

List Builders WORKBOOK



5 DAY
LIST BUILDING
CHALLENGE!

moreFollow.com

How to Use This Workbook

Print out & fill out this workbook to map out your perfect giveaways and promotion strategy to grow your email list.

The challenge is broken into 5 days for actionable results.

DAY 1	Identify Your Ideal Customer
DAY 2	3 Common Mistakes to Avoid
DAY 3	Perfect Your Giveaway
DAY 4	Promote Your Offers
DAY 5	Discover Your Growth Opportunities

After you complete the 5 day challenge you'll have a playbook of what it takes to grow your list fast!

LIST BUILDERS
WORKBOOK



Ideal Customer Worksheet

Identify Your *IDEAL* customer that actually wants to buy your product or service based on interest.

OFFER IDEAS

Before

Checklist
Guide
Spreadsheet
E-book
Free
Training

CORE
OFFER

After

Upgrade
Add On
Insurance
Gift Ideas
Pro
Training

Complimentary

Partner with authors or other
services

Ideal Customer Worksheet

Write your core offer in the center. Then list activities that your customers would take at each stage.

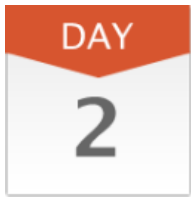
OFFER IDEAS

Before

After

Core Offer

Complimentary



3 Mistakes To Avoid

Here are the 3 *most common* **MISTAKES** that slow your growth and here's how to **avoid** them.

AVOID

Irrelevant offers that don't apply to your audience

Unclear goal or call to action

No Growth Plan to add new subscribers to your list.

ROADMAP

Complete the "Identify Your Ideal Customer Worksheet" Day 1

Follow "Perfect Giveaway Checklist" Day 3

Build Your "Launch Plan" Day 5



Lead Magnet Checklist

Create your *amazing* **Lead Magnet** to attract your *perfect client!*



What Problem Do You Solve?



Clear & Conveys the Benefit



Describe Your Promise

What **Type** of Lead Magnet will you deliver?

- Ebook
- Cheat Sheet
- Video Training
- Free Trial
- Free Tool
- Deep Discount
- Quiz
- Contest
- Challenge
- Webinar
- Spread Sheet
- Consultation
- Other _____

Does Your Lead Magnet Deliver The Following?

Provide High Value

Is the Value Exchange is on target. Are you giving them a great value in exchange for their email and contact information?

Topic on Point

Your offer should be directly related to your product or service. Does your offer connect the user to your other offerings?

Actionable

Does your lead magnet provide the user with actionable information that can become a quick win?

Solve a Single Pain Point

Your lead magnet should not overwhelm or confuse the user. Solve just one of your user's pain points.

Gateway to Your Product

Your Lead Magnet should be a gateway to the product or service you actually offer. Does the user want to take the next step with you?

Professional Looking

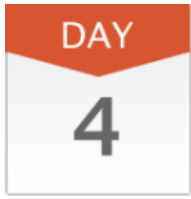
Is your lead magnet professional in appearance. Does it have a clear design that looks like a quality piece of work.

Brand Match

Does your lead magnet match your brand consistently? Colors, imagery and tone match the rest of your website.

Include Contact Information

Do you provide your user a way to get in touch with you or take the next step in the relationship with you?



Promotion Checklist

Now that you have perfected your Offer its time to promote! *The more eyes the better your results!*

Use platforms that have your customers.

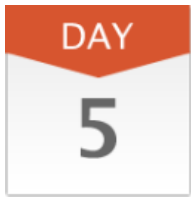
SOCIAL

Facebook Ads, Instagram Influencers, PPC

PAID

Guest Blog Posts or Podcasts, Outreach

OTHER

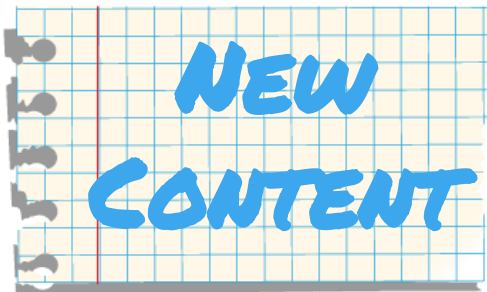


Numbers for SUCCESS

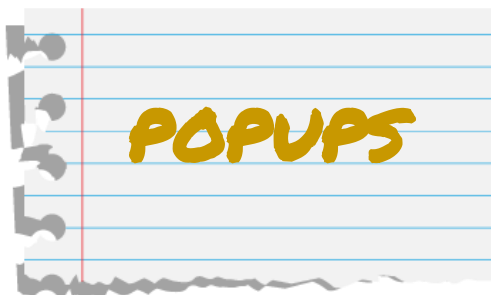
Create your **Growth Plan** to continue to grow your *subscriber list!*



What Are the Most Popular Pages on Your Website?



What New Content Can You Produce related to your Offers?



Where Can I Add Popups to Promote My Offers?

Next Steps!

Wrap Up!

Building your email list is one of the most profitable ways to grow your business.



BUILD YOUR WILDLY PROFITABLE FUNNELS!

Feed
Your
Peeps

Conclusion



Grab
YOUR FREE
Twitter Tools!



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