

PLANNER

HOW TO ADD
100+ NEW
SUBSCRIBERS TO
YOUR LIST IN 30
DAYS



STEP ONE: THE #1 THING YOU NEED TO ATTRACT NEW SUBSCRIBERS (DON'T EVEN TRY TO SKIP THIS STEP!)

Wishful thinking that your website visitors will remember your URL once they leave your site is NOT how to market your business! How frequently have you walked into a room and forgotten why? With all of the internet's distractions, do NOT rely on people to remember you.

Instead, give those web visitors a reason to leave their email addresses with you to stay in touch. Once they grant you permission to contact them again, you can customize your offers and make more sales. The more you stay in touch with your email list, the more your audience will know, like, and trust you, thereby increasing your sales and overall revenue.

First, sign up with an email marketing provider. Gmail or Yahoo Mail isn't a professional look and those platforms won't allow you to email many hundreds or thousands of people at once; instead, you'll become known as a spammer and your email account may become disabled.

Research email providers that allow tagging and look at their autoresponder options. Tagging is a simple way to segment your list based upon their interests in your business. If you offer an array of services or programs, you can tag customers based on what they purchased OR which opt-in they claimed.

An autoresponder allows you to schedule prewritten emails to be delivered at certain intervals. This option is especially useful if you want to offer an ecourse or if you offer evergreen information to your audience.

After you're signed up, it's time to brainstorm your opt-in offer. What value can you offer people to before they hand over their email address? Take some time to think this offer through because simply saying, "Sign up for my newsletter" or "Get my updates" are not enough to warrant interest in joining your list. You need to attract the RIGHT people to your list, so customize your offer to the type of person you want to serve.

Most importantly, think about how you can solve a specific problem with a short piece of content and provide your ideal clients with a quick win. Most frequently these offers are in the form of an eBook, but you can certainly offer an audio, a checklist, or templates. More important than your format is the solution you're offering. Identify your audience's struggle, supply 3-5 tips for resolving that struggle, and you'll attract subscribers who are hungry for more answers.

Keep in mind, you're not giving away all of your trade secrets. Your 3-5 tips are simply a glimpse of what you have to offer. It's a way to bring new people into your circle of influence and woo them into your programs or into your private coaching calendar with your expertise.

Exercise: Brainstorm a killer opt-in offer.

What value can you offer people?

Choose one SPECIFIC problem to tackle.

Provide a solution via a piece of content that will give them a quick win.

What 3 tips will you provide?

What information can you provide?

i.e. "How to Write a Hot Headline" vs inspiration

How will this offer benefit your audience?

Exercise: Decide what type of opt-in to create.

Which format will your audience use most?

- Educational guide
- Checklist
- Swipe file
- Template
- Video series
- Mini trainings
- Webinar
- Livestream
- Subscribers exclusive
- Quiz
- eBook
- Audiobook/file
- Challenge
- Other: