

HOW TO **GET MORE**

SUBSCRIBERS

WORKBOOK



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Introduction

This is a printer-friendly and fillable form document.

Use this idea generator to develop best-strategies for building a strong, engaging list of your ideal clients.

List Building can seem so difficult and mysterious. It is imperative to use creative strategies to make it feel natural and authentic.

As long as you focus on your ideal subscriber, the strategies are powerful and effective.

Idea 1

Pop-ups

Review pop-up plug-ins or apps to use. Even if you are using something right now, it may not be yielding the results you wish to achieve. Change things up a bit and consider trying something fresh and new. As always, test and analyze this crucial step in building your list.

Here are some examples of pop-up types:

- Entry pop-ups
- Exit pop-ups
- Appears after a visitor has been on your page for a specific length of time
- Floating or fluid pop-ups that are set to appear anywhere above the fold on your site
- Lightboxes
- Popups that appear when a visitor takes a specific action (such as clicking on your pricing options)
- Ribbon pop-ups that appear at the top of the screen

Get the right tool for your pop-ups that give you what you need.

Idea 2

Landing Page

Most of the time, people send visitors to their Home Page on their websites. If you do this, make sure it is a true Landing Page.

Surprised that a landing page and home page are two completely pages? You are not alone in using your home page as a landing page, so you need to change that.

Using the 'solve one problem with one solution' is what your landing page should focus on.

When you give visitors too many options, you stand a chance of them taking no action. Target people with simple issues by creating a landing page directly provides opting-in as the only choice.

Your Sidebar is NOT a Landing Page

Do not rely on a sidebar sign-up box. This sidebar should be viewed as an exit strategy only. It cannot be your primary sign-up strategy.

Idea 3

Calls to Action in Your Graphics

Never, ever post an image quote without including a call to action within the graphic or accompanying it. Brand it with your site URL.

This also means infographics, cover images, photos, and diagrams. Make it natural and timely.

Idea 4

Include a Call to Action in Your Sign-up Gift

Even if you do not have a 'next product' ready, recognize that your sign-up gift is an excellent place for maintaining your subscriber on you and your offerings.

You can encourage that the subscriber to shares their experience with their people. Have your sharing buttons active and easy to see.

Give the opportunity to lead them to the next best solution.

Idea 5

Use Sharing Buttons

Guess what? You can place sharing buttons on every post, gift, landing page and email! They are not just for websites.

Idea 6

Affiliate Contests

If you have affiliates, recognize the goldmine they can be. Provide them with rewards, recognition and cash.

Make it easy for affiliates to promote you.

Idea 7

Arrange a Giveaway

This is a great – and fun – way to expand your reach with niche-mates.

Idea 8

Create a List

'101 Ways to Help My Subscribers' is a great document you could offer to your visitor or for your own inspiration when you feel stuck on how to pay attention to your own list building.

Example of ways to use:

- Write a post
- Create a product
- Share on Facebook
- Find a resource they can use
- Decide what to do for them next
- Write an email series
- Ask a question to your list

Idea 9

Create a Mini-Course

Once you begin building your list and you are tracking feedback, use it to create a seven-part email mini-course and create a landing page as your next follow-up series.

Email mini-courses are ridiculously easy to do and take less time and preparation and resources than putting together a webinar.

The key is to make it have a way to measure the result or achievement at the end of the course.

Idea 10

Archive Tips and Image Quotes

You should have a separate section on your website for these items and each time your post or send an email tip or image quote created by you, archive it in its respective section.

Periodically direct followers and subscribers to these sections, once you have built a decent amount of collection of tips and image quotes.

Idea 11

Create a FAQ Page

When a follower or subscriber asks you a question, add the question and the answer to your FAQ page.

This is an excellent way to become the 'go-to' resource for your ideal subscribers and be seen as that go-to person in your niche. You can use the Tips and Quote Images in your Archives. The questions can be used to create new posts, products or incentive gifts to build your list.

Idea 12

Create a Media Page

Make it very easy for potential JV partners and niche-mates to learn more about you and your business by creating a media page with essential details you. List all areas you have been 'seen on': includes podcast interviews, guest blogging, webinars, books written, etc.

Idea 13

Focus on Your Ideal Subscriber

Sometimes we forget the 'easy' or 'basic' concepts that should always be about the ideal client (subscriber). Everything we do in our business should always be with our ideal subscriber.

When composing your About Page bio or sharing images of triumphs, it all should relate how you are the solution for their problems and needs.

It's not about overabundance of gushing about yourself and your achievements, but about showing the visitor what they can achieve. It is about helping them reach their goal.

Idea 14

Pre-Sell

A smart strategy to execute your next launch is to begin 'talking' about it on your site and social media platforms.

Begin with social posts, blog posts and emails.

Ideas of how to do this:

- Ask for feedback
- Share the creation process
- Feature impromptu, short polls
- Tell your story
 - WHY you wanted to create it
 - WHAT you hope it will do (for those that invest in or download it)

Idea 15

Buzz Creation

Along with the ideas above, consider:

- Create a product related to your upcoming promotion, one that will enhance people's enjoyment of it or provide a taste of the complete product or program
- Create a Facebook Group around the specific topic the product, event or package will address

Idea 16

Conduct a Survey with and Incentive

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Don't just send out surveys: **Promise people something delectable** in exchange for answering your survey.



We've created our Simple Quiz Engine to build robust surveys that you control completely on any Wordpress site.

Create simple quizzes to convert traffic. Quizzes are HOT! Using a simple quiz, you can ask your customers what they want and deliver exactly that while giving them great content too.

Check out how Simple Quiz Engine works here: <https://NAMS.ws/sqe>

In fact, you can see exactly how we're using it with the [NAMS Assessment](#) and delivering a personalized business assessment result.

Idea 17

Create a SlideShare Presentation

SlideShare is an under-rated way to share content. It is highly effective, if you prepare a strong presentation on an in-demand topic.

(Check your Tips, FAQ or Image Archives for ideas.

The key to using it to grow your subscriber list. Always include a call to action and link to your presentation. Add another specific incentive, for example "Seven More Tips on XYZ".

While this process can look challenging or time consuming, you need to have a plan in your strategy plan to build your list!

Look at your list this way: once they have opted-in, they have shown they are already interested in YOU by opting-in. They have pre-qualified themselves as a strong potential to be a buyer.

Begin with these ideas and generate interest in who you are and what you provide. There are many opportunities, tools and strategies out there to choose from. Now, get out there and build your subscriber list.

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