



Presented by
[MyNAMS Insiders Club](#)



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How to Get More Subscribers

Calendar

Week 1

Monday

AM

1. Assess where you are in terms of growing and maintaining an active email list
2. Write down any steps, strategies or essentials that you haven't yet taken care of from the Worksheet that accompanies this Calendar
3. Take care of any remain steps you noted

PM

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Tuesday

AM

1. Find your favorite influencer's Facebook feed (the influencer who is closest to you in field and niche interest).
Really look at the type of interaction she gets. See what her fans:
 - ✓ Ask questions about
 - ✓ Rave about
 - ✓ Talk about
 - ✓ Want from her
2. Repeat this for at least two more of your favorite influencers
3. Make notes about your findings

PM

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Wednesday

AM

1. Determine your goals for your business
2. If you don't yet have an autoresponder, choose one, based on your investigation and your needs.

If you do, make sure it is the best one for you right now—and that it can meet your future needs
3. Subscribe to and set up your autoresponder account, if you need to
4. Familiarize yourself with the latest news and changes from your autoresponder, if you already have one
5. If you have a new account, look through guides and tutorials
6. Subscribe to your autoresponder company's official blog

PM

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Thursday

AM

1. Write a basic email series, including a:
 - ✓ Thank you letter
 - ✓ Welcome/Download letter
 - ✓ Third-day reminder on:
 - ☐ The download that is awaiting your new subscriber
 - ☐ Your contact info
 - ☐ Your willingness to answer any questions/how to get help
 - ✓ At least five emails containing content to help cement your relationship—and make your new subscriber look forward to hearing from you
2. Proof your emails
3. Upload them to your autoresponder (or have them uploaded, if you have decided to outsource autoresponder maintenance and management)
4. **CREATE YOUR SIGN-UP INCENTIVE** if you haven't yet done so
5. TEST your emails (your autoresponder will have instructions on how to send yourself a test email)

PM

Coach clients

Friday

AM

1. Review your activities this week. Make a note of anything you still need to do
2. Do whatever remains to be done from this week's tasks.
3. If you have time left over, study your notes and/or your autoresponder company's resources on list-building.

Make a note of any strategies or activities that strike you as valuable and useful.
4. If you are still waiting to create or complete a sign-up incentive, decide on the best one and complete it.

KEEP IT SIMPLE. Remember, you don't have to spend six months creating an incentive: You just have to figure out the ONE simple gift that your ideal subscriber would jump at the chance to access — "now".

PM

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Week 2

Monday

AM

1. If you have not yet completed any activities from Week 1, complete them. Make sure your sign-up gift is finished and proofed, and upload it.

PM

Coach clients

Tuesday

AM

1. Decide how you will produce landing pages:
 - ☐ Using your web theme
 - ☐ Written in HTML by yourself or your designer
 - ☐ Using a service such as [LeadPages®](#)
 - ☐ Using a plug-in
 - ☐ Using a list management suite or shopping cart
2. Create a landing page for your sign up gift
3. Make sure it is branded with:
 - ☐ Your company colors
 - ☐ Your profile, book or logo image
 - ☐ Other images that support your message
4. **UPLOAD YOUR EMAIL SERIES AND LANDING PAGE**
(if you have not already done so)
5. **TEST** your email series and landing page (if you have not already done so)

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Wednesday

AM

1. Write social posts about your sign-up gift topic (one point)
2. Write a blog article about your sign-up gift topic (one point)
3. Share these

PM

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Thursday

AM

1. Make a daily list-building plan. Schedule posts; schedule time to write them (at least one post per week).
2. Make a list of topic ideas—both for blog posts and social posts
3. Make a list of resources, links and tips to share with your ideal subscriber
4. Plan when to write your next email series
5. Start planning a product you can migrate your subscribers towards, when your current email series finishes

PM

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Friday

AM

1. Review your week.
2. Complete any tasks that remain incomplete
3. Check your blog comments, email inbox and social feeds. Comment and respond to any interaction
4. Work on your next product or incentive, if there is time left

PM

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Week 3

Monday

AM

1. Check out list-building resources or services that interest you—ones you explored while completing the Worksheet that accompanies this Calendar
2. Sign up for any new resources or services you have decided upon.
3. Learn how to use them.

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Tuesday

AM

1. Check [LeadPages®](#) (if you have an account) and your email and autoresponder for statistics, signups, problems or feedback of any sort
2. Continue creating content for your newsletter
3. Make sure your blog post creation schedule is working, with posts being written and released on a regular basis

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Wednesday

AM

1. Create a sign-up form for your email newsletter
2. Create a Facebook Page for your blog
3. Make sure you include you set up a tab for your Facebook Page sending visitors to your preferred blog landing page
4. Send out an email to subscribers about your new newsletter, letting them know:
 - ✓ How often they will receive it
 - ✓ What it will contain
 - ✓ How it will benefit them

PM

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Thursday

AM

1. Start working your way through your list of essentials, setting up, completing or updating any element that you haven't taken care of, including:
 - ☐ Your website pop-up opt-in
 - ☐ Your Facebook Page signup tab
 - ☐ Your social media Cover photos or backgrounds
 - ☐ Your Twitter pinned post
 - ☐ Your signature
 - ☐ Your author bio/resource box
 - ☐ Your website about page, containing an author bio that is your personal story—told in a way that ideal subscribers can relate to and resonate with
2. Share today's posts (social and/or blog)
3. Comment, respond and interact with those who engage with you

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Friday

AM

1. Review your week's list building activities
2. Complete any step that needs to be completed
3. Share today's posts (social and/or blog)
4. Comment, respond and interact with those who engage with you

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Week 4

Monday

AM

1. Find and follow influencers you wish to connect with—ones your followers will also relate to and ones with whom you can see yourself joint-venturing, one day
2. Start interacting with them (in a natural way)
3. Share today's posts (social and/or blog)
4. Comment, respond and interact with those who engage with you

PM

Coach clients

Tuesday

AM

1. Sign up with a reliable clipart/stock photo site like Big Stock Photo, if you haven't already done so
2. Create a dedicated image folder
3. Find and download the ideal images to accompany your scheduled posts and emails
4. Work on creating content for your list
5. Share today's posts (social and/or blog)
6. Comment, respond and interact with those who engage with you

PM

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Wednesday

AM

1. Go over all your list-building set-and-forget content (as well as posts you have planned).
CHECK TO MAKE SURE that you have:
 - ☐ Powerful headlines and subject lines that will emotionally resonate with your ideal subscriber
 - ☐ Clear, irresistible calls to action ... in the right spots
2. Share today's posts (social and/or blog)
3. Comment, respond and interact with those who engage with you

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HOW TO GET MORE SUBSCRIBERS: CALENDAR

Thursday

AM

1. Complete your next product or gift
2. Plan a new email series to continue from your first one
3. Write a broadcast email for your next product or gift
4. Create a landing page for it
5. Share today's posts (social and/or blog)
6. Comment, respond and interact with those who engage with you

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Friday

AM

1. Review your month of list-building activities.
 - ☐ Have you taken care of, set up and optimized all the essentials?
 - ☐ Have you developed a good mix of list-building strategies that you enjoy?
 - ☐ Is your new community active and engaged?
 - ☐ Are you engaging in list building activities daily?
2. Share today's posts (social and/or blog)
3. Comment, respond and interact with those who engage with you
4. Track and review your results
5. Make a note of your new subscriber numbers!
6. Plan for your NEXT month of awesome list building!

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