



**FAST
TRACK**

YOUR

SUBSCRIBER LIST

IDEA GENERATOR

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FAST TRACK YOUR SUBSCRIBER LIST IDEA GENERATOR

In this idea generator, we will share ways you can build a list for free. You should select the ideas that appeal to you and your target audience and implement them. As you begin finding the methods that work, build upon those.

To grow your business, you must have a list of subscribers. This list should comprise your ideal client or customer. These will be people who need a little more nurturing to turn them into buyers. Respect your people on your list, as they are people who want to hear from you.

Remember to select one at a time to implement. Make adjustments as needed.

Take Action

Determine that you will consistently work on growing your list. Use the tools and resources you have to build your email list. Begin with executing one action step per day. As you establish the habit of working on your list, add new measures to your plan, and pay attention to what works and what doesn't. Adjust along the way. You won't move toward your goals by standing still.

Plan Your Content

You should create an editorial calendar to plan your blog and social posts. Include your content needed for email marketing efforts.

Coordinate your blog posts, social posts, and email-based on a monthly theme, launch event, or universal topics that are useful to your audience. An email can simply be an announcement of your latest blog post. Your audience will get used to hearing from you, which will drive traffic to your site.

Tell Stories

Successful businesses today rely on storytelling to help audiences get to know, like and trust you. Stories sell. Stories show you are a person, just like them. Not every email you send will be a story. However, when creating your content, you should incorporate storytelling. Sharing a funny thing that happened and how it related to your business is a method you can use.

Ditch 'Feeling Like an Imposter'

Have you ever felt as a business owner that you didn't have the knowledge or what it takes to be successful? That no one would benefit from what you have to offer or that you didn't have the right degrees to be successful?

Many business owners, at one time or another, have had these same thoughts and feelings. Your experience qualifies you to share and teach your message. Don't limit yourself by saying, "I'm no expert." If you don't have all of the answers, chances are you know where to find them.

The more you acknowledge your experience, the more your confidence will build. Stepping out of your comfort zone allows you to reach out to more people and promote your business.

Host a Webinar or Master Class

One of the best ways to show off your expertise and personality is to host a webinar or produce a series of videos. With more people working globally, time zones can make attending 'live' webinars a challenge. Seeing you on video allows them to see whether or not your style works for them.

Use an evergreen webinar, which simply means the ability to offer the same webinar over and over. You can use the webinar as an incentive to get their email information.

Share a Free Video Demo or Presentation

If you do not feel comfortable being on the video, you can do a presentation or demonstration. Demos are perfect for showcasing a tool you use all the time. If you have a membership site, give a tour of the member's area.

You can use PowerPoint slides into a video SlideShare. Add your voice over, add an intro and outro, and include your opt-in link.

Create a Quiz

A quiz is a powerful tool for any business owner. They're a fun way to grab your audience's attention and gather essential information from them. They are relatively easy to create, and you can collect more insight into their needs and pain points.

After completing the quiz, the person gives you their email information to receive their results.

Step Out of Your Comfort Zone

Your comfort zone can keep you stuck in place. Your business is doing well, but without stepping out of that comfort zone, your business cannot grow.

Step things up a bit and try new ideas and thoughts. A calculated risk by trying a new strategy is an excellent way to start. As always, when trying something new, analyze the results and tweak as needed along the way.

Ask What Your Client/Customer Needs

Before spending time and resources creating new programs and products, ask your customer what they need and want.

Build a feedback email into your monthly or quarterly series. Create an online survey and promote it on social media, your blog, and your emails.

Once you receive the responses, you have a better idea of what they need you to produce.

Unplug for the Weekend

Whether you feel the need or not, take a weekend off. Your brain needs a rest from the online world. It is essential to set your business boundaries, especially with your clients reaching out to you on the weekends.

Unplugging allows you that devoted time with family, friends, or just yourself. Enjoy the calm and peace. Take time to do something fun. Even one day unplugged, can make a difference in your mental state.

Uncover Your Lost Creativity

An under-acknowledged perk about unplugging for a day or two is that you will feel energized and creative. Finding ways, including disconnecting, regularly, will overall help you relieve stress and have some fun.

Rediscover an old hobby, take walks in the park and overall enjoy your life. The choices are unlimited, and you may very well discover your next big idea while enjoying yourself outside of work.

Let Your Competitors Inspire You

Take the time to research and see what your competitors are doing in their marketing efforts. Of course, you are not going to copy them. Get inspired and create a new strategy.

Check out their websites, social profiles, and opt-in offerings. How can you make yours better? How can you improve your programs and products for your audience, clients, and customers?

Answer Questions & Participate in Groups

It is essential to be active and present in your social media groups and forums.

Answer questions and get involved in 'conversations. Ask questions or ask for feedback. Follow the group's rules regarding links and promotions, so you don't get kicked out. On promo days, promote your opt-in freebie. If you find that your current groups aren't serving your needs, search for other groups to join. Be selective, so you are not wasting your time and effort.

Use a QR Code on Printed Materials

QR Codes are the black and white symbols used in mobile marketing and store large amounts of information. To get that information, the user scans the QR Code with a scanner or smartphone.

They can redirect people to websites, YouTube Vides, or a Facebook page. Your email opt-in landing page can also be a target. Many people will have QR Codes printed on business cards or printed brochures.

Be Approachable and Authentic

The word 'authentic' gets used a lot these days in the business world. It is a vital part of doing business with integrity. Forming genuine relationships with your followers and prospects begins with authenticity and being approachable.

Being approachable means being a regular person that is willing to answer questions for those who see you as an expert. Genuinely authentic people don't pretend to be perfect. They share their stories, often sharing their faults or weaknesses, to demonstrate that they overcame things and that they can help you do that too. These stories connect with people and show that you can learn from their mistakes – and success.

Add a "Share with a Friend" Option

Word of mouth is a great way to grow your list. Add a share with a friend button at the bottom of every email you send out and ask them to do so by ending with a clear CTA (Call to Action). Not everyone will forward your email, but it never hurts to ask, especially if you're writing about a hot topic in your industry.

Host an Email Challenge

Challenges are popular these days, and they are straightforward to host. Simply map out your challenge, including the number of days, then create your emails in your autoresponder, set up a Facebook group for live interaction, and begin promoting.

The only way someone can join the challenge is to opt-in to your email list. If you continue to send valuable information, they will remain loyal followers and potential customers.

Write Emails in a Conversational Voice

The tone of 'voice' matters when you write because people cannot see your face or hear your voice, so write carefully to build a relationship.

An easy tip is to write your emails as if you're speaking to your best friend (or mother, sister, uncle, etc.). Don't write in a formal style. Online writing is more casual, especially in emails.

Have a Conversation, Not a Sales Pitch

Making sales, as well as adding new subscribers to your list, isn't about making a sales pitch. Consider the process as having conversations with other business owners, some of whom will need what you have to offer.

The idea goes back to forming relationships instead of just closing sales. If you nurture the relationship and genuinely learn how you can help your prospect, then they will remain loyal to you for years to come.

On the other hand, if you only pitch for sales, you won't build that trusting relationship, and your prospect may not feel confident in what you have to offer. A salesperson only cares about their sales, not your needs.

Be Consistent and Keep Giving

Set up an email schedule that works for you and your audience. The key is to stick to it! Staying in touch is a win-win for you and your subscribers. They will remember you, and you will get to know them better.

Continue to find ways to give your audience what they want, whether that is free information or paid products. When they see you providing them with what they need, that will make a lasting impression.

When considering relevant affiliate offers, make sure you are confident in backing them. Your reputation is on the line every time you use an affiliate link.

Share social posts that make a difference in your community. Look for ways to serve your audience better, and they will become loyal fans – and email subscribers.

Growing your email list is not just a numbers game. It's about building a relationship with your audience. Put time into helping them achieve the results they want, and you will be successful.