



BUILD YOUR LIST, **GROW YOUR BUSINESS**

One of the most important steps you can take to diversify your business and remove the risk of selling on Amazon is to grow your list of emails outside of Amazon.

Whether you are selling on Amazon now or you are just getting started, we all know that while the Amazon game can sometimes be exciting it can also be heartbreaking.

If you want to secure your business and your customers, start building your own email list...

NOW!

Of course, that is easier said than done. You may understand the value of having your own email list (or maybe you don't, and we'll get to that too), but knowing that something is important and knowing how to do it are two very different things.



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That's why we're going to walk you through a number of crucial tactics and principles to building and utilizing an email list to grow your business exponentially. We'll cover:

- How to Grow Your Email List Outside of Amazon With:
 - Basic Strategies, and
 - Master Class Strategies
- How to Use Your List to Grow Your Business by:
 - Selling to them
 - Getting them to market for you
 - Getting data from them
- Why Building an Email List Is a Priority, and
- How to Purchase a Business with a Strong Email List

Before we jump in, let's introduce **Chris** and **Nemo**.

THE SPEAKERS



Chris Rawlings | Judolaunch

CEO of a leading Amazon brand and founding CEO of Judolaunch, which helps Amazon sellers explosively expand into overseas Amazon marketplaces. Over 1000 products launched and counting.



NEMO CHU | Bloomfire, Kissmetrics

Former head of marketing at Bloomfire & Kissmetrics. Now founding CEO of a 55-person multi-channel eCom-merce company selling high-touch fulfillment services and digital & physical products.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

Building an email list made a marked difference for Chris's personal Amazon brand. He didn't realize how valuable a list truly was until he started utilizing and growing his own, but it became extremely important to his business because it gave him a direct connection to the people he was selling to.

That is one of the key benefits of having a list: instead of having a product that you're selling, you have a direct connection with your ideal customer persona that you can now sell anything to.

That's a huge flip.

This could be THE thing that turns something from a cash flow vehicle to an actual business because you now own the customer ecosystem. You can let your creativity run wild and find new and innovative ways to connect with your customers and develop your brand.

Still, it's tough to know where to start, especially when your main channel is Amazon. A lot of people are in the situation where they are selling on Amazon, but Amazon doesn't give them any of the customer data so they're stuck with no ability to own their own customer ecosystem.

So, where do you start?

There are a couple easy things that someone in that position could start doing. Some of them are very easy, but take a long time to kick in. Others are more difficult, but if you do them right you can get a ton of emails in a short amount of time.

We'll start with the more basic tactics and build up to the more difficult, master class options.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

1. Packaging Insert

The easiest tactic you can use is to have something in your packaging that inspires people to add themselves to your list. This tactic sits in a slightly gray area of Amazon's Terms of Service, so you have to find a way to do it compliantly.

One option is to require customers to register their warranty on your website. In the insert, you can direct them to a specific URL where they can register their warranty as well as add themselves to your list to learn more about your brand.

Depending on your risk tolerance, you can also include a separate insert that specifically invites people to join your email list. You can do this in any number of ways: maybe it's on the bottom of the bottle cap or maybe it's a little slip that's underneath the main packaging.

The main idea is that the insert directs customers to a URL where they can add themselves to your list. Not everyone is going to do this, but a certain portion of people will go to that URL and enter their email address.

Once they do, they're your customer forever.

With this technique, you're going to get somewhere around 4% of people adding themselves to your list. That means that for every 100 units you sell, you'll get four email addresses. That's not huge, but over time it builds up.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

1. Packaging Insert

More importantly, you only have to implement this strategy once and it will continue to grow forever. Simply talk to your suppliers and tell them to add the insert to all of your products for each marketplace. Once you do that, from then on until forever, your list will constantly grow day over day.

There are sellers who get a 10% signup rate with this technique, with one out of every ten units sold leading to a new subscriber. Your signup rates will depend on how creative you can get, but this is a simple easy technique that you can implement right away, it starts working immediately, and it takes no work once you implement it.

If you're implementing this for the first time, MailChimp is probably the easiest tool to use to get started. While you can't do anything fancy with MailChimp, they have all the basic tools that you need like email blasts and regular text emails, and they even handle everything so that your emails are totally compliant with all related laws.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

2. List Swap

There are more involved techniques that you can use to make your email list grow at lightning speed – almost all at once. Once you get a little momentum with building your list, it can take on a life of its own and grow exponentially.

For example, if you get your list to a certain scale, you can start doing list swaps with other people in similar spaces. You can list swap by taking your list of email addresses and partnering with somebody else with a substantial email list to cross-promote each other's products and harvest emails at the same time.

Say you're selling some type of anti-inflammatory supplement that solves nerve pain and you partner with the people who have nerve pain arm braces. They're not selling supplements, so they're not your direct competitors, but they probably have the exact same customer demographic as you do.

So, why not offer their list more value by letting them know that your product exists and offer your list more value by letting them know that their brace exists?

The best way to do this is by creating specific content that you can share. This is when things get really fun because you can jointly create content or create something on your own that you can both then share with your lists and watch both of your lists grow.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

2. List Swap

A really easy way to create content is to produce a white paper from a webinar, podcast, or anything that highlights your combined expertise. If you are selling nerve pain supplement, you know your customer demographic is people with nerve pain, so the most obvious answer is to create a white paper covering the 10 best ways to reduce nerve pain.

Have a little table of contents, explain the ten best ways to reduce nerve pain, create a landing page with something like [LeadPages](#) or [UnBounce](#), and then shoot that out to both email lists. You can then add everyone who signs up to both lists.

Once you build your list from 0 to X, going from X to Y is much easier because your list now serves as an asset that can make the list basically grow itself.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

3. Pull Emails from Amazon

There are services that allow you to integrate your Amazon account and pull data from customers who have previously purchased your products to create a list of email addresses. These services can usually get legitimate emails for around 30-40% of your historical customer basis.

Technically, these services are not fully compliant with Amazon's Terms of Service because the customer did not opt in to receive those emails. However, there are a few ways to use these emails without violating Amazon's rules.

One option is to plug that information into Facebook and use it as a retargeting mechanism to create a look-alike audience for Facebook advertising.

Another option is to send a personal email (not a marketing email) to each individual person on the list, inviting them to subscribe to your official list.

[Reply.io](#) is a great app to automate this process. It will send emails out one-by-one and people can respond back if they want to sign up for your list or unsubscribe to stop getting any more emails.

The app has text recognition so if people just reply with text, it will pick up on their response and either add or delete them from your list. You can create follow-up emails and they will automatically stop once the person responds to you either positively or negatively.

This is a very nice option for warming up a very cold list.

However, Amazon policies can change at any point so you will need to keep an eye out for any changes that may prohibit this practice in the future.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

4. Giveaways & Sweepstakes

Giveaways and sweepstake promotions are a great way to take your existing list and have them refer your products and special offers on social media to sell more products and grow your list at the same time.

For example, a company that makes mechanical keyboards can build on the social media savvy of the gamers who typically buy their boards. For example, many gamers who geek out over EA Sports tournaments will wonder what keyboard the champion uses and the first thing they will do is look to social media. In the most recent tournament, the winner held up his keyboard in celebration.

The company that made the winner's keyboard wanted to do more than just wait for the image to go viral on social media and hope that people noticed their brand. Instead, they used the software platform [woobox.com](https://www.woobox.com) to drive sales through a giveaway.

With [woobox.com](https://www.woobox.com), you can set up different types of contests, edit the content, and then share the link to the contest with your email list once it goes live. You can also share the link on your social media channels, but the real power is in inviting your email list to share the link as well.

The contest is set up in such a way that customers can receive more entries into the giveaway for signing up themselves or sharing on social media to get even more people to sign up. The idea is that for every 100 people that sign up, one customer would be selected to receive a free keyboard.

HOW TO GROW YOUR EMAIL LIST OUTSIDE OF AMAZON

4. Giveaways & Sweepstakes

There are other platforms besides woobox.com like [KickOffLabs](https://kickofflabs.com) and [King Sumo Giveaways](https://kingsumo.com) created by AppSumo that do similar giveaways. When you get to an advanced level, the differences between platforms do become important and can be the difference between your subscribers referring at a higher or lower rate. But we're not going to get into the viral coefficients and details behind that right now.

Just a couple months ago, Amazon launched their own giveaway option. Judo Launch successfully used this in conjunction with a Facebook campaign. However, while the giveaway grew the email list, it was too high of a cost per email so it wasn't sustainable. Still, the Amazon giveaway is easy because they set it all up for you, but other services like woobox.com that have been in the game longer may have more potential to go viral.

One final note is that this specific marketing tactic has to work with the audience that you already have. You have to know your audience.

It's one thing to be a gamer and share the keyboard that you use when you game with all of your fellow gamer friends on social media, but it's a little different for someone buying a nerve pain supplement to share that product on social media.

Nerve pain is more of a personal problem that people aren't necessarily going to want to share, so it takes a different approach to make the sweepstakes style of marketing work in that case, if at all.

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

Once you have an email list, there are numerous ways to utilize it to grow your business. Your list can be small when you start too. It's amazing what you can do with even a small list.

But once you have a list of some size, this is where things gets really fun. The more you can step into the shoes of your ideal customer, the more fun you'll have and the more successful you will be.

The whole idea with this strategy is that it's less about selling a product and more about selling to a person. If you can understand who that person is and what they really need, suddenly you can do all kinds of things to solve their problems and get them to work for you.

There are three main things you can do with a list:

1. Sell to them
2. Get them to market for you
3. Get data from them

Within each of these broader categories, there are limitless options, but the first thing you have to do before you can get to any of these three is to warm up the customers on your list. The best way to do this is to have a drip campaign.

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

A drip campaign is an automated sequence of emails that goes out to every new subscriber (it is also commonly called a funnel). If the only time a new subscriber hears from you is when you're asking for a video testimonial or telling a story, they won't have any context to make your stories relevant or care about your calls to action.

You really have to warm them up in some way.

A drip campaign allows you to give every person who subscribes to your list an idea of what it means to be a part of your tribe and ecosystem. You can do this with a series of emails, usually a couple emails a week over the course of 2-3 weeks, but do whatever works best for you.

A drip campaign is not about the ask.

Focus on offering value. Then, by the time a new subscriber has gone through the two or three week process, they already love you, they already feel that you are speaking to them and that they are the right person to be receiving your emails, and they are already warmed up to receive those asks, whether you're asking for a testimonial, a share, a purchase or whatever it may be.

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

1. Sell To Them

When you think about selling to your list, the first thing you think about is selling your own product. That's definitely true. You can continue to sell your existing products and any future products, but there are other opportunities to sell to your email list as well.

Specifically, you can sell them other people's products.

Once you have that list of customers and you understand who they really are and what their needs are, you can meet those needs with numerous different products.

Sticking with the nerve pain example, you may discover that a lot of your customers are older people and a majority of them are men. Once you get an idea of who they are, that gives you a greater ability to find other products that could help them, which you can then sell to them as an affiliate and get a commission on those sales.

This way, your list becomes its own cash-generating vehicle.

Many sellers who excel at this call their list their personal ATM because you can basically hit up your list any time and get cash back. As long as you're adding value and people aren't unsubscribing because they feel like you're constantly sucking them for money, you can continue to sell to them.

It's pretty amazing. It's evergreen.

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

1. Sell To Them

The secret here is to use what Gary Vaynerchuck calls the “jab, jab, jab, right hook” approach. You constantly need to be adding value to these folks and making them feel like you are adding value to their lives, not subtracting. If every email that you send is an ask, they’re going to unsubscribe or simply stop opening or reading your emails.

If you’re adding value to their lives somehow and they enjoy being on your email list, you’re more likely to monetize them. You can add value by giving them helpful information like the white paper on ten ways to reduce nerve pain.

Another great way to add value is by telling stories. People connect with stories more than anything else, so tell stories that then teach. This will be especially valuable if the story is from you or from another customer. You don’t have to write a novel, just share little things that happened to you during the day that somehow connects to them or to a lesson learned.

The bottom line is to add value. If you keep doing that, you can continue to sell to your list.

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

2. Get Them to Market For You

A certain portion of your subscribers are going to really love you. There is usually a small minority of every list that ends up opening every single email right away and responding all the time. Those people are really interesting because they are the ones that will usually market for you for free!

One easy way to get your email list to market for you is to send out an email asking for a video review/testimonial of them using the product in exchange for a discount code. While this may not be something that you would do personally, you will have customers who will do it.

The easiest thing for them to send back is a text testimonial that you can use in marketing, but the most powerful thing is a video testimonial because that's what you can use for retargeting in Facebook campaigns or anything else.

You could also put these testimonials in your check-out flow to help convert so you don't have dropped cards or you could put them on a special place on your website.

And it's not just video testimonials that you can get from your email list. You can also source product photography from them, have them share your product on their social media accounts, or refer other customers. You could even have them take part in your referral or affiliate program themselves to help out their friends who also fit your customer demographic.

There are unlimited ways that you can utilize this email list to get your loyal customers to market for you.

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

3. Get Data From Them

If you want to launch a new product or line of products, the best people to tell you what the ideal next product should be is your ideal customer. Instead of guessing or using online tools, you can now just ask your people. And people do open these emails and answer them.

For example, there is a company that sells their products at cost, but you have to subscribe to get them – like an organic online BJs. In the beginning, they only sold bathroom products like shampoo, toothbrushes, facewash, etc. Their strategy was really interesting because they went really deep when it came to sourcing data from the customer to create new products.

They sent an email with a great subject line and inside was a message that made their customer feel important and emphasized how much they valued their input. They then said that they would love it if the customer would impact their company by telling them what they wanted next.

Once the customer clicked the link, they would find a survey about a towel with five deep questions all about a towel.

The company used the responses that they got from all their customers to generate a spec for them to send to their supplier. They could say, “For the towel product that we’re releasing, here are the specs: we want it to be thin or medium thickness, we want it to be super absorbent, not plush, etc.”

HOW TO USE YOUR LIST TO GROW YOUR BUSINESS

3. Get Data From Them

Without that data, they would have only been guessing.

And that's just one piece of data that you can get from your customers for new products. You can get all kinds of data from them. Anything you want to know about your ideal customer demographic, you can now just ask them.

This completely changes the game.

If you are really successful at connecting with your email list through stories and by delivering value, they'll want to participate. They'll really want to have a two-way relationship. So, when you have that call to action in your email, like, "Hit reply and let us know, etc." people will do it because they feel an emotional connection with you.

WHY BUILDING AN EMAIL LIST IS A PRIORITY

If you have considered building an email list, you have likely dealt with the question of whether or not it's worth your time to invest in learning how to build a list and then actually doing it.

Should you just keep focusing on what is already working, like selling on Amazon?

Why should you build a list right now?

Here's why: There is a difference between a rented marketing channel and an owned marketing channel.

If you think of a channel as a repeatable way of acquiring customers, Amazon certainly qualifies as a marketing channel, but you can never own the traffic you receive from Amazon. Amazon is a rented channel because for every sale that you make, they take a percentage. More importantly, you can get kicked out of Amazon. You aren't in control.

The same thing can be said of Google. If you have a website that receives high levels of organic traffic, you may be doing well at the moment. However, Google can change their algorithms at any time and plummet your rankings. They set the terms. You aren't in control.

With an email list, you are in complete control. You own it. You call the shots.

It is your list, no matter what.

WHY BUILDING AN EMAIL LIST IS A PRIORITY

Even in the worst possible scenario where your email provider blocks you from using their services, you can still take your email list and go to a new email provider. You're not going to lose your list. You will always have an opportunity to get people to pay attention to what you offer.

You cannot be careless about how you use your list, though. You have to take care of the list because it takes care of you and your employees. If you do things right, it will continue to function as that personal ATM where you can send an email out and the money comes in.

If you decide to sell your business at some point, that list has value. Real value. A business that has an email list is much more valuable than a business that doesn't have one simply because of the unlimited opportunities and added security that a quality email list affords.

If you are considering the next initiative for your business to diversify, decrease risk, and secure your company, you should absolutely consider creating a customer ecosystem that you own by building an email list.

It's also likely that once you start utilizing an email list, you'll discover that it doesn't take as much time to create great email content as you might think. If you're not the type of person who can just sit at the computer and write out a long email or blog, try recording your thoughts and sending the audio to someone to transcribe it. This way, all you have to do is review it before you send it out.

WHY BUILDING AN EMAIL LIST IS A PRIORITY

It doesn't have to be a whole new job for you.

Again, if you just implement the basics, having an email list will make your business a much more valuable. If you're looking to exit your business at some point in the future - which everybody should be - then an email list is vital.

If you don't own any type of customer ecosystem, your business will be a much higher risk investment because the buyer will be banking on renting your traffic and will have no way of owning the customer ecosystem. If somebody like Google or Amazon changes the rules, that traffic could disappear and take your business with it.

Put simply, having your own customer database is essential for building a solid business.

HOW TO PURCHASE A BUSINESS WITH A STRONG EMAIL LIST

One final approach that will give you immediate access to a strong email list is to simply buy a business that already has a strong customer ecosystem.

A lot of people struggle with building an email list from scratch, so if you have cash, buying a business will get you the list quicker. But don't go to email brokers, look for real businesses that have real customer email lists.

Sometimes, the people who are selling their business don't even realize the value of what it is they are selling. They may just think that the value of their business is in their product and the intellectual property they have created.

On sites like [Flippa](#), business owners will tell you all about the product that they have poured all their money into making, but somewhere in a bullet list at the bottom they will mention that they have a customer email list of 50,000 addresses.

If you've learned anything from this information, you should know to zoom in on that bullet point: 50,000 email addresses is a very interesting prospect. If they're selling for \$50,000, which is common on sites like Flippa, that's \$1 an email.

If you know that your current email lists are generating profits of \$2 per email and you have a hunch that this new business has an email list with a customer demographic with buying intent that is similar to your own list, investing \$50,000 is a no-brainer just to pick up that list.

HOW TO PURCHASE A BUSINESS WITH A STRONG EMAIL LIST

This can be such an easy decision simply because the moment that you have access to those 50,000 customer and can offer them what you offer to your list, you'll be making \$2 in profit per email and you've only spent \$1 to get each email address to begin with.

Now, a hunch is not always good enough to deploy \$50,000, so you can still do some additional risk assessment. For example, when you're doing due diligence (which is a very open-ended process), you can request to send one email out to their list. They can have the chance to approve the email ahead of time, but you want to check if the list is real.

When there's a prospect of an exit, what's one email to them?

Send out a legitimate offer with your product to gauge the list to see how they engage. Compare open rates, click-throughs, and purchases. If they meet the 10-10-10 rule – 1000 open, 100 click through, and 10 purchase, you likely have a good opportunity on your hands.

You'll also want to use apps like [GlockApps](#) to ensure that emails are being delivered to inboxes. Then, look at the numbers, look at the purchases, look at the amount of profit that you made, etc.

That way, you have a good idea of whether or not this new list is on par with the performance of your current list and if it is really truly worth the amount of money that you think it's worth. With that kind of information, you can choose to go in and deploy the \$50,000 with a lot more certainty.

HOW TO PURCHASE A BUSINESS WITH A STRONG EMAIL LIST

Investing the \$50,000 upfront saves you the time you would have spent building your list and letting it grow over time. It's an accelerant. Whether you already have a business and want to make it grow or you're starting out and want to get a jumpstart on your business, one of the smartest investments you can make is in a strong email list because it will give you automatic customers.

And if you can quantify how much that list is worth to you and how much you can make off of it, you can get a financier to finance that purchase. If you know that it will pay off over time, that's a decision you make without upfront cash that pays off immediately.

It's worth your time to go beyond the hunches and assumptions and get the data to back up your instinct.

LET US JUMPSTART YOUR LIST FOR YOU

Judo Launch is now launching a beta version of a launch add-on that allows people that do a launch with us to keep over half of the email addresses of the people who receive your products.

This is one simple shortcut that will jumpstart your list building that you can use when you run launches for products on Amazon through Judo.

The best part about this service is that these are emails of people who already have the product in their hands. These are the best kinds of emails to have because they come from your ideal customer.

Anyone who wants to try it can email Chris directly at chris@judolaunch.com to be a part of the beta program and be among the first to test out the launch add-on.