Always something you can work and learn more about.

Business - Always something you can work and learn more about.

Spirituality - Always something you can work and learn more about.

Compared to…

Getting In Shape For A Wedding - Once they’re married the problem is solved.

See the difference?

If it’s a market where there is always new stuff to learn and problems to be overcome - and there’s no end date in mind - that’s a journey market.

So the first thing to consider is the market itself - is it a journey market that allows for higher LTV.

2. Is this a market that will hold my attention for years to come?

The beauty of email marketing is you can literally get paid to become who you want to be.

If you read books on health because you want to become as healthy as possible, well, now you can build an email list around it and get paid for your journey by recommending products you come across that will be useful to your subscribers or creating products in that space.

On the other hand…

If you went into that market because you thought there was money there…

…but *hated* reading or learning about it…

…the business would become a burden (of course, you could hire us to write your email newsletter for you. But more on that later!).

So my advice is to build your newsletter in a market YOU love learning in.

Where do YOU want to learn and grow more?

If that’s in a market which is a journey market - you’re good to go!

One last factor…

Are there products in that space that you can promote for a commission if you don’t have any of your own to sell?

If you go with any of these journey markets (and sub categories in these markets) then you’re fine as they’re packed with products to promote…

Fitness.

Health.

Personal development.

Relationships.

Business.

Money (making/saving/investing).

Spirituality.

Pick one and then move on.

**Become A Scarce Resource (Optional Read)**

We’re going to advise you do something in your market that is going to make your business life a whole lot easier…

It’s optional - but advised.

We’re going to advise that you learn new things in your market regularly and take notes in the way we’re going to show you.

Why?

Because this will help you to both find new list building ideas AND content to share with your email subscribers.

What we’re going to do is advise you to build what we call a Knowledge Bank Journal.

Just research and learn in the way we’ll show you now and you’ll develop a knowledge bank that very few have which will make your business life easier and your value in your market higher.

Here’s how to do it…

**Read** in your market - books, articles, blog posts…

And/Or…

**Watch** in your market - Youtube.

And/Or…

**Listen** in your market - podcasts, audio books…

Look out for when you learn something and think *“That’s a useful tip!”.*

And as you learn something useful take notes in this format…

**Problem** - A problem in your market that people have.

**Obstacle** - Why people have that problem.

**Solution** - How to overcome it.

**Source** - Where you read, watched or heard it.

EG. Imagine I’m in the fitness space. So I’m listening to a podcast and think, *“That’s a useful tip!”.* I’d pause it and try to write it down in this format…

Problem - Struggle to stick to a diet

Obstacle - Diets too restrictive.

Solution/Insight - Having 1 cheat day a week statistically increases adherence to a diet.

Source - XYZ podcast.

Later in that interview I hear something else that is useful…

Problem - Eating too much at dinner

Obstacle - Unable to portion control

Solution - Eat an apple before dinner and it’ll take up space in the stomach due to the water and fibre and you’ll struggle to overeat.

Source - XYZ podcast.

By the time I’ve finished the podcast I’ve written down three things.

Understand…

I’ve just made myself more useful, and therefore valuable, to others, from **one** podcast.

The more I read, listen and watch…

And take notes in this format…

**..the more I am increasing my expertise because I’m becoming someone who can solve problems and challenges in my market.**

Your notebook will become packed full of useful information - a goldmine of ideas that can be shared down the line in with your email list AND become potential ideas for list building offerings.

Again, it’s optional.

But if you’re serious about building a high LTV with an email list then being able to share useful and different information with them is the key.

OK, now let’s get to the work we’re going to need from you.

This is where the rubber meets the road…

**What We Need From You**

Remember that in order to get attention we’re aiming to avoid the response…

*“Heard it before*”.

Instead what we want is for people to see your ad or content and think…

*“OMG what is that?”.*

How do we do that?

By finding, uncovering or discovering what we call…

**The Weird.**

What do we mean by The Weird?

Stuff that makes your prospects stop and think - *“Wow…I’ve never heard that before”*.

That’s what we’re after.

For example…

Recently we heard from someone who was talking about list building that they were reading a personal development book and in the book they read about a way to increase resilience by changing the way your heart responds to stress.

It was a weird concept to them because it was different to the usual advice on how to build resilience.

They felt themselves go…

*“Wow…I’ve never heard that before”*.

Because it was a bit weird…it was super interesting to them.

Another example…

The person was watching a video on Youtube and found that another way to increase resilience is through…

…eye exercises that calm the brain.

WTF?!

*“Wow…I’ve never heard that before”*.

These two examples would be PERFECT for building a list with because they’re different and new and curiosity building.

And this is what we want you to do now…

We want you to:

* **Brainstorm FIVE things in your market that are NOT common knowledge but that DO solve problems your market cares about - and then send them to us.**

That’s it.

We’ll do the rest!

The more unusual the better.

The key here is to not send us obvious things your market has heard time and time again.

Here’s some examples of what we’re after and not after…

‘Free Report Reveals How To Use Meditation To Increase Your Resilience To Stress’.

*“Heard It Before”* - Yawn.

‘Free Report Reveals How To Use A 60 Second Eye Exercise To Increase Your Resilience To Stress Immediately’.

*“OMG…What is that?”*- Click.

Now, your ads are going to be a lot better than that.

But can you see that the more common concept - meditation - would get far less attention than the weird and less common concept - eye exercises?

This is what you’re after when brainstorming for your market.

What is weird and different?

What is information or knowledge that few in your market know and will have seen before that they’d find super exciting?

Write down 5 examples - and send them our way.

It may take a little thinking but, trust us, it’ll be worth it!

Now - what do you do if you’re new to a market and don’t yet have the expertise?

Well, remember we showed you how to create a Knowledge Bank Journal previously…

Go and listen to some podcasts or watch some Youtube videos in your market…

And find five different weird things that get your response of…

“Wow…I hadn’t heard that before!”.

Reread the Knowledge Bank section earlier in this document for how to do that.

You can also search google and Youtube for things like…

*“Unusual ways to\_\_\_\_\_\_\_\_”.*

So let’s say you’re in the personal development market…

And resilience is something that will help people become who they want to be (the goal of all personal development).

I’d go to Google and Youtube and search for…

*“Unusual ways to increase resilience”.*

*“Weird ways to\_\_\_\_\_\_\_\_\_”*

*“Weird ways to increase resilience”.*

*“Little knows ways to\_\_\_\_\_\_\_”.*

*“Weird ways to increase resilience”.*

You get the idea.

For now we want you to really understand…

Don’t rush this phase.

We know you’ll be eager to get that list building.

But please, please understand that what you are doing here is laying the foundation for a long term, lasting offering that you can use to build a list for a long time!

If you find something that is commonly known in your space…

…and give it to us (who might not know your market as well you do)…

…we’ll struggle to get attention and put together a potent list building process because the attention strategy will be off.

Remember - it’s the idea BEHIND the ad that will get it the attention.

So if you burn through this stage and then provide us with five ideas the market has heard of before and won’t be excited by - things will be a struggle even though we have potent ad formula processes.

Bottom line…

Even if took three weeks to uncover or find five weird tips for your space - it’ll be worth it.

Promise!

But if you absolutely can’t find the weird…

**CREATE the weird.**

This is where you combine a few existing tips into one process and then name the process.

For example…

Let’s say we’re in the spirituality space.

We're struggling to find anything that is less common knowledge.

Well, we could combine two or more solutions for creating higher states of consciousness into one process/system/protocol.

Let’s say we know there’s a herbal seed that helps to gain higher consciousness…

And a meditation breathing practice from yoga that does too.

They could both be combined and then named (“The Herbal Charge Process” in this example) to create something new the market wouldn’t have heard of before.

So we could then put together a process that would be built around something like this…

*The Herbal Charge Process combines an ancient meditation practice with a little known herbal seed to create higher states of consciousness within 30 mins. Here's how to do it yourself starting from tomorrow.*

Again, this isn’t ideal and not as effective as just finding the weird.

But worst case scenario, if you’re someone who is desperate for speed, do that.

Combine + name combination something new the market hasn’t heard of =

*“OMG…What is that?”*- Click.

OK…

You’re now up to speed on how we work…

On why the list and LTV is your key to a simple and profitable business…

On why we do things the way we do…

On the steps you need to take next (find or create the weird).

So go get stuck in and send us what we need as soon as you can.

No rush or pressure from us.

But you must send it within 12 months of signing up.

Some send it to us in days…

Some take a little longer.

That’s fine.

Go at your own pace.

And when you’ve sent us what we need…

We’ll begin to turn those 5 little ideas into a powerful list building process!

Any questions please email us on (insert email address).

Speak soon!

Team (Web Site Name).