



Sells Like
HOT CAKES

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

KEY SECRETS TO
BUILDING AN
EFFECTIVE CLIENT LIST FOR
AMAZON AND SHOPIFY BUSINESS

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Hello, friends, and welcome to our new video from Sells Like Hot Cakes. Today we are going to talk about one of the most important things in your ecommerce business, and I cannot stress this enough, this is probably one of the biggest assets that you have in your business, and that is your list. Yes, your own list of emails of your customers.

And here's what you'll learn today:

- ***Why email list trumps social media and is MUCH MORE EFFECTIVE***
- ***The Pitfalls of sole dependence on Facebook or Social media; It's not going to be pretty if you fall in one of these pits!***
- ***The IMPORTANCE of having a list; Guys, the advantages are NUMEROUS!***
- ***Like to be in CHARGE? Then give yourself complete CONTROL and use your website to build a list for yourself.***
- ***If you prefer the easy way. Learn about AUTOMATED services ready to do the work for you.***
- ***How you can use Facebook to BUILD your list.***
- ***Learn about other PLATFORMS your can use to BUILD your list***
- ***A SECRET Facebook HACK that'll make it difficult for your visitors to forget you.***
- ***BONUS TIPS and So MUCH MORE!***

No matter what people say that social media is the king, it's still one of the biggest things that you might have is your own email list of your customers. Because you know, guys, Facebook, Twitter, Instagram, it's all good, yeah, you can collect subscribers and you can create fan pages, but you are not in a direct control of your list. If you have a Facebook page, you cannot just mass mail all of your 2000 subscribers or likes telling to buy your new products. You can do it with email list in a few clicks and get tons of sales "on demand"!\

You are just at the mercy of Facebook and you even have to pay for Facebook ads if you want to try to reach your own people who like your page. Also, Facebook can close your page at any time if they don't like what you do. Selling golf clubs? Your competitor can send false copyright infringement report to facebook and your



page is gone for good without investigation even if you did nothing wrong! Facebook just does not care and like to stay away from any law suits.

So having fan page, a twitter and facebook channel is of course good, and of course, it's helpful, but having your own list that you control, it's much safer and it's highest priority for you. You still need to have Facebook and other social media, but having your own list is the number one priority. Before I teach you how you can do it, let me just show you some of my lists, so you can see that I know what I am talking about. Here is one of the mailing providers that I use.

You can see, over the last year, I have built tons and tons of different lists for different products. Completely legally, never purchased any lists or did any spam! Some of them are really big, like 100,000 people; some of them are rather small. The amount of people that I collected is really, really big. For every niche, for every product that I have, I try to build a list of the customers. I cannot stress this enough, it's really important to be in control of your own business and your own list; this is probably your biggest asset.

Trust me, me and my team have been working in this niche for a long time and this is true; especially with Amazon. The main problem with Amazon is that Amazon is not providing you with emails of the customers who buy your products. You are not allowed to ask the customers for emails or to send them links outside of Amazon, so Amazon is not a source for your list building. How can you build your own list for your Amazon and Shopify business? Let me teach you how to do it step-by-step in this video.

Why do you need your list? For example, if you have your second product launch, you can quickly email your list and tell them about it. Another reason, if you are giving give-away coupons and you want to ask people for reviews, you can easily do it with your list and you don't need to rely on any external shady Facebook review groups or review sites. You are in control, you have full relationship with your list, and most important, these people are already targeted; they are interested in the niche you are selling in.

This is because if you are just giving away coupons on the review sites, you just get random people who buy everything cheap and they are not necessarily your customers and they will not buy in the future from you. But if you build a list of targeted customers, then they will gladly buy in future if you release another product from the same niche. This is a really huge asset and I hope you understand this by now.

The best thing of your list is that it's money on demand. You send a newsletter asking people to join, give them 20% off, and suddenly, you have cash in the pocket. You just press a button, you have a list, and then you have cash. It's that easy, guys. I hope I convinced you by now how important having the list is. Let me show you how you can build your own one. Actually, there are three ways to build your own lists.

The first one is probably the most complicated one, but it gives you full control. You can build your own website and then create a squeeze page that collect people's emails, for example, in return for discount coupons. Then you create a



follow-up sequence using AWeber or Mailchimp. If you watched some of our other videos from Sells Like Hot Cakes, you already know how to create your own website or your Shopify store, so probably you already have a website.

If not, you can do it by checking some of my helpful videos. Then with a little bit of coding, you can put AWeber or Mailchimp opt-in form code onto your website and then install a welcome email and a follow-up sequence that will give people coupons and ask them to purchase your product, for example, or to be for review for you. And remember you always need to promise some bonus or gift or lead magnet like special PDF report to get their email.

Nobody will bother to just join your plain and dull “corporate newsletter” these days, people are sick of useless spam and promotions from companies. Be personal, act from first name, establish relationship and don’t be formal! Send messages like you talk to a friend, with a customer’s first name, not addressing people in masses like “Hello dear subscribers”.. Instead, “hi Jess.. It’s me again.. Just wanted to tell about the new product that I spent last 6 months creating and I think you might want to review it, so here is a special discount coupon for you to get it 20% and thank you for being my loyal customer... Please make sure to send me a message after you get it with your experience”. Friendly things like this work much better than corporate boring newsletters.

Another way is much easier, it’s using fully automated services, like AMZ Promoter, that will help you automate the whole process if you don’t have a website yet. In this way, you get a landing page from AMZ Promoter and then you drive traffic to it, and I’ll show you how you can easily do it. It’s a really nice and quick way to get your landing page created if you don’t want to create your own site yet which will take more time. The third way to build your list is from a Facebook group or a Facebook page, which is a rather limited way, like we talked earlier in this video.

You’re not in full control of your list this way. Yeah, you might have a page with a lot of likes, but guys, there’s no way for you to simply just mass mail all of these people. If you make a post on your Facebook page, it doesn’t necessarily get viewed by all of the people who liked your page and you will have to pay for Facebook ads to get the attention of the people who liked your page. Also, you’re not getting emails of these people, so this is a rather limited way.

That’s why I suggested you only do it in addition to the previous two ways and not as a main source of your list. Here is how you can create your list with those services that I just mentioned like AMZ Promoter. The first step for you is to create a landing page; it’s also called a squeeze page or an opt-in page. You see on my current slide, this kind of page you can get from those services which gives you a nice, simple page with a counter that says that your coupon deal is expiring, the product image and discounted price, and a button which, if people click, they have to put their email and then they will get a code to buy a product with a discount.

You create this page with those services, and then you need to install Facebook Pixel because it will help you later with retargeting and Facebook ads. Also, you need to prepare to give away discount coupons in return for people’s emails. If you



are not sure how to create discount coupons, you need to watch one of our other videos where we discussed it.

The next step is for people to put their email, and in return, they're getting a discount coupon, which they should redeem on Amazon.

This is fully automated, so this is really easy to make. Basically, what you get from this is the email of the customer plus, hopefully, a sale on Amazon and you start building your list. The next step for you is to set a welcome email and a follow-up series for the list that you created. As your list grows, it's very important to have a strong follow-up series installed. Usually one email per day is the best at least for the first three days. Then you can do one email per week.

The welcome email should be welcoming the list to your group, for example, giving also your Facebook page link and your website link and just information about you and your business and your product so you start building a relationship with your list. Try to keep it informal because people don't like formal, boring newsletters from big corporations; they just want to see that you are a real person. Use your first name, use a photo of yours, say, "Here is me with my kid."

This is my home business. I'm creating this awesome product. I'm really excited to have you in my group and that's why I am giving away 100 units of my awesome garlic press for this special Christmas sale. Here is your coupon. Again, if you haven't purchased yet, please hurry. Here is the link again. Please complete your purchase if you haven't done so." Then, if people complete the purchase, you can move them automatically to a different group and follow-up with them asking for reviews, for example, in one week or so after they get the product.

It's very important to follow up. This is fully automated with those services. During the follow up you can also send them helpful info like "Secret cooking recipes for gourmet garlic dishes". . well you get the point 😊 The next step for you is to start driving traffic from Facebook ads. You can create Facebook ads, for example, something like, "Today only, save up to 70% on this beautiful necklace. Or garlic press.. whatever.. Free one-day shipping," you show product images, big discount, it's a great deal for Valentine's Day, something like this... or "Are we crazy to give away this amazing Garlic press 75% off? Find out why, click here..." And if they click "shop now," it's very important that they go directly to your landing page and NOT to Amazon because, remember, you want to collect the emails first before driving them to Amazon or giving any coupons.

I hope this gives you an idea of the Facebook ads for discount coupons. This can also be a Facebook ad for some sort of contest that you are running, which will drive also great attention and clicks. Get something expensive that is loved in your niche, like super kitchen mixer 5000 worth of 499 and offer a chance to win it for all people who buy garlic press with your coupons... Or like in case of our Shopify Pet store, offer some cheap but attractive gifts like "Dog safety tag" for all customers who will buy a dog freesbee set with special coupons from you!

Make sure to show people the VALUE of your promotion to make it work. Let them understand it's a great deal. Aside from Facebook, you can also use blogs in your niche and social influencers. For example, you can use youtube bloggers and



Tomoson, which is a collection of mommy bloggers who have some sort of Instagram, Pinterest and Facebook followers. All of these sources will help you to drive traffic to your landing page and start building your list.

One more idea is to reach your competitors selling similar related products and offer them to promote yours via amazon affiliate program and some sort of monetary bonus so they will make money and help you too! Lets say they sell surfing gear and you sell surfing gloves, so it can be a win+win. Plus you build the list along the way. Also reach the targeted facebook groups from your niche, become a part of the group, get a reputation of the expert in the field and later promote your product there too, don't just spam the groups!

The next step for you is to start doing Facebook retargeting. What retargeting means is simply that Facebook starts showing your ads all over again and again to people that visited your page. They track those people by Facebook Pixel that you placed. To start retargeting, you simply create a custom audience in your Facebook ads. I don't need to waste your time explaining this because you can just Google retargeting Facebook ads and you will get a lot of material from Facebook itself explaining step-by-step how you do retargeting.

This is really important to do retargeting because cold traffic conversions will be less than 1%, so don't expect huge sales from Facebook ads instantly. If you don't do retargeting, a lot of people will simply forget about you. That's why retargeting is really important for your list and a strong follow-up series too so you keep enforcing relationship with your list. The seventh step is to use a follow-up series that we talked about to ask for feedback and reviews and also to upsell your future related products as well.

It goes without saying that, if you ask for reviews, of course you cannot ask for reviews in return for a discount (that's not allowed by amazon policies) or you cannot ask for only five-star reviews, but you can still ask people if they loved your product to share their honest review and a lot of people will do it. This is a great and honest way to get reviews as well. The advanced trick here is to give them some sort of a poll. Asking if they liked the product or not and giving several options.

If they click they like, you forward them to amazon review page.. if they click they did not like you just forward them to your support page so they don't leave you bad reviews 😊 and instead just help them get refund. Here is a bonus tip about building your list, guys. What you can do is also create a contest for a hot, trendy item in your niche as the main attention grabber or magnet then upsell your own product with discount coupons on the back end.

For example, you can purchase some \$200 or \$300 hot product that is really desired in the niche that you are selling in. A flying hoverboard? A drone? Virtual reality set? Whatever the hot big thing is... Then you can start a contest and one of the subscribers, a lucky one, that makes a purchase of your own smaller product, gets a chance to win a big thing.. They just need to buy your product which is smaller and not expensive of course, plus it comes with the discount, then they become eligible to win your big special prize.



This will give you more conversions for your smaller product, plus it will build your list quicker. I hope, guys, you appreciated the details of this video and I hope I stressed enough how important it is for you to have a list. I hope you start building your list and thank me later because nothing can be better than just waking up in the morning, typing a short email, clicking send, and then checking your account filling with new sales and cash coming in. It's really cash on demand.

So build your list and prepare to be amazed. I'll see you in the next videos. If you like these video, don't forget to share, subscribe, and hit like. I really appreciate it. Thanks for watching, see you soon.