

- segmentation: coaches, experts, course creators & online business owners who STILL don't have a profitable email list of 2,500 engaged, ready-to-buy subscribers
- Entrepreneurs who've struggled to gain traction with their list building efforts no matter how many epic posts they write, how many podcast episodes they produce, or how many dollars they throw at Facebook ads hoping Zuckerberg will throw some traffic back their way.
- Entrepreneurs tired of wasting precious time and energy, getting overwhelmed with outdated methods that may have worked in 2015, but now are way too overused.
- Entrepreneurs who despite taking course after course, have failed to gain traction on what they KNOW is their business' most foundational area of growth. And...
- Entrepreneurs, who despite the temporary setbacks, recognize that there's still no getting around this "list building" thing, and are therefore still motivated-as-heck to finally achieve the momentum and growth they know they need...

- moment of highest tension:

coaches, experts, course creators & online business owners who STILL don't have a profitable email list of 2,500 engaged, ready-to-buy subscribers

Every day, with credit card in hand, THOUSANDS of your most valuable potential customers opt-in to someone's email list with the hopes of having their most urgent problems solved. question is...

Are they opting in to yours?

Your current list building strategies feel random at best, draining your energy while failing to attract a steady stream of leads that would make any of that hustle feel worth it...

You've probably been asked this dozens of times.

Maybe even HUNDREDS.

By business coaches, potential partners, mastermind groups and concerned spouses.

They ask it with the best of intentions.

But even still, it can land like an A-bomb to an entrepreneur's fragile psyche.

Especially when you're already skating on thin ice, doing EVERYTHING you can to gain traction, yet unsure how many more hits you can take before the ice cracks and you fall back into whatever world you just left behind.

So...what's the question?

How many people do you have on your list?

The 5 Reasons You're Still Stuck With a Chronic Case of List Envy

You're overwhelmed and distracted by all the tactics and strategies.

You're a permanent resident of tech hell

Sporadic is your middle name

Being afraid of paid traffic

You're still building an email list

- moment of highest pleasure:

Growing a Profitable Email List of Future Buyers Is Easier Than Ever

But maybe you didn't know that by building your email list using the **3-Step Stacking Method** that I'm about to share with you, you'll also have the power to:

- Have the solid foundation to start profiting from all those exciting and powerful strategies you keep hearing about (webinars, funnels, surveys, joint ventures, etc.).
- Quickly validate (and even pre-sell) new products BEFORE spending hundreds of hours creating it.
- Enjoy a boost in revenue just by matching your audience to existing programs that match their needs (otherwise known as Joint Venture partnerships).
- Attract higher profile guests and influencers for your podcast or blog that can help you grow your reach even faster.
- Possess a powerful and consistently growing asset that can literally generate revenue on demand.
- Answer with confidence when potential partners or collaborators ask you: "How many people do you have on your list?"

sacred cows with sour milk:

email n.1: the exclusively empowered call out

subject line: is this my place? is your seat already taken? is this where you belong?

Hi there!

Just wanted to shoot you a quick reminder.

Tomorrow we're gonna unleash our 100% revisited and updated _____.

You will get your hands on the nitty gritty on how to grow your list from zero to hero in a matter of weeks.

Y'know..

... the type of content that answers for you once and for all the question most asked by coaches and worried spouse : how many people you have on your list ... all while you cash in on boatload of new subscribers ready to take out their credit cards to prove it!

... the ultimate strategy that rises your confidence and ability to get new subs on auto pilot and leaves behind the land of worries and anxiety created by random tactics and plug ins the gurus tell you to install .

What? Lead magnets are NOT the holy grail of lead generation? what about all the 78 so-called strategists that pick the 87th tutorial out of their hat on the matter??

Are you still with me? Good. Mark tomorrow as "all day event" and be with me at the opening of the gates ;)

- Thanh Lan

email n.2 : what this says about you

subject line: Thanks for confirming. Here's what that says about you...

Hi < first name> ,

On behalf of hundreds of digital entrepreneurs out there I wanted to take a quick second to thank you for signing up for _____.

You should get up and running in no time.

But first.

Let's address the elephant in the room.

As I tested myself what it feels to be stuck with a stagnant email list that doesn't grow *fast* I know you could have doubts in yourself and have to endure "turning-grey-hair" questions such as : how many people do you have on your list?

At this point you surely are :
...overwhelmed and distracted by all the tactics and strategies.
... a permanent resident of tech hell
...Sporadic is your middle name
...Being afraid of paid traffic
... still building an email list

All I can tell you is that this is normal.
You're NOT alone.
And if you stick around, you'll soon know how to expertly navigate your way through it.

Here's why I'm hopeful for you, <first name>.
Despite all the challenges in front of you, you still FOUND this page and had the courage to put your name and email in that tiny box .

This already tells me 3 things:

- You don't want to give up despite the 325 techniques you have already tried
- You have the solid foundation to start profiting from all those exciting and powerful strategies you keep hearing about
- You are still motivated-as-heck to finally achieve the momentum and growth they know they need

I'm proud to have you in the family.

I can't wait for you to get practical guidance from the 3-step stacking method that will transform your list-building efforts and bring home subscribers ready to become buyers.

Much much more to come.

Set your eyes on Module 1.

Talk to you soon,

- sign off -

email n.3: the pre-launch

subject line: it took just 3 steps... what about you?

I'm writing to you today to tell that I know you have been bullsh!tted on how difficult , scary and alone list-building is.

"I'll write an epic post with a dedicated lead magnet and subscribers will come."

... and then?

... what really happens?

... you keep struggling to gain traction with your list building efforts

... despite taking course after course, you have failed to gain traction on what you KNOW is your business' most foundational area of growth

Well. what can I say...

Building a list of soon-to-be buyers is still a hard job.

And yet, it's also...

... fun , easy-to-follow as one , two, three :)

List Builder's Lab 2.0 is live.

- Have the solid foundation to start profiting from all those exciting and powerful strategies you keep hearing about (webinars, funnels, surveys, joint ventures, etc.).
- Quickly validate (and even pre-sell) new products BEFORE spending hundreds of hours creating it.
- Enjoy a boost in revenue just by matching your audience to existing programs that match their needs .

Start digging the course today. Take it for a ride and get to the first "aha" moment . Go on, I'll wait.

Take care,

- sign off -

email n. 4: the anti-launch launch

subject line: List Builder's Lab 2.0 is live (but don't call it a launch)

In case you missed it, we just opened the doors to our Course.

An awesome crowd of entrepreneurs , coaches and course creator have already punched its one-way ticket to list-building glory.

Those fine folks are set to start generating subscribers from the first few lessons alone.

To call it a "launch" would be a terrible misunderstanding.

Cause here's the thing...

Nothing has actually "launched."

Here's what I mean by that...

- You've struggled to gain traction with their list building efforts no matter how many epic posts they write, how many podcast episodes they produce, or how many dollars they throw at Facebook ads hoping Zuckerberg will throw some traffic back their way.
- You are tired of wasting precious time and energy, getting overwhelmed with outdated methods that may have worked in 2015, but now are way too overused.
- despite taking course after course, you have failed to gain traction on what they KNOW is their business' most foundational area of growth. And...
- despite the temporary setbacks, you recognize that there's still no getting around this "list building" thing, and are therefore still motivated-as-heck to finally achieve the momentum and growth they know they need...

See? Nothing has launched for you.

You're knee deep in it.

- Have the solid foundation to start profiting from all those exciting and powerful strategies you keep hearing about (webinars, funnels, surveys, joint ventures, etc.).
- Quickly validate (and even pre-sell) new products BEFORE spending hundreds of hours creating it.
- Enjoy a boost in revenue just by matching your audience to existing programs that match their needs (otherwise known as Joint Venture partnerships).
- Attract higher profile guests and influencers for your podcast or blog that can help you grow your reach even faster.
- Possess a powerful and consistently growing asset that can literally generate revenue on demand.

- Answer with confidence when potential partners or collaborators ask you: “How many people do you have on your list?”

Glad we could get that all cleared up.

When you're ready, here's your chance to take everything you're ALREADY doing, and make it up to 10X more profitable.

-sign off -

email n.5: the point of no return

subject line: Going on Holiday vs Gasping at your email list

The doors of List Builder's Lab 2.0 are now open.

But whether or not you join...

... you're still going to build your email list

... you're still going to craft and put out that lead magnet that the gurus told you is going to explode your list numbers and your ROI

... you're still going to wonder why you're growing one subscriber here , one subscriber there with no significant importance.

And whether or not you are going forward or backward with your business, if you are expanding the number of your employees so that you scale and delegate the tasks you're not good at... Taking those two extra weeks of vacation ...

Will all be a result of what happens in the moments after you hit *send*.

No pressure ;-)

But here's where you have a choice.

We could erase the last 7 days pretending that you've never got these emails

... you could go back to the good ol' days, which would like to something like this:

"Ok, I'll just churn out another random post, because , yeah, people will flock as soon as they realize how much effort I put for them in a post I write once a month... at best "

"I can't believe it's Thanksgiving again and my mother in law is judging me all the way from Ohio and the other side of the table because I can't show off a shiny new car.. what don't they understand that this all internet thing takes so much effort!? No wonder why I get sweaty and shaking when finally my wife's sister asks me with a sense of condescension in her eyes : 'how many people do you have on your list?' "

... the good ol' days, uh?

Glad we're graduating out of that ;-)

Here's your second option:

You can leverage the hard-earned insights you've integrated into your synapses over this past week.

... Have the solid foundation to start profiting from all those exciting and powerful strategies you keep hearing about (webinars, funnels, surveys, joint ventures, etc.).

... Enjoy a boost in revenue just by matching your audience to existing programs that match their needs (otherwise known as Joint Venture partnerships).

.... Possess a powerful and consistently growing asset that can literally generate revenue on demand.

Just some food for thought.

Cause whether or not you join List Builder's Lab 2.0..

...you're in for the long ride in the digital world.

Time to play the game with a strong asset.

- sign off -

email n. 6: the upgraded FAQ

subject line: **Burning Q's**

Your Fellow List Builders Asked Before Grabbing Their Access Info On The Next Page

Q:I've seen list building courses sell for \$1,000 or even \$2,000. Is List Builder's Lab a "lighter" version of those?

Nope. I've seen them to.

And it makes no sense to me.

Building your email list is FOUNDATIONAL.

The whole point of building your email list is so that your business can start to generate consistent revenue which you can then (if you so choose) re-invest into other advanced trainings that take your results and revenues even further.

That's why with List Builder's Lab, I want to give you EVERYTHING you need to build a powerful list of engaged, will-be buyers at an investment that your business can actually afford right now.

If anything, List Builder's Lab is a more comprehensive, up-to-date, and easy to follow implementation program than the ones that sell for 3-5X the price.

Q:How many hours will I be scheduling in every week to get awesome results?

List Builder's Lab is a self-paced implementation program, meaning you can work as many or as little hours as your sched allows.

A good rule of thumb would be an hour per week watching the lessons, and another 3-5 putting them into action.

(pretty much the same amount of time that most entrepreneurs spend in "figuring-it-out" mode).

But here's the thing...

As you'll find, List Builder's Lab is designed for rapid implementation and sustainable momentum.

Meaning, as you stack up the wins and start waking up to new subscribers every morning...

You'll WANT to keep going.

You'll WANT to speed through List Builder's Lab as quickly as you can.

You'll WANT to make it the first thing you jump into after your epic morning routine.

Because as you'll soon see, list building isn't a chore when you know *exactly* what you need to be doing to get amazing results without any wasted effort.

It's actually one of the most fun and satisfying things you can do in your business.

Q:Is this for beginners?

List Builder's Lab is a **foundational program**.

It's for entrepreneurs who are getting started with their list building efforts AS WELL as seasoned online entrepreneurs who feel their list growth is stagnating (inconsistent flow, little or no engagement), and want to quickly get up to speed on the most current, "what's working now" strategies that they've struggled to keep up with.

Unless you already have a massive (and constantly growing) list of engaged subscribers, List Builder's Lab will be an essential tool in your business growth arsenal.

Q:Is List Builder's Lab REALLY at the cutting edge of "what's working now"?

List Builder's Lab has been re-worked from the ground up to include detailed execution plans of all the exciting new strategies you've been hearing about, but have been too overwhelmed to actually implement.

By the end of the program, you'll have successfully integrated a custom mix of fresh strategies like Facebook Live, Instagram Stories, Snapchat, Facebook Ads, Challenges, and so much more.

Q:That's great, but are you sure I won't get confused or overwhelmed?

Pinky swear :-)

I've spent the better part of the last year engineering the **PERFECT 3-Step List Building Stacking Method**.

The result:

You get access to the most powerful, advanced, "what's working now" list building strategies, packaged and sequenced in a way that maximizes momentum and eliminates overwhelm.

You're not gonna do "all the things, all at once".

You're gonna follow the super detailed, step-by-step implementation lessons, rack up the wins, and gradually become a world class list builder leveraging the same tools and strategies as the experts you've looked up to for so long.

As long as you promise to follow the strategies in their proper order and resist skipping ahead (I know, easier said than done), I promise to keep you on track.

Q:I really want to dive in - but I'm afraid I'll get distracted and lose focus.

Let's talk about "distraction" for a second.

You don't get "distracted" due to a lack of focus.

You get distracted when you don't see a visible payoff to your efforts, and are FORCED to search frantically for the next "thing".

When you follow the **3-Step List Building Stacking Method**, you won't have to wait weeks before starting to see a payoff.

You'll start racking up the wins from Week 1, which will keep you focused and motivated to keep compounding and growing those wins in the coming weeks and months.

Q:What's the return policy?

We're gonna make a little deal, ok?

head nod

I'm 100% committed to List Builder's Lab being the ONLY program you need to successfully kickstart your list build efforts -- and watch them skyrocket in the coming weeks and months as you advance through the **3 Core Stacks**.

If you know who your audience is, have a way to serve them, and are committed to giving this your best shot -- then **I promise you, you WILL succeed in List Builder's Lab**.

And if you can show me that you've gone through the three stacks, did the work, and still haven't experienced exciting growth that inspires you to keep going, I insist that you reach out within **60 days to get 100% of your investment back**.

email n. 7: the perfect for you if...

You're ready to achieve brag-worthy wins inside List Builder's Lab if...

- **You're just getting started with your list building efforts**, and want to make sure you absolutely NAIL IT right out of the gates by using only the most powerful, easy-to-follow, "what's working now" list building strategies.
- **You've been trying to build your list for months (or even years)**, but haven't attracted the numbers you were hoping for (currently less than 2,500)... and the people you DO have on your list are mostly disengaged freebie seekers who pull a disappearing act whenever you have the courage to make an offer.
- **You already KNOW who your audience is**: Sure, you may make some small tweaks as you go through List Builder's Lab... but for the most part, you know who you're serving, and have a good idea about how you want to serve them.
- **You have no problem investing a couple hours per week** as long as you know that every bit of energy you invest is a strategic and meaningful step forward in owning a profitable, and consistently-growing email list.
- **In fact, you're ALREADY investing time and energy** doing things like writing epic blog posts, designing lead magnets, dropping truth bombs on social media, and other things you keep hearing you "need" to be doing. Only problem is, without a clear strategy that ties them all together, you've experienced nothing but discouraging "why the heck do I even bother" results, followed by crippling overwhelm around what to do next.
- **You care about what's working in 2017, 2018 and beyond**: You get skeptical when others start dishing out list building advice that may have worked for them back in 2014 when the rules of the game were different and the world was less noisy. That's why you appreciate how List Builder's Lab teaches you how to use the most current strategies that the experts use (hello Facebook Live, Instagram Stories, Paid Ads, Pixels, Retargeting, Funnels, Email Sequences, etc.)... without getting too ninja too fast, or making things inaccessible or confusing for folks doing it all for the first time.
- **You're aware of all the profitable doors that will open** up once you have an engaged and constantly-growing email list. You know... profitable JV partnerships, speaking engagements, podcast appearances, pre-selling your next product, etc. And you're DOUBLY excited that you will make sure you know how to elegantly re-direct your new leads into an automated funnel or product launch that converts subscribers into sales.
- **You're excited to try the 3-Step List Building Stacking Method**. Even if you've been side-tracked and let down before, you're currently feeling a wave of renewed optimism, knowing that by this time tomorrow, you can be plugging yourself into an easy-to-follow yet super effective methodology for catalyzing your list growth, and compounding the wins every single day.
- **You feel confident grabbing your access details knowing you have 60 Days to test it out**: It's simple. Either you do the work and experience more profitable list growth in the next 60 days than you have in your ENTIRE entrepreneurial career... or

you shoot me and my team a quick message asking us to hit undo on this whole “let’s quickly grow your email list” experiment.

Did you catch yourself nodding your head?

email n.8: the final warning

subject line: about what happened 7 days ago...

7 days ago...

you embark on this journey with me

to take your skills and burning desire to better people's lives...

... and take to the next level and build a subscriber-maker machine...

You asked me to show you that no matter how many times you've stumbled before...

That it was still possible.

And flat out PROBABLE when given the right tools and system.

7 days ago..

you gave me the permission to reignite your passion.

While giving your inner skeptic every reason to step down.

You asked me to rapidly **transform your earning potential into your earned reality.**

While you can answer for the first time ever with new confidence to the question :” how many people do you have on your list?”

7 days ago...

You asked me to stack the deck in your favor.

To give you EVERYTHING you need to to confidently take the next big step.

While stripping away all the things that sidetrack you from the mission.

5 days ago you asked me to change your life.

Permanently.

And in 5 hours...

We'll both know just how much you meant it.

(sign off)