

Building

Your

List

WWW.EMMA-WARD.COM

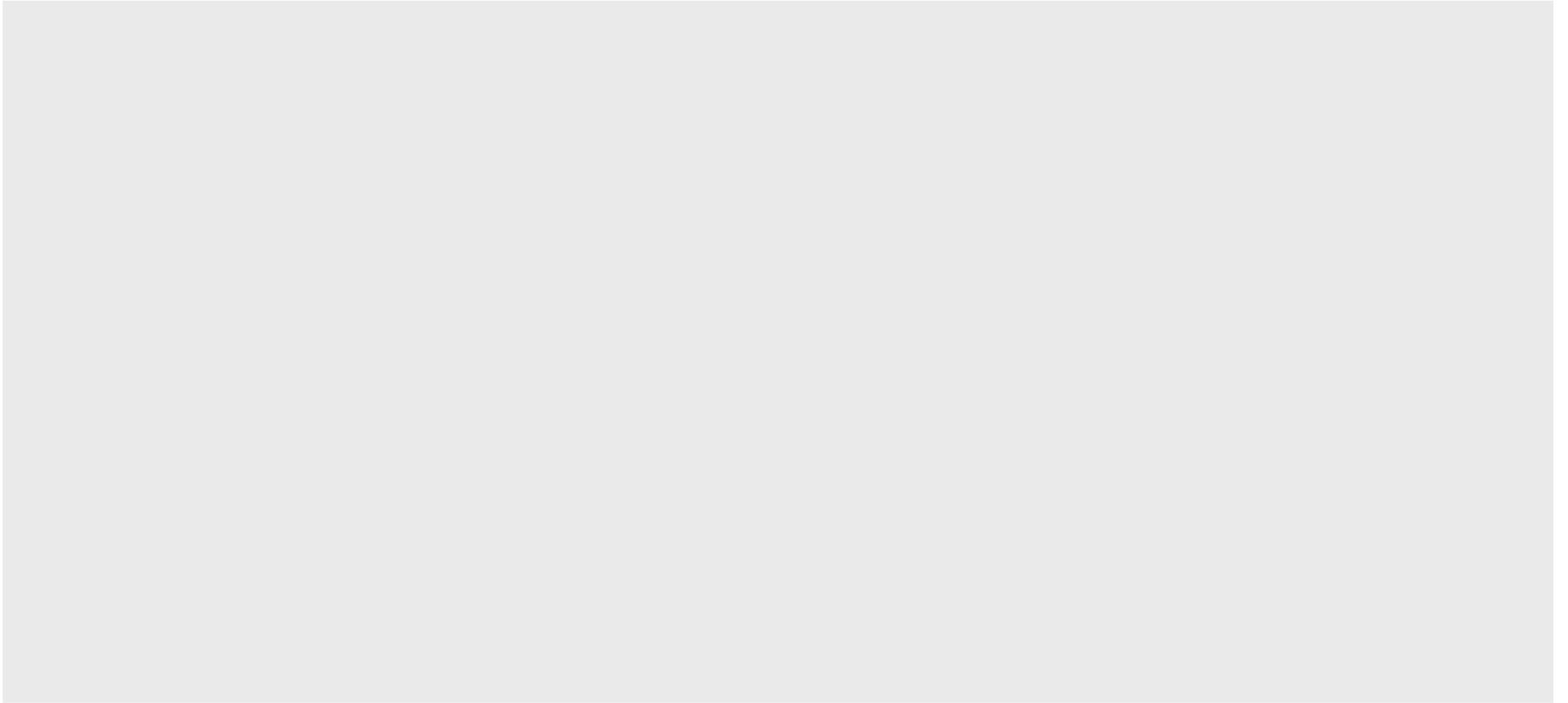
Decide

How often will you email your list?

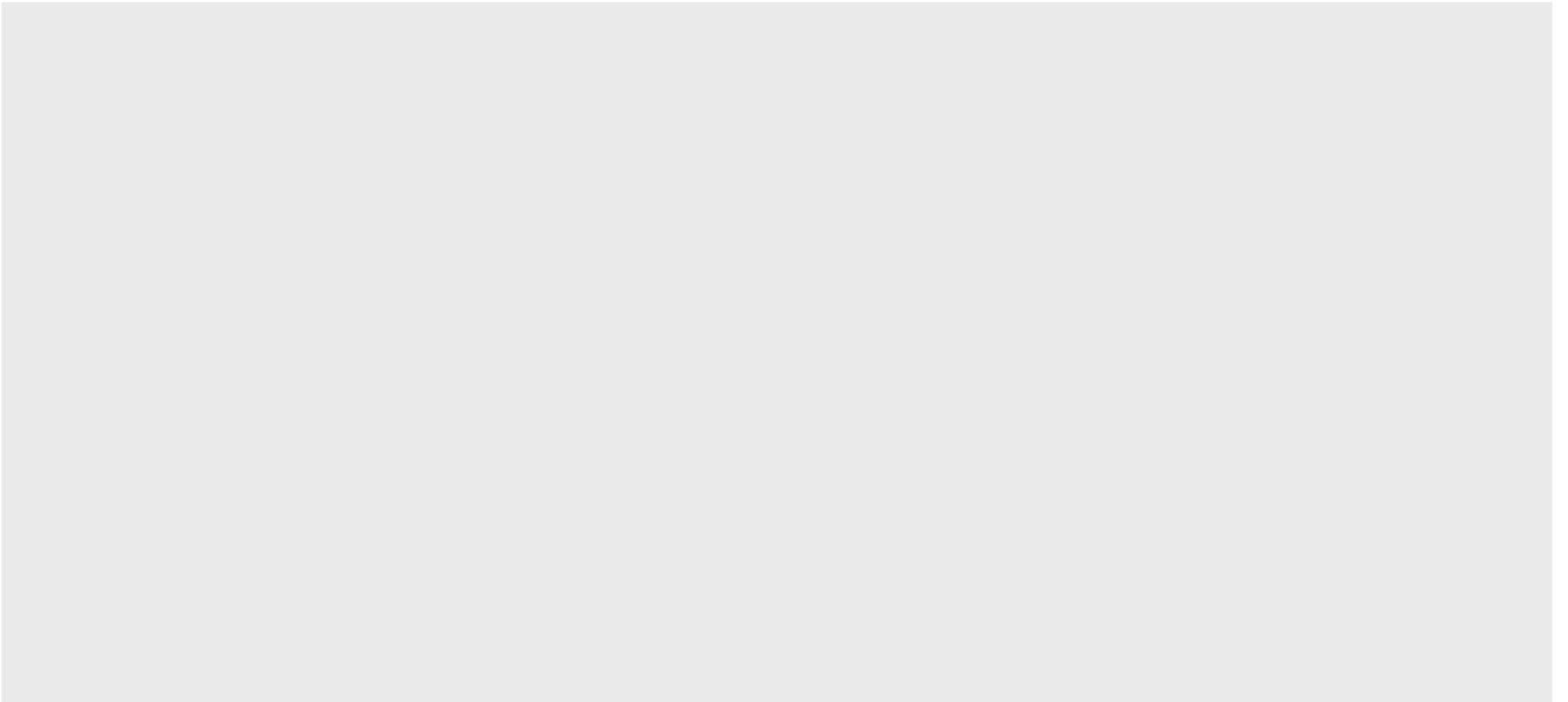
What day will you email your list?

How often and what will you sell to your list?

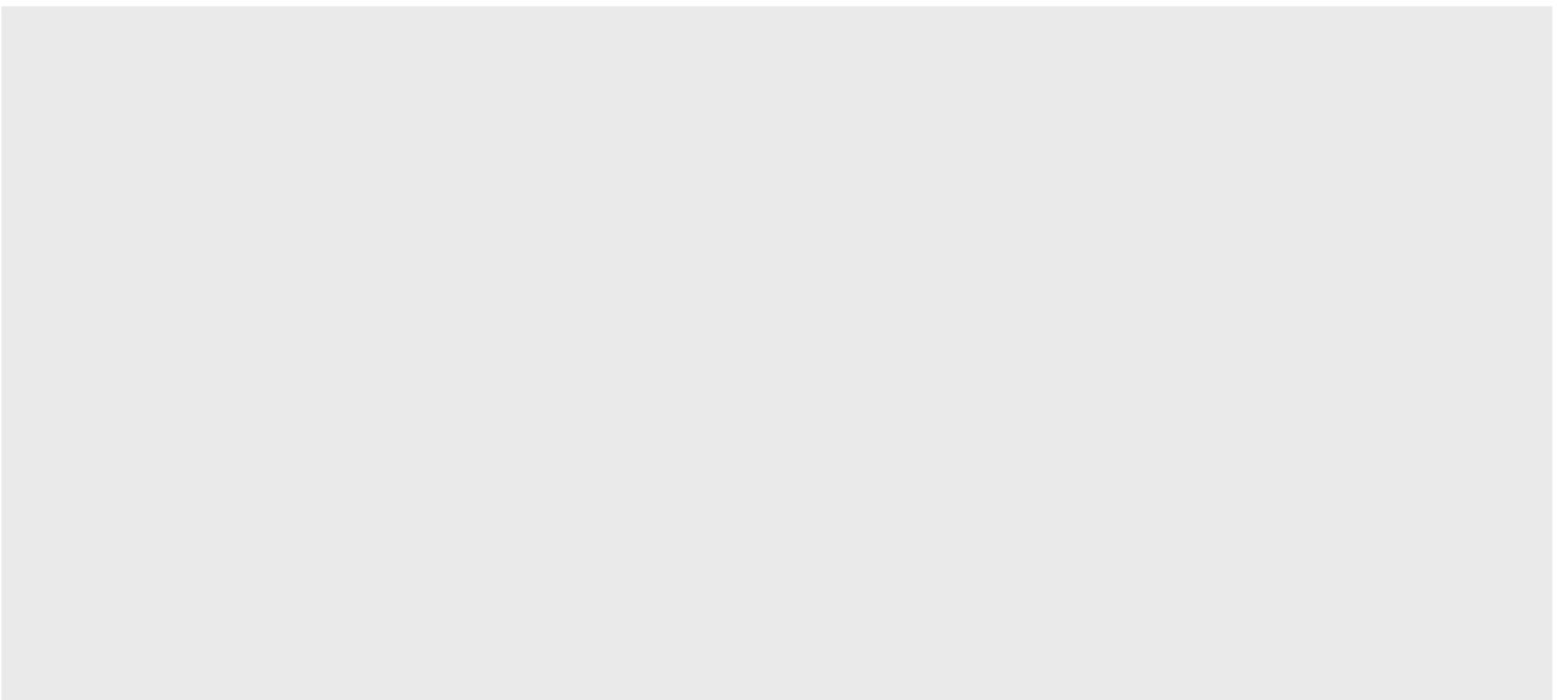
How do you feel about selling to your list?



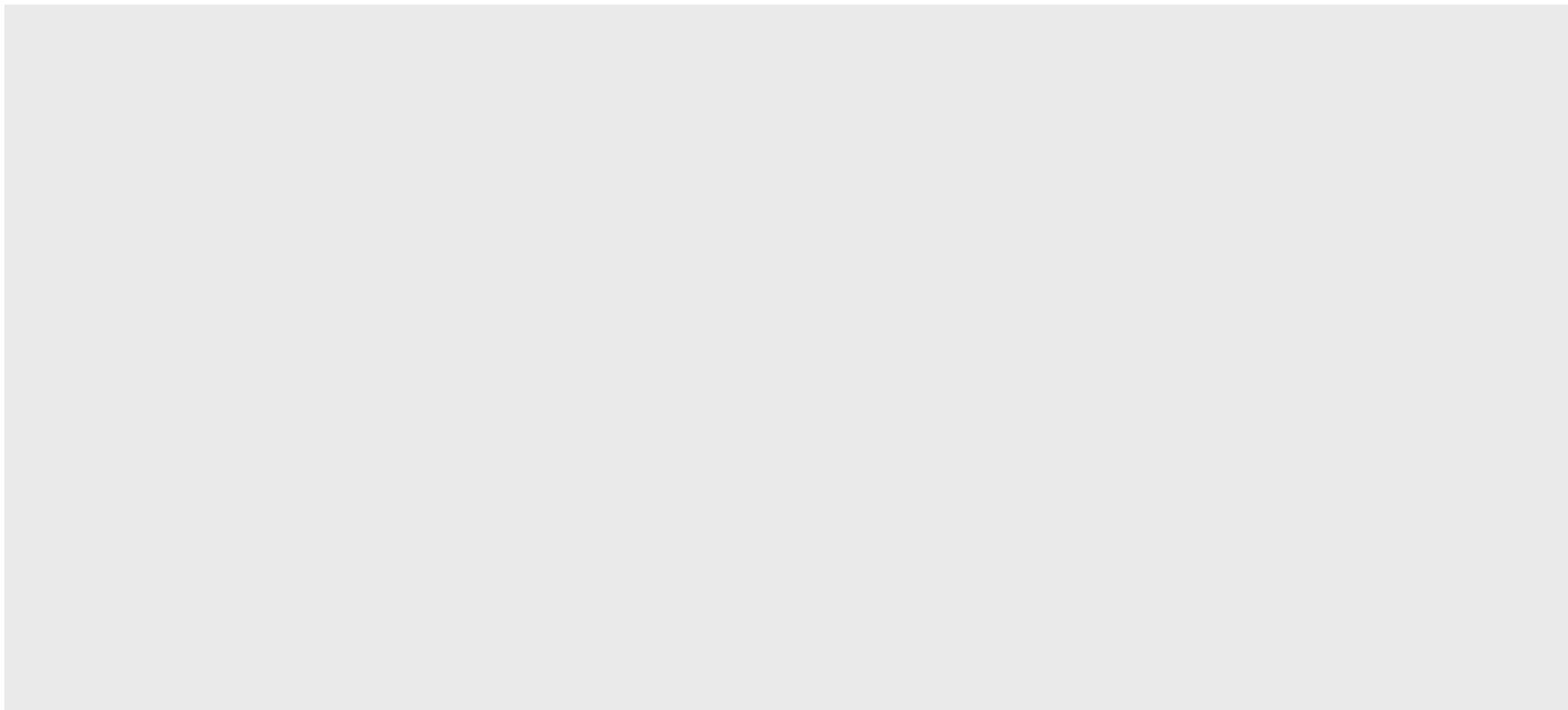
Why are you excited to give value to your list?



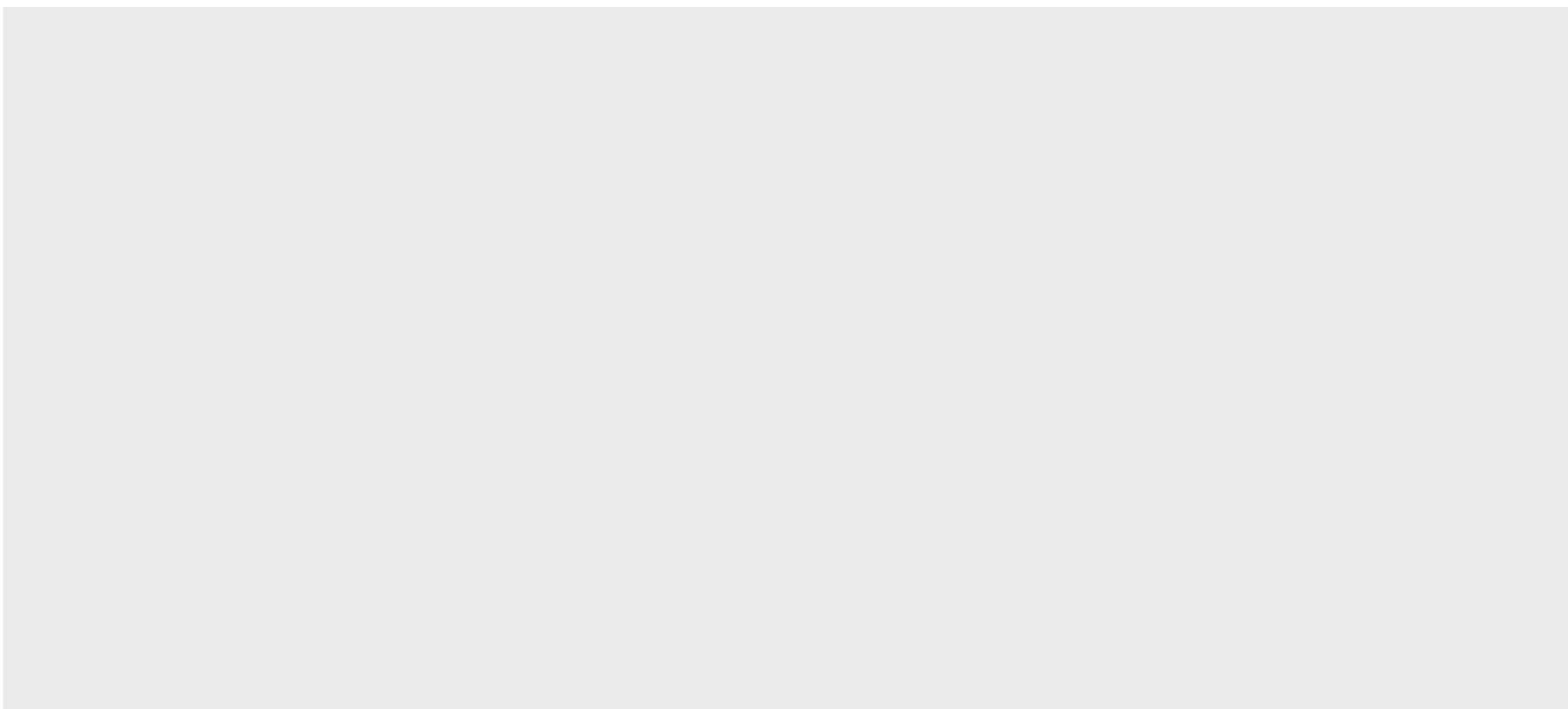
What are you excited to share your services with your list?



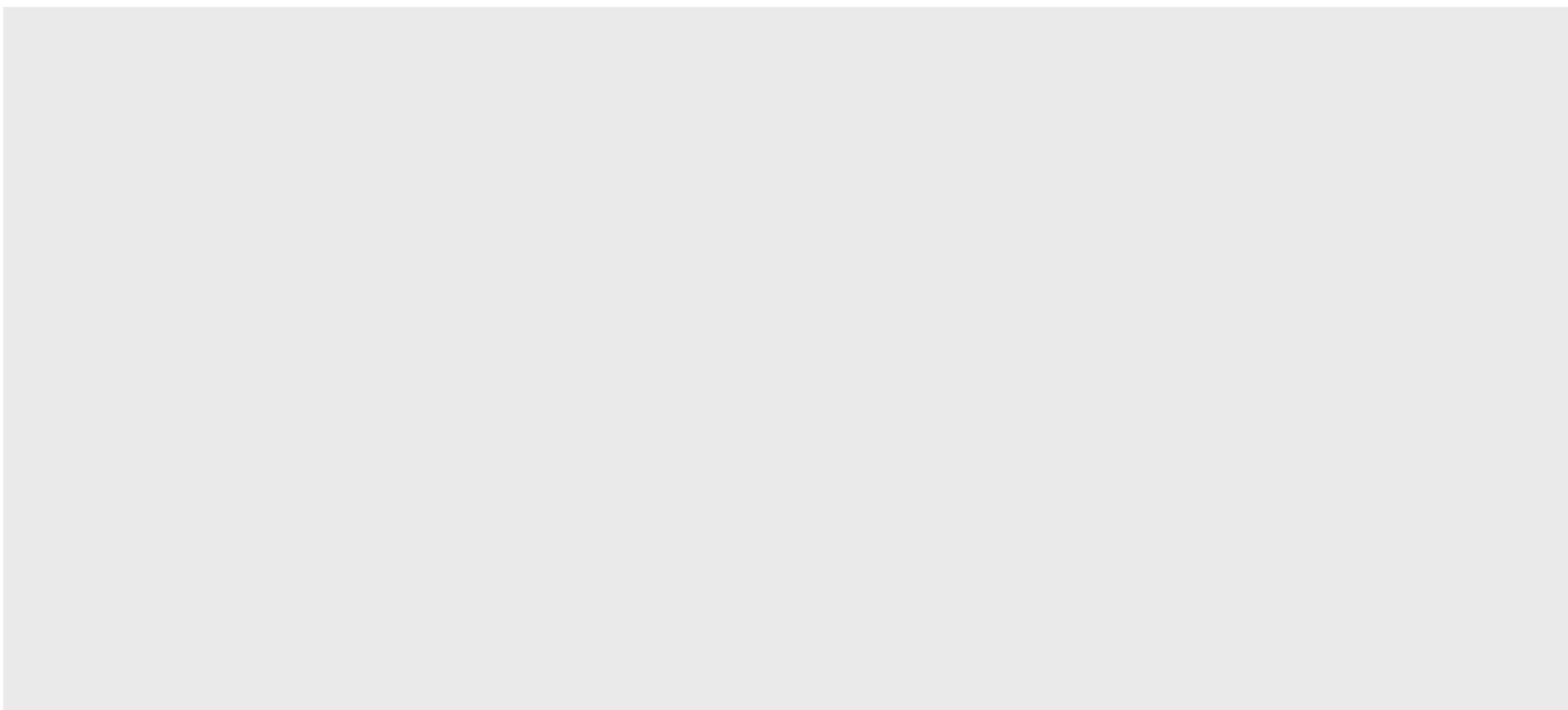
Whose email list are you on and why did you sign up?



What makes you open an email?

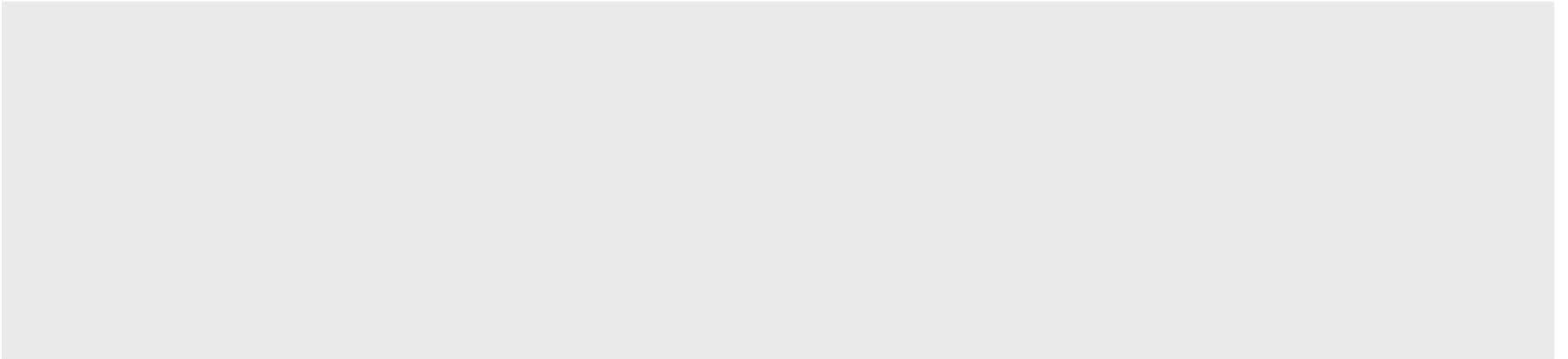


Have you ever bought something as a results of an email? If so, what and why?

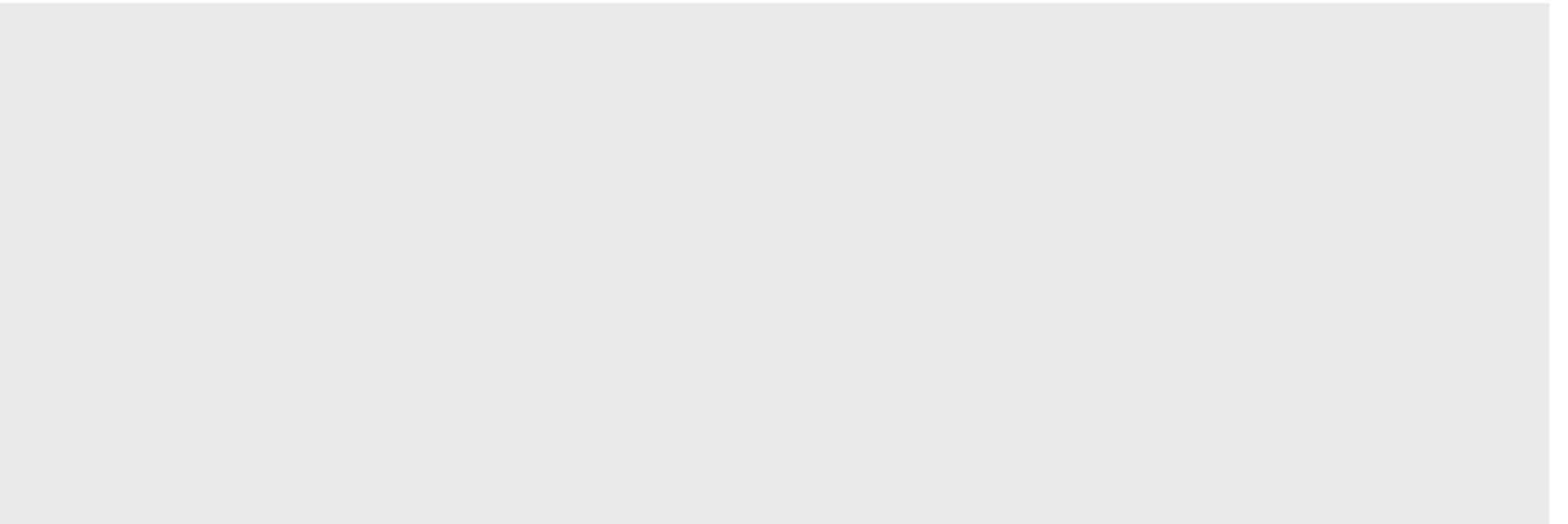


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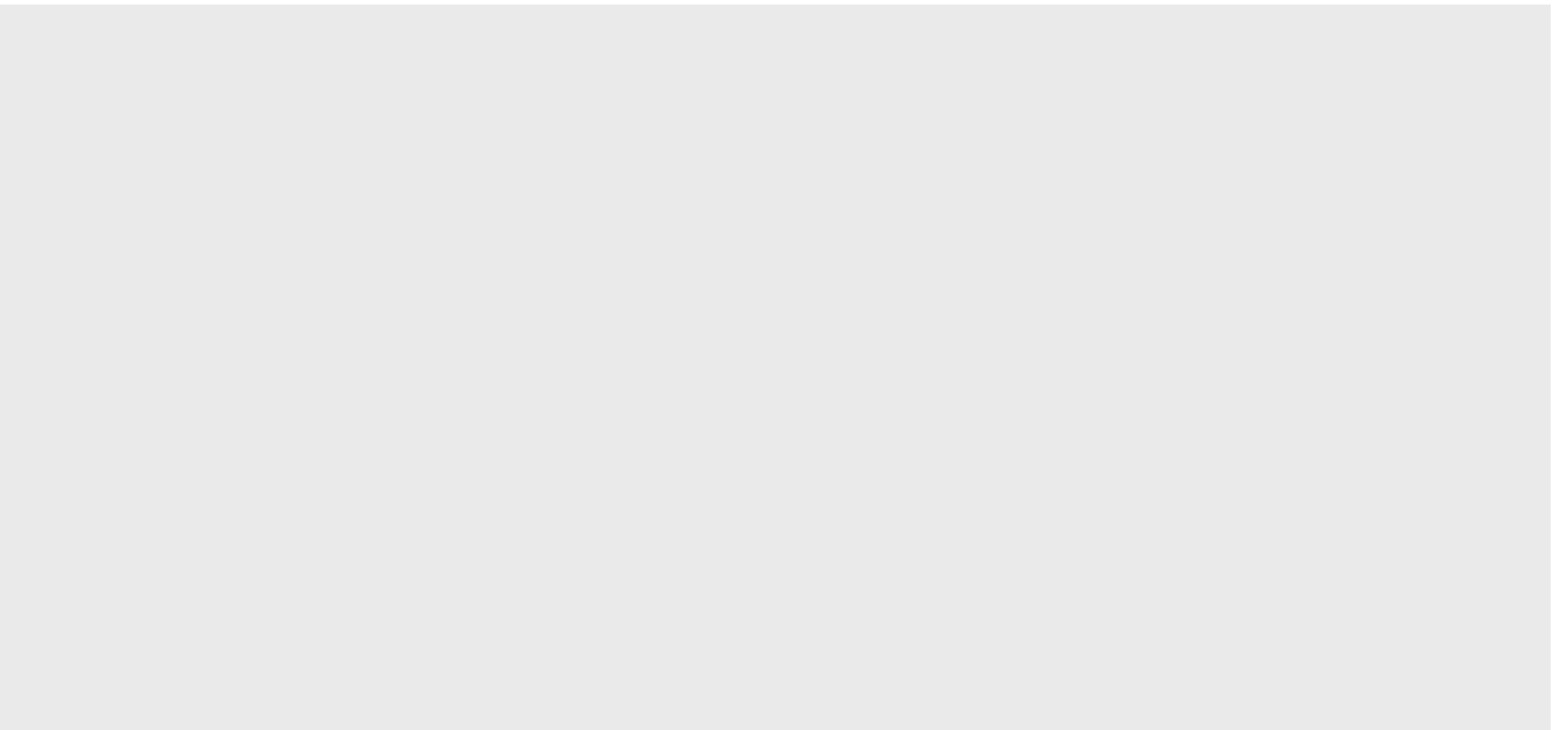
How many people do you currently have on your list and how many would you like to have on it?



What is your plan to get to your target number you wrote above?



What will you do this week to start building your list (by sharing your lead magnet landing page)?



Check List

Tick the box when you have done the following:

- 1) Add a link to your landing page in your business email signature.**

- 2. At the bottom of your MailChimp emails, include a subscribe CTA to make opt-in easy.**

- 3. Add the link to your landing page to the 'Sign Up' button to the top of FB business page.**

- 4. Add a link to your landing page in the caption of your BUSINESS Facebook cover photos.**

- 5. Create a pinnable post in Canva and then add to Pinterest using keywords your ICA would search for.**

- 6. Add link to your landing page on LinkTree (Instagram and Facebook now).**

Check List

Tick the box when you have done the following:

7a. Stated the benefits of signing up to get your freebie, in FB post with direct link.

7b. Stated the benefits of signing up to get your freebie, in IG post telling the the link is in the bio.

8a) Add a sign-up bar to your homepage.

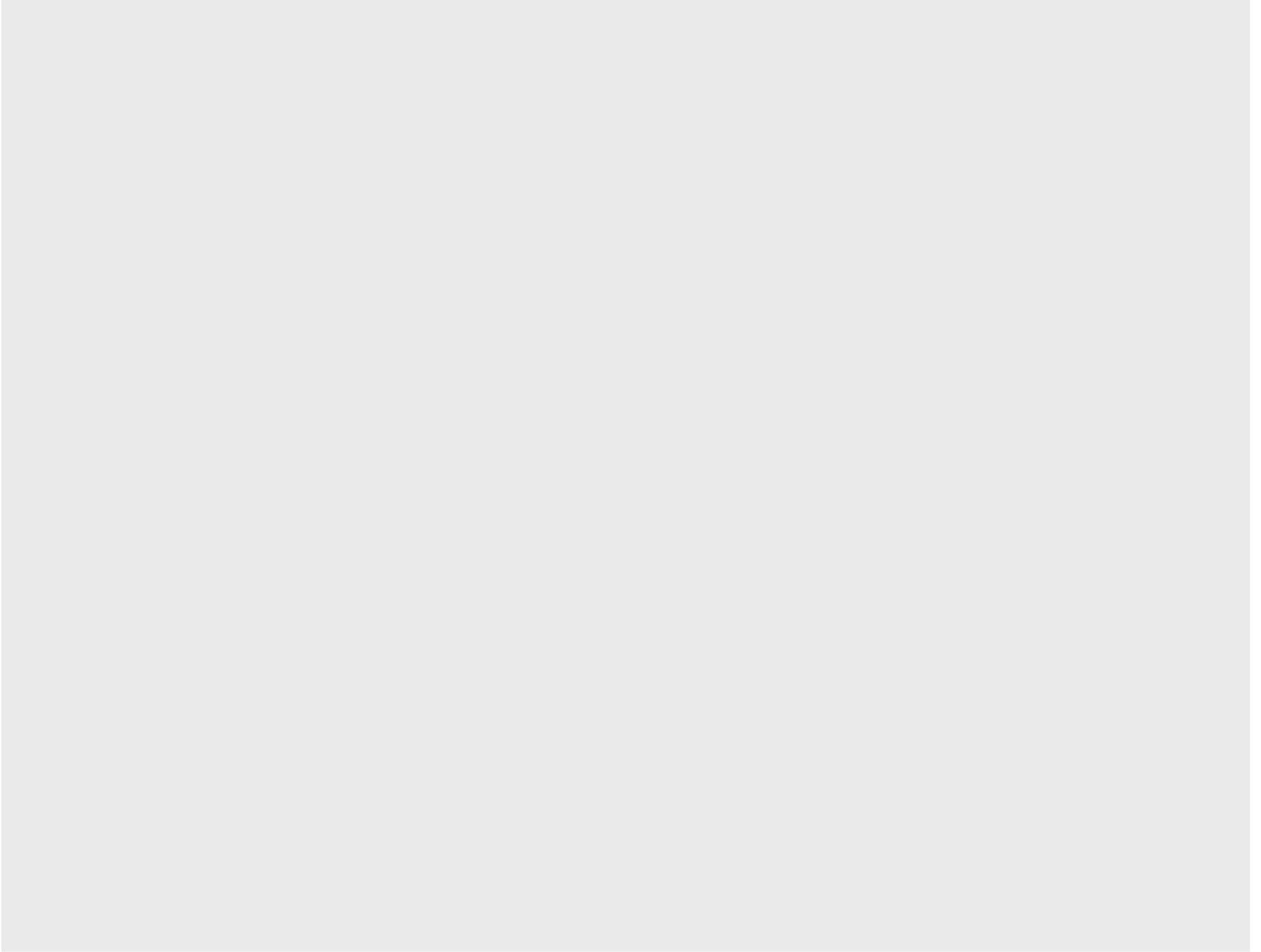
8b) Add a sign-up bar to your About page.

9) Create a blog post and add a CTA to sign up to your freebie at the end of it.

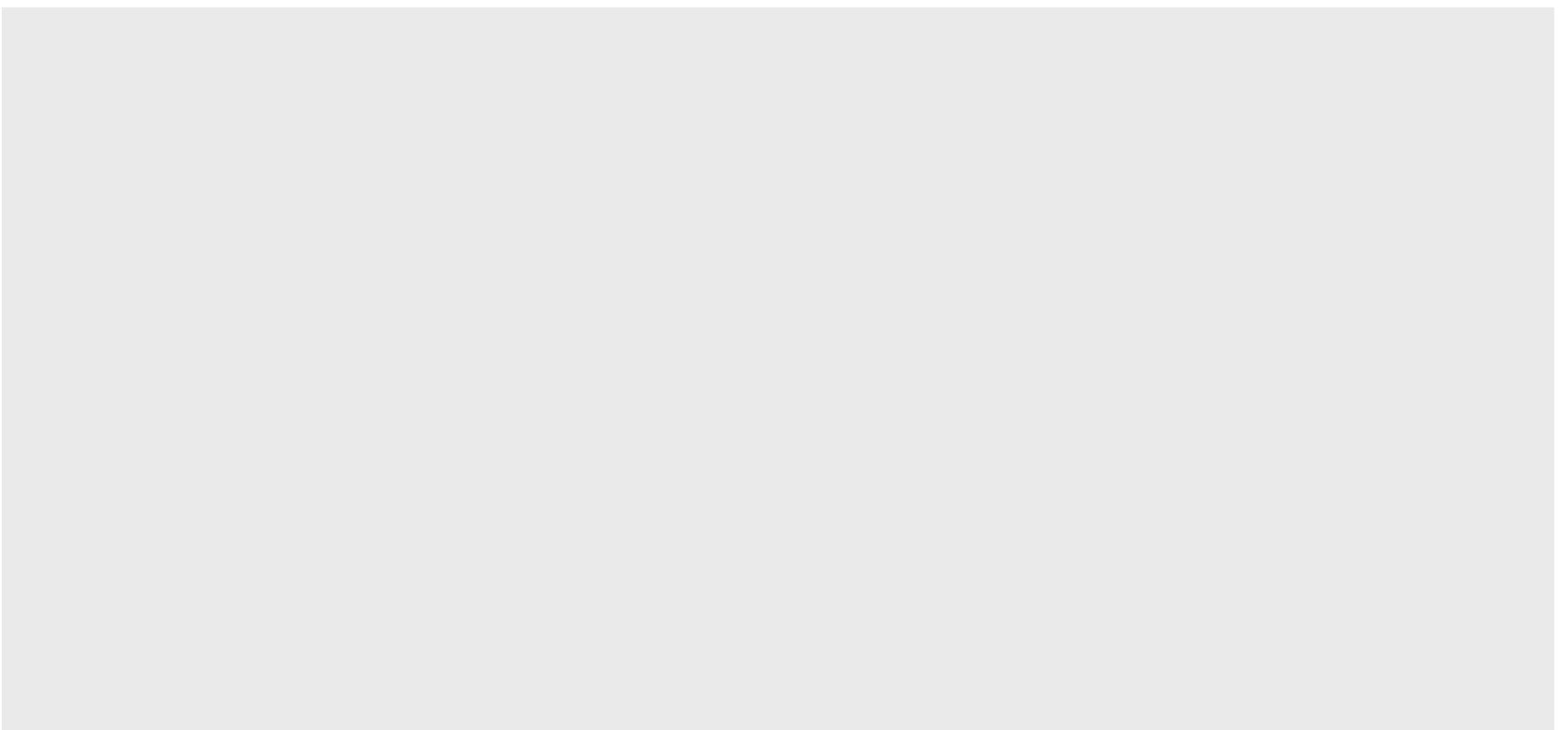
10) Contact 3 people and ask to give a talk. Then you can invite the audience to sign-up to your list.

Content Ideas

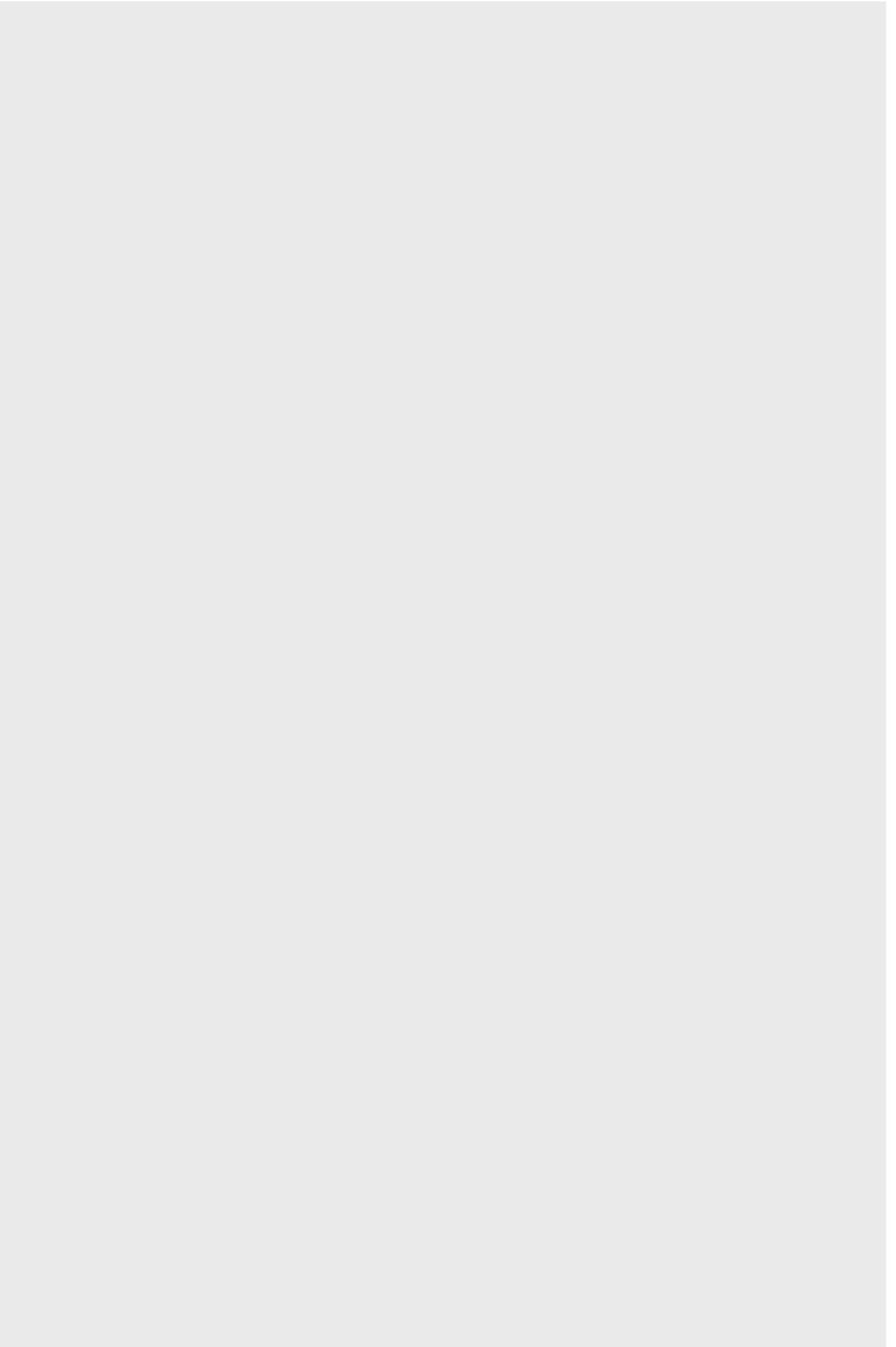
What will your first 4 newsletters be about?



What will your first 2 sales pitch emails be about?



NOTES



The image shows a handwritten signature in a cursive style. The name 'Emma' is written in a light green color, and 'Ward' is written in a light yellow color. The signature is centered on the page.

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