



Presented by
[MyNAMS Insiders Club](#)



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How to Get More Subscribers

Checklist

- I understand the importance of building an active, responsive email list immediately
- I understand that if I plan to sell my business someday, I absolutely need these two essentials:
 - A healthy email list
 - A registered LLC business structure
- I understand that list building is NOT all about selling—it is about building community and helping my followers and fans: My subscribers
- I understand that list building is really all about:
 - Trust
 - Friendship
 - Support
 - Encouragement
 - Listening
 - Helping
 - Mentoring
 - Connection
 - Solutions

HOW TO GET MORE SUBSCRIBERS: CHECKLIST

- I have given my ideal visitor:
 - An urgent reason to join my subscriber list
 - A clear, easy way to do so
- I understand that my ideal subscriber may discover me through any of many different content types—but if I don't provide a sign-up link or at least my website URL, I have wasted an opportunity to acquire her as a subscriber
- I understand that my subscriber looks to me for:
 - Answers
 - Inspiration
 - Links
 - Tools and resources
 - Tips
 - Entertainment
 - Comfort and encouragement
 - Instruction
 - Help
 - Specific solutions
- I understand that I have to—above all—deliver consistently on what I promise
- I understand the importance of connecting “up” as well as down—with influencers my subscribers will find valuable too
- I understand the importance of basic list-building strategies, and I have reviewed my list-building practices to ensure each one has actually been taken care of or implemented

HOW TO GET MORE SUBSCRIBERS: CHECKLIST

- I have set up or updated the following basics:
 - A professional autoresponder subscription
 - My landing page and opt-in box
 - My website pop-up opt-in
 - My sign-up incentive
 - A basic Email series for those who sign up
 - My Facebook Page signup tab
 - My Twitter pinned post
 - My signature
 - My author bio/resource box
 - Other_____
- I have thoroughly explored the suggested autoresponders, and determined which one—and which plan—is right for me ... and for my planned future growth
- I have created a dedicated landing page: Not just a sidebar web form
- I have created a sign-up gift or incentive my ideal subscriber won't be able to resist
- I have created at least a basic email series, consisting of six or seven emails destined to get my ideal subscriber in the habit of opening emails from me
- I have filled my emails with the best tips, news and other content that I can gather and write
- Each email contains a specific, clear call to action in one or more of the following areas:
 - The email body

HOW TO GET MORE SUBSCRIBERS: CHECKLIST

- The signature
- The P.S.
- I have created:
 - A Facebook Page sign-up tab
 - A Facebook Page!
- A Twitter Pinned Post
- A well-thought-out digital signature that contains a call to action
- I have written a short, conversational author resource box that contains a call to action
- I am using visual content (images, videos, color) in all my connection efforts—including social posts, blog posts—and emails
- I have made sure my landing page is well-designed, free of distractions and focused on getting my ideal subscriber to take a single action
- I have built list-building activities into my daily priorities, and I am committed to the habit of asking myself: “What can I do to build my list today?” every morning
- I have made a list of list-building activities I can engage in and content I can create—and singled out those that feel most natural and helpful
- I am sharing myself and being real
- I have re-vamped or created my affiliate program
- I understand the essentials of JV partnerships and I am connecting with influencers and potential future partners, and interacting with them even as I grow my list
- I realize I must have a healthy list in order to attract “big hitters” as JV partners
- I have started to provide valuable product for Giveaways, to build influencer relationships and credibility

HOW TO GET MORE SUBSCRIBERS: CHECKLIST

■ I have found my perfect, daily, list-building mix, consisting of:

- Essential activities
- Specific 'mix-and-match' strategies that I and my subscribers particularly enjoy
- My Daily List Building activities include:

■ I have created an email list, taken care of the essentials—and I am now actively building my list of responsive, enjoyable subscribers!

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