

HOW TO **GET MORE**

SUBSCRIBERS

CALENDAR



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Calendar

Week 1

Monday

Assess your current status with growing, maintaining and engaging your responsive list.

Write any steps, strategies or ideas generated in the Workbook:

Document your process:

Tuesday

Research the top niche influencer's (at least 3) Facebook feed to see the type of interaction people have there.

Questions asked by followers:

Talk about:

Ask about:

Praise:

Wednesday

Determine the goals for your business.

If you do not have an autoresponder, begin research to choose one for you needs. Keep in mind what will work for your business as it grows.

Set up your account and take any training offered. TIP: Outsourcing this project to a professional familiar with the autoresponder set up.

If you have an autoresponder, review to make sure you are aware of the latest news and updates.

Subscribe to your autoresponder's official blog.

Thursday

Write a basic email series to include:

- Thank You letter
- Welcome/Download letter
- Third Day reminder:
 - The download that is available to the new subscriber
 - Your Contact information
 - Your way to answer any questions/how to get help

- You should have at least 5 emails with content to help nurture and build a relationship with your new subscriber.
- Proof your emails.
- Upload them to your autoresponder.
- Create your sign-up incentive (optin).
- Test your emails (process it through your autoresponder).

Friday

Review your tasks this past week. Note what needs to be carried over next week.

Review your notes of any new strategies that you can explore.

Finalize your opt-in incentive. Find the single gift that your ideal subscriber would find helpful and valuable.

Week 2

Monday

Complete any tasks carried over from Week 1.

Tuesday

Determine how you will develop landing pages:

- Use your web theme
- Use a service that builds landing pages
- Use a plugin
- Use a list management suite or shopping cart

Write content and build your landing page for the free gift.

Have your branding in place:

- Your company colors
- Your profile, book or logo image
- Other images that matches your message

Upload your email series and landing page.

Test the series before publishing.

Wednesday

Write social media posts about your sign-up gift topic (single point).

Write a blog article about your sign-up gift topic (single point).

Publish both.

Thursday

Create a daily list building plan.

Schedule time to write posts (at least one per week).

Create a list of topic ideas for blog and social posts.

Make a list of resources, links and tips to share with your ideal subscriber.

Schedule time to write your next email series.

Begin planning a product you can introduce your subscribers once your current series is complete.

Friday

Review your week. Either complete tasks not completed today, or place those on next week's schedule.

Check your blog comments, email responses for the week.

Review your social feeds. Comment and respond to any new comments, likes and activity.

Begin your process for creating your new product. Place on next week's schedule time to complete your new product, if applicable.

Week 3

Monday

Review list building resources or services.

Sign up for new resources or services you have selected.

Learn how to use them, or outsource to someone familiar with the resources or services.

Tuesday

Review your autoresponder's report for statistics, signups, unsubscribe, problems and feedback.

Create content for your newsletter.

Verify your blog post schedule is being met. Schedule time to keep writing new content for your blog and social posts.

Wednesday

Create a sign-up form for your email newsletter.

Create a Facebook page for your blog.

Include a tab for your Facebook page to send visitors to your preferred blog page or landing page.

Notify your subscribers about your new newsletter:

- How often they will receive it.
- What it will contain
- How it will benefit them

Thursday

Work on going through your list of resources, set up and complete or update any tasks to be completed:

- Website pop-up opt-in
- Facebook Page sign-up tab
- Social media cover images and backgrounds
- Twitter pinned post
- Your Signature
- Author/Bio resource box
- Website about page:
 - An author bio that is your personal story that resonates with your ideal subscriber

Share today's posts (social and/or blog)

Comment, respond and interact with those who engage with you.

Friday

Review your week's list building activities: what do you need to tweak, if anything.

Complete your missing tasks.

Comment, respond and interact with those who engage with you.

Week 4

Monday

Find and follow influencers you want to connect with – ones your followers will also relate with and ones you can see yourself joint-venturing in the future.

Begin interaction with them, in a natural way.

Share today's social and blog posts.

Comment, respond and interact with those who engage with you.

Tuesday

Research and select a reliable stock photo source.

Create a dedicated image folder.

Find and download ideal images for your upcoming scheduled social and blog posts.

Continue developing content to deliver to your list.

Comment, respond and interact with those who engage with you.

Wednesday

Review your list building set and forget content to confirm you have content prepared.

Must have:

- Powerful headlines and subject lines that emotionally resonate with your ideal subscriber
- Clear, irresistible calls to action

Comment, respond and interact with those who engage with you.

Thursday

Brainstorm and outline your next product or 'gift'.

Plan and create a new email series to continue for your existing list.

Create a broadcast email for your next product or gift.

Create the landing page for it.

Share today's social and blog posts.

Comment, respond and interact with those who engage with you.

Friday

Review your month of list-building activities:

- Have you taken care, of set up and optimized all of the essentials?

- Have you developed a good mix of list-building strategies that you enjoy?
- Is your new community active and engaged?

Share today's social and blog posts.

Comment, respond and interact with those who engage with you.

Track and review your results.

Celebrate your new subscribers!

Plan for the NEXT month of successful, exciting list building!