



**FAST
TRACK**

YOUR

SUBSCRIBER LIST

TEXTBOOK

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Introduction

If you have an online business, you must have an email (subscriber) list. This keeps you in touch with your clients and customers as well as have the ability to communicate with potential clients and customers.

A subscriber list is a personal way to correspond with people and to remind them of who you and what products and services you offer. When you email your list, be personable and respect your list. This means that you don't bombard them with offer after offer after offer without building a relationship with them and proving to them they can trust you. Write in the style of as if you are speaking directly to them in a verbal conversation.

To stay in compliance with the CAN-SPAM laws, you cannot just add emails to your list without first obtaining the person's approval. If you have collected business cards at events, you cannot add them to your list – yet.

Subscribers have to agree to receive your email FIRST, using what is known as a 'double opt-in.' This makes your list very targeted with people who are interested in what you offer. If they permit you, they are interested. Note that the penalties for not complying with these laws are quite severe and can quickly ruin your business, so don't spam!

When you have a subscriber list, you own it. You don't have to be dependent on social media platforms or third-party sites to reach your audience. You can communicate with them any time you want to. If you rebrand your business, you can still use your list. If you move your physical business to an online model only, you have your list to communicate with and keep them up to date with what is going on in your business. Essentially, your list is your golden ticket to contacting customers as well as making offers that they are interested in because they are your target audience.

In this textbook, you will learn how to grow a subscriber list that attracts your target audience for free.

Create an Irresistible Opt-in Incentive

Offering an opt-in gift in exchange for their email information is a common practice when building your list. People need to know more about you before they will purchase anything, so this is your opportunity to show off what you have and who you are. Some people refer to the gift as a bribe, a lead magnet, gift or freebie. What it's called does not matter. It's a free item in exchange for a valid email.

This free item must have value to the person requesting it. Therefore, don't randomly select something that you have had forever on your hard drive. It needs to be the first step to solving their biggest problem. People will gladly give you their email information in exchange for something valuable that will help them and be more likely to get to know more about you and your products.

Here are some steps to help you plan your irresistible opt-in gift:

Make it Simple and Easy for You to Create

Remember, this is to give them a taste of what you have to offer without giving away the entire solution. Keep it simple.

For instance, worksheets, planners, audios, checklists, and videos work well. Provide your audience with the answers to a few questions or tips that they can put into action immediately. Once they have your freebie and use your advice, they will realize that you are an expert and know-how to help them.

Many people will give away an entire ebook. This offers value to your audience. However, it's big and requires a commitment from the subscriber to read it. That's a lot to ask of a new subscriber.

Instead, provide a useful chapter as the gift and have the entire ebook in your paid library of products. Whatever part of the book you provide should have advice and tips they can use right away. This gives them a taste of what you provide to paying clients and customers.

Focus on a Pain Point

A pain point is a hurdle or problem that your target audience has. Your opt-in should offer a simple solution, or at least the first step toward a solution.

Being clear on your mission and how you want to help your audience will assist you in knowing what that is. Spend time to research this so you are attracting the right people and understand how you can help them. When your audience is confident that you know the answers and solutions, they will find you.

Make the Content Evergreen

Evergreen content addresses a consistent problem that isn't likely to go away. By making your freebie evergreen, you can use it for months and years down the road. This keeps you from having to create and swap out your freebies regularly. When you know who your target audience is and how to help them, you will continue to attract the right people over and over again for a long time to come.

Create a Landing Page for Your Opt-in

There is a massive difference in having a dedicated landing page that has your opt-in offer on it only and using a sidebar or footer to get people to opt-in. If you stick it somewhere in a box on a page with other content and offers, it can easily get lost in everything going on.

Using a dedicated landing page removes all distractions and allows your visitors with more information about your freebie. BUT, keep it short and straightforward! You don't want them to have to scroll for eternity just to find the opt-in box. Make it quick, easy, and attractive, so they will take action and sign up for your list.

When promoting your opt-in on other platforms, it's easy to include a simple link directly to the opt-in gift instead of having them land on a busy page on your website where they will have to hunt down the opt-in box. Be very

clear with your followers and make it as easy as possible for them to claim their gift.

By sending them straight to an opt-in/landing page, they won't get distracted by everything on your website. Instead, they can sign up for the gift, *then* be redirected to your site to explore more about you.

Complicated processes will frustrate people, and they can click away and be gone forever. Once you have their email information, you can always direct them to your blog, service/product page, or anywhere else you want them to go. But you have to get their email first!

Create Dedicated Landing Pages for Each Social Media Platform

Why do you need customized, dedicated landing pages for each platform?

- You can customize your opt-in based on the social platform page they land on
- You need to cater to the specific needs and mindset of people coming from specific social media networks.
- You can track how well your various social promotions are doing.
- You can segment your email list so you can customize follow-up emails and promotional offers based on where they came from.
- Research shows that conversions increase on platform-specific landing pages.

Your opt-in freebie must be all about your customer. Yes, you are rewarded by receiving email information, but actually, your freebie is about helping your visitor.

Your opt-in process is about making it easy for the visitor to request the freebie. When they're ready to purchase from you, the sales and purchasing process also need to be easy.

Don't frustrate a visitor when they are redeeming the freebie. Keep them in mind every step of the way.

Promote it Everywhere

Now that you have done your research and have created your freebie, now is the time to begin letting people know about it. Once your opt-in page is ready, you can start making social media posts about it. Also, add the link to your various social media profiles, mention it on any podcasts and interviews you may have, and add it to your email signature.

Don't forget that last step – adding it to your email signature. You email people regularly who are not on your list, right? You never know who may be interested in your opt-in offer. You can also consider using social media ads or boosted posts to raise awareness of your freebie.

Best Ways to Get New Subscribers Via Your Blog

If you have a blog, chances are you spend time providing quality content. Are you giving your readers a call to action at the end of each blog? Are you leading them somewhere else on your site or just crossing your fingers, hoping that they will stumble across something else that interests them?

Take advantage of your blog audience and make a couple of tweaks to make it work better for you.

Add CTAs to Your Blog Posts

Use Google Analytics to find your 10-20 most popular posts over the last six months or so. Look for jobs that get consistent traffic, not just the spike when you publish them.

Add the links to your opt-in page within those posts. Add an opt-in box at the end of your post using code from your autoresponder.

Create New Content Upgrades

A content upgrade is another type of freebie that ties specifically into a specific blog topic.

For example, your general opt-in may be called “10 Ways to Put the Spark Back in Your Marriage.” That’s a full title that will speak to your overall audience.

A content upgrade may be called “Can Your Marriage Survive an Affair?” This title is designed for a smaller group of people in your audience, those whose spouses have had affairs. This type of content upgrade works on a blog post titled, “10 Signs Your Spouse Might be Unfaithful,” or other posts dealing with infidelity and trust issues.

Using content upgrades allows you to promote both the upgraded content and the opt-in, all in one blog post. But before you have a panic attack at the thought of more work, revisit the tips in the first step for creating your freebie. Most important – keep it simple!

Become a Guest Blogger

Build relationships with other people in your niche, but not direct competitors, and offer to write some content for them as a guest blogger. The idea is to write a post on a subject that the host blogger’s audience would appeal to while showcasing your specialty. Your host publishes your blog post, along with the link to your opt-in gift, and voila! You have access to your host’s audience!

This is a win-win situation because you are reaching a new audience, and they get free quality content. The mistake many guest bloggers make is not pursuing the relationship after the post is published. Some people are just looking for a backlink to their site, and it reflects poorly on the writer. Be an attentive guest blogger and answer comments quickly on the post, and thank the host for the privilege. Building relationships in business is a big key to success.

Cross-Promote Blog Posts on Different Platforms

When you have multiple social media platforms, you should cross-promote your blog where your target audience is.

Promote a mix of blog posts that incorporate your general opt-in gift in addition to ones that include your content upgrade. Be careful in doing this tactic and know the rules for each platform, especially when it comes to groups. Some groups will kick you out for spamming if all you do is post articles and don't contribute to the conversations.

Your analytics can help you identify if your content upgrade outperforms your general opt-in, or vice versa. Tracking this is useful because you will see and know the evidence of success or failure, which can mean creating a different opt-in for that particular audience.

Utilize Pop-ups

Pop-ups are a little more 'in your face' when it comes to enticing people to subscribe to your list. Many people will use them as a last attempt to get them to subscribe before they leave the site.

There are several pop-up vendors to choose from. Do your research and find the right one for you and your audience.

They can be customized to display only on individual pages, or after a certain amount of time browsing on your site. Many have multiple templates you can choose from so you can brand them to your website. You can also review the analytics to see which pop-ups are performing the best.

Pricing for pop-ups will vary depending on the bells and whistles you want.

By making some tweaks to your blog posts, you can use it to build your list by making compelling calls to action in the post itself. If your freebie promises to answer their questions or problems, your list will begin to grow steadily.

Tips for Growing Your List with a Facebook Page

Use Your Cover Photo to Promote Your Opt-in and Sign-up

What's the first thing your followers see when they land on your page?

Your cover photo!

Use this real estate wisely and create a custom-designed cover photo that features your opt-in gift is an ideal way to grow your list using free traffic.

Be sure to use the current dimensions for cover photos. If you use something too small, Facebook will stretch the photo to make it fit, which can make it look blurry. Blurry does not look professional, so use the correct size.

All cover photos are clickable, so be sure to add a description of your offer and link to your opt-in landing page in the description. Many people often neglect to add the link or don't go into details about what they are offering. Speak to your audience and remind them of what you have to offer.

Drive Traffic to Your Website/Blog

Create your posts to drive traffic back to your website, specifically to articles that have calls to action or directly to your opt-in landing page.

Use Facebook Live as a Free List Building Tool

Facebook users are estimated to have **8 billion average daily views!** Live videos have a vast reach and are entirely free to produce with your smartphone.

Step out of your comfort zone with these tips for creating Facebook Lives that will attract your ideal prospects and encourage them to opt-in to get your freebie.

Tips:

- Write a compelling title and create an outline for a talk topic you know your target audience will love.
- Your topic should be related to your opt-in freebie.
- Broadcast from your business Facebook page, then share the Live session with any other accounts you have.

- Mention the freebie several times throughout the Live and give your audience an easy way to sign up for your list to get it. This is where having a dedicated landing page and memorable URL is helpful.
- After the Live is complete, edit your description notes to include the URL where viewers can subscribe.
- Always encourage your fans to invite people to watch the Live and/or share the replay when it's over.

Remember, although your Live broadcasts have a goal of increasing your list size, you need to talk to your audience about a topic that is near to them. It should be a topic that you feel qualified you can solve for them. If they see you on video and they like your message, they will likely take the next step to join your email list.

Not everyone will like or sign up for your list, but that is not a bad thing. Building an email list is about the quality of the lead, not the quantity. Targeted leads are those who will follow and listen to you. Take the time to build a trusted relationship with them. They need to get to know you, like you and trust you. Succeed with that, and you will have a loyal audience ready to buy what they need.

Instagram: The Dos and Don'ts to Get Subscribers

Cross promoting on various platforms is key to growing your list. Remember, you should have dedicated landing pages for each social platform you use.

Instagram is known for making link-posting a challenge. They don't allow links in posts, and the only place you can put a link is in your bio. Instagram has not revealed why they do this, and although many users are frustrated about this, it continues to grow in users daily.

Instagram is popular, and chances are high that your target audience is somewhere on Instagram. Even with their strict no-links rule, here are some Dos and Don'ts of how to promote for your list building efforts to your followers.

- **Do** create the specific landing page for your opt-in for your Instagram followers.
- **Do** promote your opt-in regularly and use the phrase 'link in profile' to direct your followers to signup. There is a third-party tool called [linkin.bio by Later](#), which makes your photos clickable, leading your Insta-followers to a dedicated landing page.
- **Do** use Instagram stories to direct people to sign up. Stories stay at the top of your feed for 24 hours before they disappear, making this a great place to add your URL or a video talking about your opt-in gift. As you know, Instagram is all about visual appeal, so design your opt-in graphics to be as visually appealing as possible. Also, if you don't want your story to disappear, save it to your highlights.
- **Do** create visually appealing graphics or hire a designer who has that talent. The more your audience relates to your photos, the more likes, and comments you'll receive, and the more followers will find you.
- **Do** use hashtags in your opt-in promotions. Instagram loves hashtags, so use them to attract your audience, especially if you plan to expand your local or geographical reach. If you need help with hashtags, check out tools such as Hashtagify or For Display Purposes Only.
- **Do** spend time connecting with new people daily, preferably those who are part of your target market. Remember, you want quality, not quantity.
- **Don't** think that promoting 'regularly' means every day. Sprinkle in your opt-in posts with other content that your followers will find equally valuable.
- **Don't** promote your opt-in without testing all of your links. Ask friends to check the link and verify the signup process. You get one chance to impress, so don't mess up that chance by sending out broken or wrong links.

Ways to Turn YouTube Viewers into Subscribers

YouTube is the number two search engine behind Google, and the hours spent watching videos worldwide continues to increase dramatically. The beauty of YouTube is that you can upload your Facebook Live replays (this is

repurposing your content). Plus, you can create any type of video specific to your YouTube audience.

Promoting your YouTube is easy because you can post the URL in multiple locations for the same video:

Add the URL On the Opening and Closing Slides

Carry your company branding with slides or 'bumpers' that have your company name and URL. The common practice is to place the main URL on the opening slide and use the specific CTA and URL on the final slide.

A simple PowerPoint slide as the opening, with the closing slide with your offer and call to action, will work. Talk about your opt-in freebie and provide the direct link to sign up on the landing page.

Add the URL Within the Video Itself

During the editing process, you can also add the URL as a callout, so it appears throughout the video or at select times only.

Mention Your eMail List as the End of Each Video

No matter what your topic is, always mention how to sign up for your list. Never forget to do this, and make sure it is clear that subscribing to your YouTube channel and subscribing to your email list are different actions.

Use Your Bio Link to Ask for Sign Ups

As with other media, direct people to a unique landing page. Notice the pattern? Always place your opt-in URL across all social platforms in various locations you can be seen.

Optimize Your Video Descriptions

People crave information, especially when they love your content, so make it easy to find you. Include mentions of your opt-in bribe in video descriptions – no matter what the topic of your video is – and include the link to your signup page.

Note: Many people praised the use of annotations in their YouTube videos as a way to make links clickable directly from the video. However, this tool was available to use on desktop computers, and with the rise of people using mobile devices to watch videos, YouTube removed this option.

You can still use callouts on graphic elements to your videos, so you can even include your opt-in URL in the video. However, it is not clickable, and you have to rely on your viewer to type the URL to reach your page.

Use Pinterest to Grow Your List Overnight

Pinterest has quickly risen as one of the most popular search engines available. This visual social platform is a favorite among women, but I don't think it is all about recipes and creative children's birthday parties.

As with other social platforms, the idea behind using Pinterest as a marketing tool is to attract current Pinterest users to follow you AND to drive traffic back to your opt-in landing page.

- Create 'pinnable' images that include text describing your opt-in and asking people to click to get it.
- When people click on your Pin, it will open to a larger photo so you can provide more details. Describe your opt-in offer in more detail and tell them what to expect when they are on your list.
- Link that Pin to your dedicated landing page for Pinterest users. Include social proof, testimonials, subscriber numbers, and any other information that will reflect who you are and how you can help them.

Tips to follow when using Pinterest:

NAMS, Inc.

[MyNAMS Insiders Club](#)

Include Photos of You Smiling

Your followers want to know who you are. Select a photo that shows your personality, and it is welcoming.

Optimize Your Profile for Signups

Use consistent branding and design elements. When creating your profile and board, make sure your fonts, logo, and colors are what you are using on your website.

Use Fonts That Are Easy to Read

You know that you only have a few seconds to make your first impression. Select the best fonts and colors that catch their eye and attention. Convey your message quickly by making it easy to see.

Conclusion

Building a targeted list is vital for your business success. Take the time to do a little research and understand what your audience wants and needs and create your opt-in freebie based on attracting those people.

List building works for you every day. Using evergreen content will drive the right traffic over and over again, as long as you continue providing helpful, valuable content.