

Read today's interview with pro blogger and six-figure business mind [David Risley](#)



Please introduce yourself to our readers...

My name is David Risley and I've been blogging for a living for over a decade now. I got my start as a technology blogger and built that up into a six-figure business. Today, while still running that, I am now focusing on showing other bloggers how to turn this craft into real online businesses and monetize the real way.

When, how and why did you get started with blogging @ [DavidRisley.com](#)?

A couple years ago, I decided I wanted to branch out into something other than tech. My real passions had evolved more into Internet and business stuff. At the same time, I was an avid reader of other blogs about blogging. However, I felt they were missing the boat and not really getting down to business, as evidenced by the fact that so few bloggers really successfully turn "pro" at this. So, I decided to start my own blog about it, drawing from my long experience in the biz.

What is your experience with list building so far?

In my business, list building is a core fundamental and I think it is a shame that so many bloggers out there are not building lists. I went for a few years not building a list on my tech blog (PCMech.com) and I curse all those lost years of progress! When I finally connected the dots and started building that list is when the business actually started moving from hobby to real business. Today, list building is always a consideration for everything I do.

What are the TOP areas I should concentrate on when building my list first time?

The "sell". Realize that you have to sell people into the idea of joining your list even though there is no money changing hands. So, give them something really good to entice them onto

the list. And use some ad copy with the giveaway to draw on their sense of curiosity and mystery so it really draws them in and earns that opt in.

Do you have a formula for writing subject lines that get opened?

Not really. I just ask myself - would I open it? Again, draw on the sense of mystery or curiosity, and give it some punch so that it stands out in the sea of email they inevitably have in their inbox.

What would you say is the one most important thing you've learned about writing openings?

Be personal and real. You want the email to be like it was from a good friend. Secondly, realize that the only job of the opening is to get them to read the next paragraph.

What about getting clicks?

Interestingly, I find that often the shortest emails get the most clicks. We're talking about a sentence or two, packed with curiosity, then a link. With a good enough draw, they practically can't keep themselves from clicking on it unless they are so jaded that they've already got one foot in the grave.

So how do you make money with your list[s]?

I do some affiliate marketing, but primarily I promote my own products with the list. I also be sure to build that relationship and give them good content more often than I sell to them. So, often, I'll email them just to tell them about my latest blog post and entice them to read/comment. But, it really bugs me when I see these traditional internet marketers literally NEVER email their list without promoting something for sale. To me, that's a bit sleazy. Where's the value?

Who are you learning from or getting inspiration when it comes to writing your emails?

I kind of do my own thing, however I am subscribed to a bunch of email lists in my niche so that I can monitor what they're doing. Too many to name, really.

What are your list building plans for the future? And what do you expect others do once they finish reading your interview?

I plan to keep doing it, of course. By providing solid content and really getting my brand out there in my market, I'll draw people into my blog and into my squeeze pages for getting onto my list. I'm also going to be conducting a few more product launches this year with affiliates, so that always helps expand the list, too.

As for people reading this interview, I just say "Get Busy". There is absolutely no rocket science to list building. It is all common sense. The biggest prerequisite is not letting grass grow under your feet and just get busy.

Thank you for sharing your list building wisdom with us!

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