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THE LIST BOOSTER



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LIST-BOOSTER

ESSENTIAL INGREDIENTS

You need:

- * A strategy for your email opt-in tool - why are you creating it?
- * A landing page - this is where your audience goes to to find out more about the freebie, and to hand over their email address.
- * The freebie - something actionable, of immediate value.
- * The email auto-responder sequence - usually 3-5 emails automatically sent in the days following sign-up.
- * An off-boarding process - what are you going to do with these email addresses at the end of the auto-responder sequence?

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Before you create any marketing content, you need to get clear on your intentions.

LIST-BUILDING STRATEGY

Get started with these questions:

1

What is the ultimate goal for your email opt-in sequence? Are you building your mailing list, or are you working towards a specific event or launch?

2

What is the offer you will present at the end of the sequence? And how much time and financial investment is required from the client?

3

How warm is your audience? Will this opt-in be their first experience of you? Or is this going out to an already engaged and trusting tribe of followers.



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THE LANDING PAGE

Think of this as a mini-sales pitch for your freebie. It may not require any financial investment from your reader, but they will be handing over precious inbox space, time and attention, so you need to make it clear what value they will be getting in return.

INCLUDE:

- * A headshot of you with a single sentence about what you do.
- * A short explanation of what is included in the freebie + the problem it addresses + benefits they will experience.
- * A sentence explaining that there will be additional value-adding emails and their email address will be added to your mailing list.
- * If you have a brief testimonial about your freebie, mailing list or both, include them on the page.
- * A SIMPLE contact form. Ask only for the information you need, usually a first name and email address

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THE FREEBIE

What problem or pain can you help them with right now?

- * Don't overwhelm them with too much information. Keep it quick and easy to implement.
- * Include a short credibility-building bio about yourself.
- * At the end of the freebie, tell them what you want them to do next. Book a call? Join a Facebook Group?

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THE AUTO-RESPONDER SEQUENCE

There is no set guidance on how long to make your sequence. In general 3-5 emails is a good number to work with.

Suggested Email Sequence:

1

Give freebie + hint that something else useful is coming in the next email.

2

Give a tip, or link to a blog post, something of value that helps them get even more from the freebie + invite a connection on a casual level, for example, to tweet about the freebie using a hashtag, or to like your Facebook page.

3

Show them you're a human. Include a photo of yourself, something relaxed that isn't already on your website, and add a few sentences that summarises what you do and why you do it + ask them to tell you something they are struggling with.

4

Now is the time to try to convert them into a paying customer. Offer a clarity call or talk about whatever offer you have that makes the most sense for that audience.

5

Transition email to introduce them to your regular email marketing schedule. What can they expect and how often they can expect it? Take this final opportunity to present an offer to buy from you.



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NOW WHAT?

Before you sign-up your first list member, decide what will happen when they reach the end of the auto-responder sequence.

What do you want to do with your email list?

How often will you send emails out?

And what content will you include?

For content marketing tips join the Worditute Workshop Facebook Group.
Or to work with me one-to-one email laura@worditute.co.uk

