



WORKBOOK

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Introduction

Use this workbook to begin your list-growing strategy.

| Step 1 | | | |
|--|--|--|--|
| Research autoresponders with the features you require: | | | |
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| | | | |
| Sign up for your account. | | | |
| Set up your list. | | | |
| Review the CAN-SPAM Act. | | | |
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MyNAMS Insiders Club

| tep 2 | | |
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| ainstorm some ideas | for your opt-in incentive. | |
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| acca a formati | | |
| oose a format: | | |
| Worksheet | Audio File | • eBook |
| Planner | Video | Template |

| Step 3 |
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| Use evergreen content to create your freebie. |
| Check your hard drive for content you already have. |
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| Interview an industry leader via video or audio. List potential people: |
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| Purchase new PLR (Private Label Rights)/Done-for-You Content. |
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Step 4 Create a Promotion Strategy and Schedule **How Often?** Social Media Platforms (List the social media accounts you will use): Interviews/Podcasts (List people to reach out to): Your blog promo schedule: Current email list schedule:

| Step 5 |
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| Create a landing page for your opt-in offer. |
| Does your current website theme have a landing page template? |
| Brainstorm content for the landing page: |
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| Step 6 |
| Create dedicated landing pages for each of your social media platforms. This step is optional. However, it is useful if you are customizing your freebie to each social platform. |
| Brainstorm strong calls to action (CTA). |
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| Brainstorm the benefits of your opt-in incentive: | | | |
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| Brainstorm catchy taglines: | | | |
| , , <u>, </u> | | | |
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| Alternate text for the button instead of 'Submit': | | | |
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| Test your opt-in link to be sure it works! | | | |
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| Step / |
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| Add CTA (calls to action) to your blog posts. |
| Decide between writing a CTA or creating a graphic. Written copy for CTA: |
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| Need a graphics person? Ask for referrals and set up interviews. |
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| Step 8 |
| Brainstorm content upgrade ideas: |
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| Do your social followers prefer something different than your general opt-in gift? |
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| Step 9 | | | | |
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| Research guest blogging opportunities. | | | | |
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| List influencers to contact: | | | | |
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| Content plan for each site: | | | | |
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| Schedule deadlines: | | | | |
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| Step 10 | | | |
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| Research social media schedulers: | | | |
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| Step 11 | | | |
| Decide if you want a pop-up. Research the options: | | | |
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Step 12

Give your Facebook business page a facelift.

- New cover art: 820 pixels wide and 312 pixels.
- New profile photo.
- Custom tabs/subscriber tab.

Step 13 Determine if you want/need to run a Facebook contest or giveaway. Prize ideas: Do you want to use a third-party app to run your contest? Research: Step 14 Plan your contest promotion/publicity. Where:

| How frequently? | |
|---|--------------------------------|
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| Step 15 | |
| Use Facebook posts to drive traffic to your bl | og/website. |
| Which blog posts are most popular? | |
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| How frequently will you post? | |
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| Step 16 | |
| Use Facebook Live to drive traffic to your opt | -in. |
| Brainstorm Live topics: | |
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| What equipment do you need to go Live? Wh replay? | ere will you publish the video |
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Step 17

| Give your Instagram profile a facelift | Give y | our I | instagram | profile | а | facelift. |
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|--|--------|-------|-----------|---------|---|-----------|

- Cover art: 1080 x 1920 pixels.
- New Profile photo.
- Gorgeous, eye-catching photos.
- Put the opt-in link in your bio.
- Create a master list of hashtags.

Step 18

Give your YouTube channel a facelift.

- Cover art: 2560 x 1440.
- New Profile photo.
- Organize your descriptions and bio with keywords.
- Add an opt-in link to every video description
- Sort your videos into playlists for easy searching.

Step 19

| Create | branded | opening/ | closing/ | slides | with | CIA | and | opt-in | link. |
|--------|---------|----------|----------|--------|------|-----|-----|--------|-------|
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| Slide design ideas: | | | | | | |
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Step 20

| Determine if you want to learn video editing or if you need to hire a specialist. |
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| Ask for referrals, if you want to hire someone. |
| Research video editing software: |
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Step 21

Give your Pinterest business account a facelift.

- Edit cover art by editing your profile and choose to display your last pins or a specific board.
- New Profile photo.

Create pins

• It should be eye-catching and easy to read.

| Sources for royalty-fr | ee photos: | | |
|------------------------|------------|--|--|
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- Optimize your descriptions and bio with keywords and opt-in link
- Make all of your photos and images 'pinnable'.
- Add your opt-in link to every pin description.