



Build Your List: The Gold is in Your Database

Most people think the gold is in the product or service they provide. The real gold is in your database.

The smart marketers find a great database and create products for that database. You should be getting leads everyday (even on weekends).

12 Reasons Why You Want to Build Your List

1. You'll make more sales. Sales is a numbers game.
2. You'll have more success with sponsors. Sponsors are attracted to properties with large databases and extended reach.
3. You'll create more word of mouth referrals. Even if people don't buy from you, they'll refer you to qualified buyers.
4. You can do more joint ventures and partnerships with key influencers
5. More media opportunities.
6. More speaking opportunities.
7. More touch points with customers and prospects.
8. More search engine optimization.
9. Better book sales and a better publishing deal.
10. More repeat business.
11. More frequent orders.
12. More attendees at events.



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21 Ways to Build Your List

1. **Email Capture on Your Web Site.** Your web site can be a great list-builder, but don't just put the web site address on your business cards and your marketing materials. Give people a reason to go there. Have a free report, tip sheet, book chapter, inspirational quotes, and other essential information there to encourage visitors to come to your web site.
2. **Joint Ventures.** Find a non-competing business with a similar target market and have them send out an email for you recommending your business. This is one of the key strategies Amazon.com used to build its business.
3. **Encourage Forwarding on Your Ezine.** Have a line on your e-zine that says, "Feel free to forward this information to anyone who might be interested." When I started doing this I noticed my list growing by leaps and bounds.
4. **Make People Feel Secure.** Let people know that you respect their privacy. State clearly that you will not sell, trade or rent their names, ever!
5. **Networking.** One of the best ways I found to build my list is by going to great events and connecting with the key influencers. When you exchange business cards with someone, make a note about them. It could be about the great outfit they were wearing, that they're crazy about Persian cats, or that their children are doing the same activities as your kids. When you follow-up with them, mention the beautiful piece of jewelry they were wearing or ask what their kids did lately to make them proud. This will help you form lasting relationships and magical connections.
6. **Current Customers.** Ask current and past customers for referrals. Remember that there are magic moments in sales and the best time to ask for referrals to build your list is right after you've completed a project for a satisfied customer.
7. **Call Your Brand Cheerleaders and Thank Them.** When someone refers your company, call and thank them. I've done this and during the conversation, received 2 additional referrals, then closed the sales.
8. **Be a Bulldog about Collecting Contact Information.** When people call your office, train your team to always get the phone number and email of people calling your office before they answer questions. You can also ask how they heard about you.



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21 Ways to Build Your List (Continued)

9. **Exhibitor Opportunities.** Exhibit at networking events and trade shows. This is a great showcase for your business and a chance to build your list with a prize giveaway.
10. **Traditional Advertising.** There are great bargains now in traditional advertising in newspapers, magazines, trade journals, radio, even television.
11. **Writing Articles.** Submit articles on traditional media and the Internet. Always include a resource box which gives your 2-line bio and links back to the landing page of your web site.
12. **Publicity.** If an article is written about you or you are interviewed on radio or television, there is an implied endorsement of you and you enjoy great credibility and expert status.
13. **Teleclasses with Key Influencers.** This is one of my favorite techniques. I interviewed a woman who owned a catalog company and had a great following. Her fans came to the teleclass in droves and I added 500 people in one day to my list. Many of those people ended up purchasing products from me and came to my events.
14. **Promotional Items.** Everyone knows that I give out Wealthy Bag Lady shopping cart magnets. These are so tiny, you can hold them in your hand, but they stay on people's filing cabinets and refrigerators. I give them out during my speeches and people tell me they've had them on their refrigerators for years. In promotional products, wearables and bags are good because these are walking billboards for your business.
15. **Affiliate Programs.** Through services such as www.1shoppingcart.com you can create affiliate programs and reward people who refer your business. You pay them a referral for closing the sale, so they are only paid on performance.
16. **Blogs, Podcasts, Internet Radio Show and Other New Media.** Get your own radio show, do your own blog, and interview guests for your podcast. Post the audio files on iTunes and make them available by web or MP3 downloads for iPod players. You can also hire a transcriptionist for the people who like to read rather than listen. You can also comment on other people's blogs. You can repurpose content.
17. **Video.** Video was once available only for large companies. Now you can make a video and post it on YouTube, Viddler, Facebook, Vimeo, Flickr, etc. Camtasia is good for training videos. The key to effective video is a professional look and great content. Video should be 30 seconds to 3 minutes.

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21 Ways to Build Your List (Continued)

18. **Social Media.** Get listed on the top 3 social media web sites: Facebook, LinkedIn and Twitter and post regularly. Send messages to your fans, connections and followers inviting them to call you or send you an email. This will develop into a great list.
19. **Listings in Directories.** Whatever you do, there is a directory for it. Get listed in the directories for your industry.
20. **Search Engine Optimization.** Use SEO techniques on Google such as adding fresh content to your web site and encouraging links back to your site from social media and other web sites.
21. **Create Your Own Events.** You can be the only speaker or team up with another speaker with a great following of people. Remember to collect the leads and follow up with them.

How to Save Time and Your Sanity

1. Choose only 3-5 of these strategies. Don't try all of them at once.
2. Hire someone to do data entry, social media and list maintenance.
3. Use automated lead collection on your web site.
4. Repurpose your e-zines, articles, blog posts, teleclasses and info-products.



Linda Hollander is the author of #1 best-seller *Bags to Riches* and the founder of the Women's Small Business Expo. She is also the CEO of Sponsor Concierge. Her corporate sponsors have included Microsoft, Citibank, Fed Ex, Health Net, American Airlines, Bank of America, Staples, Wal Mart, and IBM. She consults with businesses on how to increase their profits and get sponsors.