



4 Steps

TO GET YOUR FIRST
1K EMAIL
SUBSCRIBERS

FROM
SCRATCH!



Hey Boss Lady!



"Should I rely only on social media to connect with my audience?"

NO

"How do I reach out to my audience when a social media outage happens?"

EMAIL THEM

"Do people even read emails?"

YES

Having an email mailing list is the **best marketing resource** and **backup plan** to not only reach your audience at anytime but also when other avenues like social media are unavailable. Email marketing helps to turn existing subscribers into customers, and **convert** potential customers into actual customers.

Audience

Current audience

Cherie Moore Mailing List ▾

Your audience has **118,874** contacts.

Are you ready to get started on growing your email list to build those relationships, connect with people who want what you have to offer and secure those sales?

Let's get to work!

Table of Contents

03 **STEP 1**
*Email Marketing
Platforms*

04 **STEP 2**
*Create Your
Freebie*

05 **STEP 3**
*Distribute Your
Freebie*

06 **STEP 4**
*Create a
Landing Page*

Step 1: Email Marketing Platforms

Why are Email Marketing Platforms necessary?

An Email Marketing Platform is the location of where all contacts you obtain through signup forms, landing pages, freebie offerings, lead pages, pop-up forms, and anywhere else customers can provide their contact information to you, reside.

You'll be able to filter contacts based on their Email Marketing Status being Subscribed, Unsubscribed, Cleaned and or Transactional. Depending on the platform you choose, you'll also be able to create and send campaign emails/newsletters, automations, Social Media Ads, post cards, text message offers, landing pages and more!

EMAIL MARKETING PLATFORMS:

- Mailchimp
- Constant Contact
- Send in Blue
- Flodesk
- Drip
- Convertkit
- Getresponse
- Optinmonster

Step 2: Create your Freebie

WHAT IS A FREEBIE?

Freebies are most commonly known as "opt-in" or "lead magnets" and are used as an incentive that you can offer to potential clients in exchange for their contact information. Typically, you would be aiming for their email address, first and last name and phone number.

COMMONLY USED FREEBIES:

- E-Books
- PDF Guides or Checklists
- Mini Courses
- Email Challenges
- Newsletter Signups
- Video Trainings
- Giveaways, Promo Codes, Contests



DON'T FORGET!



Put effort into making your freebie something that will help **jumpstart the relationship** you are wanting to build with your potential client. If they feel like they are receiving something of **value**, they are more likely to not only **remain subscribed to your email list** to see what other offerings you'll come out with in the future, but they would also check out your site to see what products currently being sold can **benefit** them at that moment.

Step 3: Distribute your Freebie

CHOOSING THE PLATFORM TO OFFER YOUR FREEBIE:

Deciding where you want potential clients to view your freebie offer is crucial! Ensure the location you decide upon is relevant to your target market. For example, if you are actively engaging with your audience on Instagram by sharing posts daily/weekly, replying back to comments, sharing stories, etc. this would be the best platform to offer your freebie. Your presence alone will prompt people to want to know more.

WHERE TO PROMOTE:

- Instagram Bio, Story(swipe up feature)or Ad
- Facebook Bio, Post, Ad, Groups
- Website Pop-up, Header, Body, Side Panel and Footer
- Youtube

Step 4: Create a Landing Page

WHAT IS A LANDING PAGE?

Landing Pages are web pages that stand alone. They allow your potential contacts and or existing contacts to land on after they click on a link you've shared via a social media post/story, social media bio, email, ad and or anywhere the link is placed.

LANDING PAGE BUILDERS:

- Unbounce
- Instapage
- Mailchimp
- Leadpages
- Lander
- Clickfunnels

Landing Pages are the perfect way to promote limited-time offerings, giveaways, product pre-sales, up-selling products, new products, events, live workshops and much more. This marketing resource will not only help you build customer loyalty, but it can also increase profits!



Need Help With Execution?

**GET NOTIFIED WHEN THE
"CONVERT YOUR SOCIAL MEDIA
FOLLOWERS TO EMAIL
SUBSCRIBERS"
MINI-COURSE IS AVAILABLE!**

[CLICK HERE TO SIGNUP!](#)