

Today's interview features Australian entrepreneur, [Yaro Starak](#)



Please introduce yourself to our readers...

My name is Yaro Starak. I operate from a home office or a laptop while traveling. I draw on my experience and passion for web business to teach others how to build and manage successful Internet enterprises.

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

I began Entrepreneurs-Journey.com officially in January 2005, however I started blogging three months before that on a proofreading blog for my business at the time, BetterEdit.com

The blog was simply something I wanted to test first as an SEO tool, then decided to do it as a hobby and share what was in my head about entrepreneurship and internet marketing. It grew from there.

What is your experience with list building so far?

I began my first list in January of 2006, a full year after starting blogging. At first my list grew slowly, but eventually after doing some launches and releasing some great free reports, it started to rapidly increase. Today I have almost 100,000 subscribers.

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

Focus on creating a "gauntlet" of content emails. This is a series of content focused lessons, which go out automatically after a person subscribes to your list. These emails build relationships and give your subscribers value, so when you do ask them to buy something from you, they trust you.

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

Not specifically a formula, just some good rules I've learned from years of sending out emails. I find the best headlines are short, focus on curiosity and are all about the one person receiving the email, not about you and not written as if you are talking to many people - it's just the one person.

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

You need to grab the attention of your subscriber quickly, so I find telling them a major benefit they will have as a result of reading your email or clicking the link you are presenting works well.

Telling stories really helps, but sometimes just a really short email works best because long emails tend to be ignored if people don't have time.

What about getting clicks?

To maximize clicks I recommend you include as many as three links to the same page, one at the start, one in the middle or towards the end of the message, and one in the P.S. Sometimes you have to ask people multiple times to take an action.

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

I make money by recommending quality affiliate offers and selling my own courses. I also drive traffic back to my blog, which contains advertisements that sponsors pay me money to display.

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

I learned the most from Eben Pagan or his alter ego, David DeAngelo. I also admire Frank Kern for how succinct he is. Between these two guys you have a great example of how to use compelling short and long emails.

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

My list grows by about 100 new subscribers every day thanks to my reports and blog, so I don't need to do much to keep the machine running. However you enjoy massive list growth when you do a new launch with affiliates, so I try and do one or two of these a year at least.

If you want to learn more about how I use my blog to build my list, I recommend you watch my free video here - <http://www.conversionblogging.com>

Thank you for sharing your list building wisdom with us!

Codrut Turcanu

<http://www.ListAdvice.com>

* **List Advice** is the first **email marketing blog** dedicated to **helping entrepreneurs build lists that make money**.