



**FAST
TRACK**

YOUR

SUBSCRIBER LIST

WORKBOOK

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Table of Contents

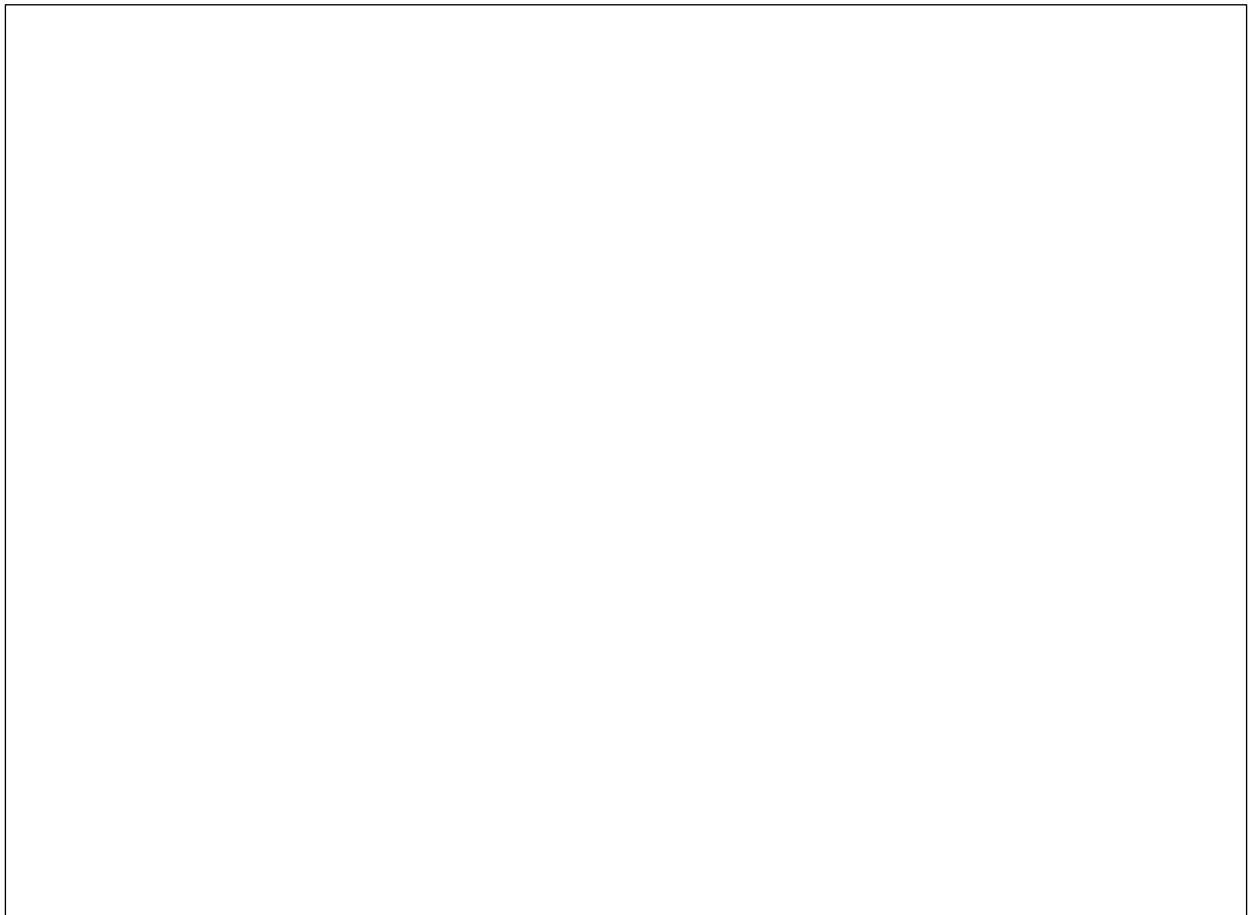
Introduction.....	3
Step 1.....	3
Step 2.....	4
Step 3.....	5
Step 4.....	6
Step 5.....	7
Step 6.....	7
Step 7.....	9
Step 8.....	9
Step 9.....	10
Step 10.....	12
Step 11.....	12
Step 12.....	12
Step 13.....	13
Step 14.....	13
Step 15.....	14
Step 16.....	14
Step 17.....	15
Step 18.....	15
Step 19.....	15
Step 20.....	16
Step 21.....	16

Introduction

Use this workbook to begin your list-growing strategy.

Step 1

Research autoresponders with the features you require:



Sign up for your account.

Set up your list.

Review the CAN-SPAM Act.

Step 2

Brainstorm some ideas for your opt-in incentive.

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Choose a format:

<ul style="list-style-type: none">• Worksheet• Planner	<ul style="list-style-type: none">• Audio File• Video	<ul style="list-style-type: none">• eBook• Template
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Choose a pain point that's important to your audience:

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Step 3

Use evergreen content to create your freebie.

Check your hard drive for content you already have.

Interview an industry leader via video or audio. List potential people:

Purchase new PLR (Private Label Rights)/Done-for-You Content.

Step 4

Create a Promotion Strategy and Schedule

How Often?

Social Media Platforms (List the social media accounts you will use):

Interviews/Podcasts (List people to reach out to):

Your blog promo schedule:

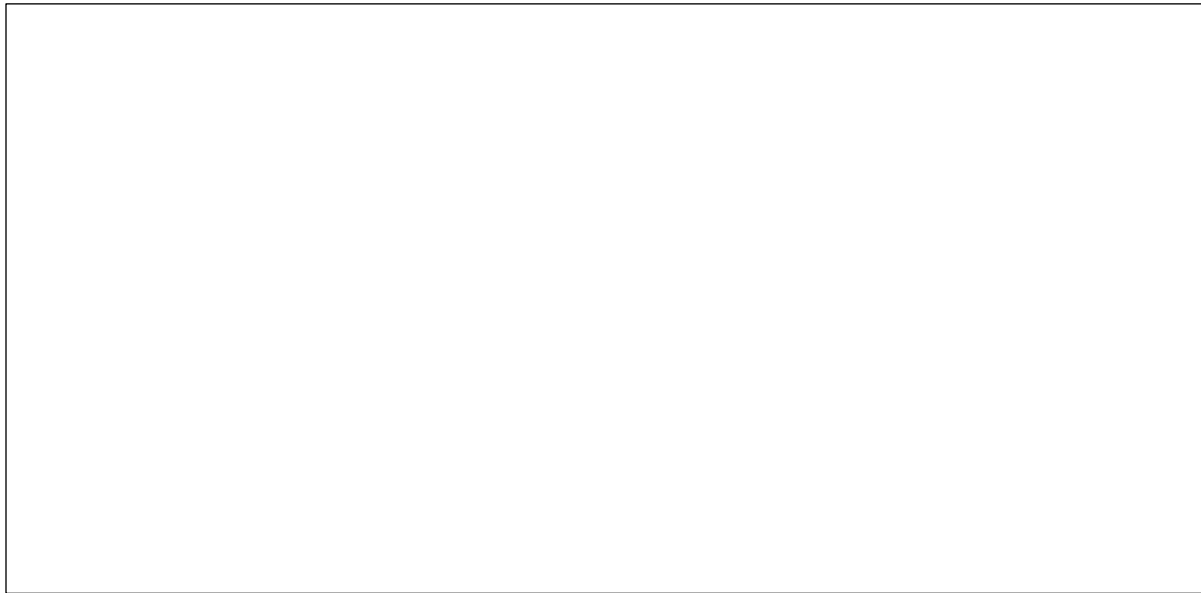
Current email list schedule:

Step 5

Create a landing page for your opt-in offer.

Does your current website theme have a landing page template?

Brainstorm content for the landing page:



Step 6

Create dedicated landing pages for each of your social media platforms. This step is optional. However, it is useful if you are customizing your freebie to each social platform.

Brainstorm strong calls to action (CTA).



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Brainstorm the benefits of your opt-in incentive:

Brainstorm catchy taglines:

Alternate text for the button instead of 'Submit':

Test your opt-in link to be sure it works!

Step 7

Add CTA (calls to action) to your blog posts.

Decide between writing a CTA or creating a graphic. Written copy for CTA:

Need a graphics person? Ask for referrals and set up interviews.

Step 8

Brainstorm content upgrade ideas:

Do your social followers prefer something different than your general opt-in gift?

Step 9

Research guest blogging opportunities.

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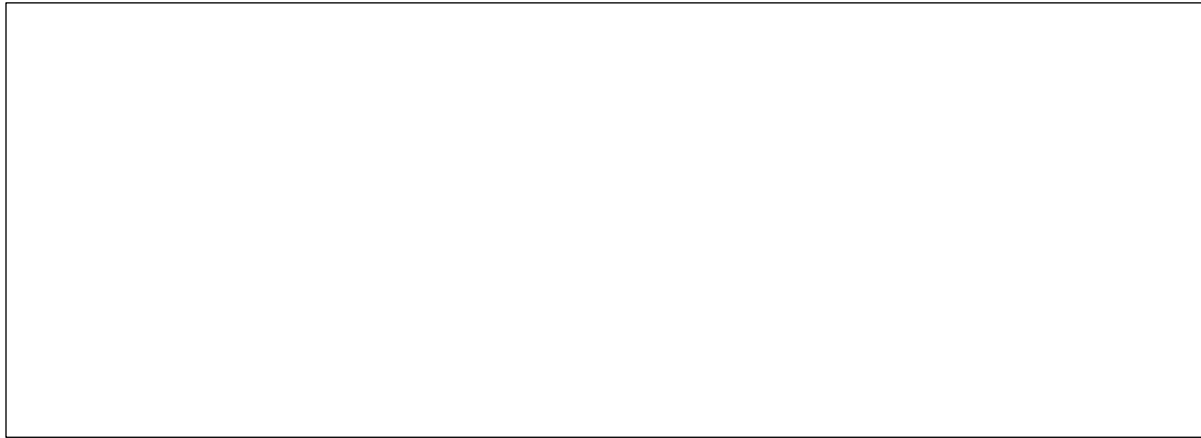
List influencers to contact:

Content plan for each site:

Schedule deadlines:

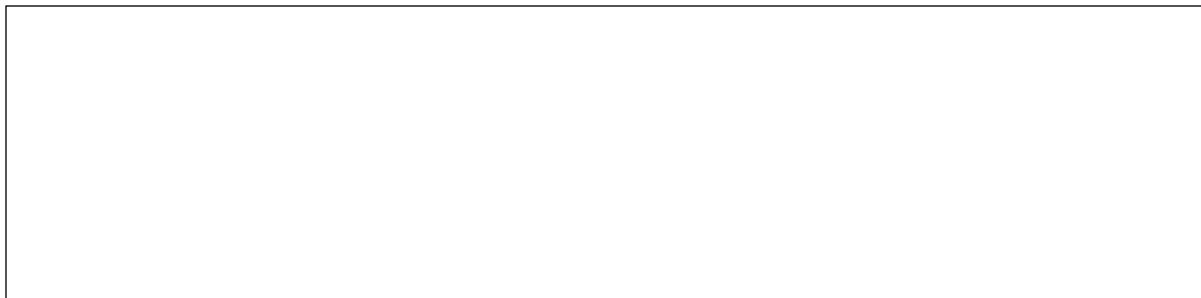
Step 10

Research social media schedulers:



Step 11

Decide if you want a pop-up. Research the options:



Step 12

Give your Facebook business page a facelift.

- New cover art: 820 pixels wide and 312 pixels.
- New profile photo.
- Custom tabs/subscriber tab.

Step 13

Determine if you want/need to run a Facebook contest or giveaway.

Prize ideas:

Do you want to use a third-party app to run your contest?

Research:

Step 14

Plan your contest promotion/publicity.

Where:

How frequently?

Step 15

Use Facebook posts to drive traffic to your blog/website.

Which blog posts are most popular?

How frequently will you post?

Step 16

Use Facebook Live to drive traffic to your opt-in.

Brainstorm Live topics:

What equipment do you need to go Live? Where will you publish the video replay?

Step 17

Give your Instagram profile a facelift.

- Cover art: 1080 x 1920 pixels.
- New Profile photo.
- Gorgeous, eye-catching photos.
- Put the opt-in link in your bio.
- Create a master list of hashtags.



Step 18

Give your YouTube channel a facelift.

- Cover art: 2560 x 1440.
- New Profile photo.
- Organize your descriptions and bio with keywords.
- Add an opt-in link to every video description
- Sort your videos into playlists for easy searching.

Step 19

Create branded opening/closing slides with CTA and opt-in link.

Slide design ideas:

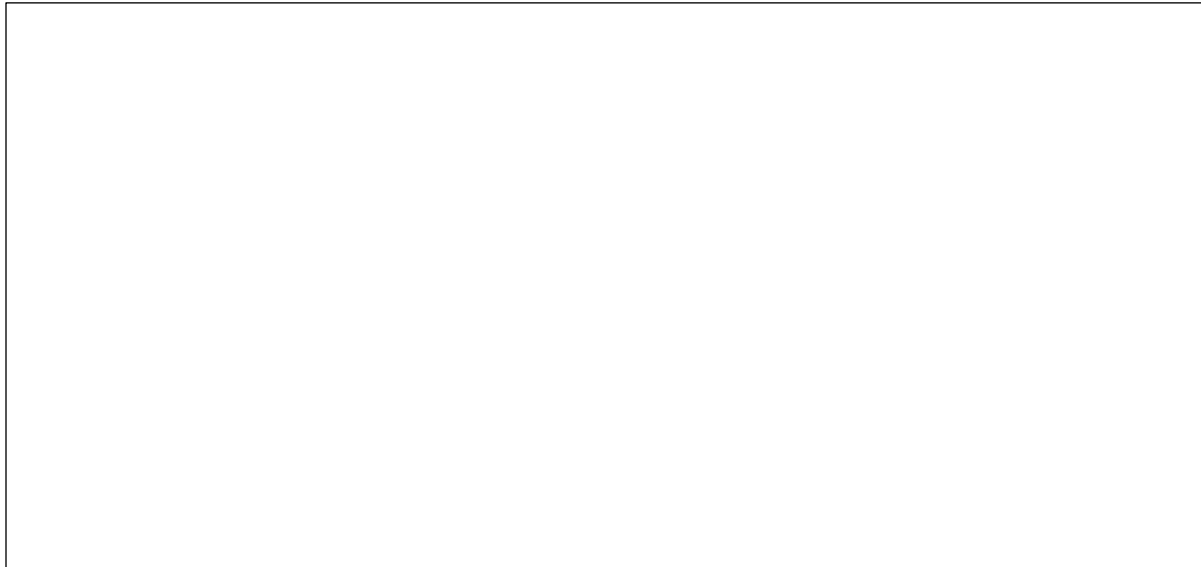


Step 20

Determine if you want to learn video editing or if you need to hire a specialist.

Ask for referrals, if you want to hire someone.

Research video editing software:



Step 21

Give your Pinterest business account a facelift.

- Edit cover art by editing your profile and choose to display your last pins or a specific board.
- New Profile photo.

Create pins

- It should be eye-catching and easy to read.

Sources for royalty-free photos:



- Optimize your descriptions and bio with keywords and opt-in link
- Make all of your photos and images 'pinnable'.
- Add your opt-in link to every pin description.