

HOW TO **GET MORE**

SUBSCRIBERS

WORKBOOK



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Introduction

This is a printer-friendly and fillable form document.

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

Step 1

Commit to Execute List-building Activities Daily

Review your social insights and tracking to discover how your social media engagement are doing.

Document them below:

Which type of posts or sharing people are responding to actively?

What their most common demographic characteristics?

Go back through your Facebook feeds from your Facebook Page, main feed and any Groups you run or belong to.

Make a list of:

What posts or post types get the most interaction and response?

What do they complain about or wish they had?

What do they ask questions about?

Note your conclusions:

Consider your most active social followers and connections. Are they the people you want to attract? If not, then who?

Step 2

Ideal Subscribers

Write an ideal subscriber profile to include:

- Age
- Income
- Big Goal/Dream

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- Marital Status
- Level of Expertise
- Immediate need
- Number of Kids
- Motivation
- Immediate goals

Write you ideal subscriber profile:

Commit to be Genuine, Not Salesy: be Conversational

Write your 3 most important ways you can help your ideal subscriber:

Step 3

Auto-responders

Review top auto-responders to determine how they can fit your needs. Also look at user reviews to learn even more about the features offered.

Determine:

• Features essential to you	• Benefits essential to you
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- Projected subscriber total

- Desired monthly max budgets for your AR (autoresponder)

Step 4

Sign-up / Opt-in Incentive

Plan and Test your powerful, irresistible sign-up incentive.

List Ideas for best gifts or incentives, asking yourself:

How irresistible will it be to my ideal subscriber? How much of a 'no brainer' it will be for the visitor to sign up for it?

Review your content and programs/products to determine if you already have to see if it can be used for the incentive: (modify or usable now)

Ask your existing community (on Facebook page or Facebook group) what they would like as a gift. Also ask for their feedback in a permitted forum, other social networks or your existing list of subscribers.

Step 5

Maintain Auto-responder: You or Outsource

Will you do this task yourself or hire an experienced contractor to manage it?

If you outsource, do the research:

- Are they already familiar with your chosen autoresponder?
- What are their rates or packages?
- Determine your budget for autoresponder management.
- Contact top contenders and interview.
- Select your new contractor

Step 6

Your Landing Page

Review what you have.



Will you create new pages or outsource this?

Determine what you will use for Pop-up and placement options.

For outsourcing, use these points as guidelines to select the best person for you:

- Interview and check references
- Check their rates against your budget

For landing page creation options:

- Create directly on your website
- Use a theme or app
- Use software to create them

Step 7

Prepare a Strong Sharing/Content Plan

Create a list of topics and content types your ideal subscriber can use:

Ask your subscribers via Facebook page/groups, surveys, polls, direct emails for those currently on your list what they want:

Analyze your:

- Web form buttons
- Landing page headlines and buttons
- Follow-up Series emails
- Posts you have written (posts or articles) past & upcoming

Do they contain calls to action?

Practice writing calls to action that are clear, specific and confident:

Insert these calls to action where needed. Change existing calls to action to be even more specific and simple.

Assemble your notes and progress to look at implementing new tasks.