



GROW YOUR FIRST EMAIL LIST: COURSE WORKBOOK

COURSE INTRO

Why did you sign up for this course?

What do you hope to achieve through growing your email list?

Why does this course focus on growth strategies for attracting *ideal* email subscribers?

What is your current email list size? (It's okay if it's zero!)

What is your 90-day email list growth goal?

MODULE ONE: SET THE STAGE FOR GROWTH

How do new subscribers sign up for your email list?

Where do new subscribers sign up for your email list?

Why is it important to have consent from each email subscriber?

What is the best subscriber entry point for your business?

MODULE ONE: SET THE STAGE FOR GROWTH

What are some ideas for your opt-in? Circle the one you choose!

Why is an email funnel valuable when growing an email list?

**[CLICK HERE TO DOWNLOAD THE
“BUILD YOUR FIRST EMAIL FUNNEL CHEATSHEET”](#)**

Where will your opt-in be located on your website?

How will you share your opt-in with your social media communities?

MODULE TWO: COLLABORATE & GROW

Why does collaborating with others effectively grow email lists?

What types of collaborations are there to choose from? Feel free to add others you find on your own!

How would you share your opt-in through a blog collaboration?

Can you list a few brands/accounts you would like to collaborate with for cross promotion on social media?

MODULE TWO: COLLABORATE & GROW

What are some topics you could speak on for Live Videos? Can you list a few brands/accounts you would like to collaborate with for Live Video?

What types of podcasts does your target market listen to? How would you be able to serve these listeners with your email opt-in? (Hint: This will help with your pitch!)

What types of summits could you contribute to (i.e. health summits, marketing summits, etc.)? Some research may be necessary.

Can you list a few brands/accounts you would like to collaborate with for a giveaway?

MODULE TWO: COLLABORATE & GROW

Why is it important to ask how larger collaborations, such as summits or giveaways, will be marketed?

What 1-2 types of collaborations excite you the most and why?

Extra note space for Module Two:

MODULE THREE: GET PUBLISHED

How can writing for or getting featured in digital publications help grow an email list?

What are some topics you could write on and/or get featured for offering your expertise?

What types of publications can grow your email list?

What are some digital publications your target audience consumes that allow for pitches and/or submissions? Some research is necessary.

MODULE THREE: GET PUBLISHED

How would you promote your email opt-in and/or website on digital newspapers or magazines?

Extra space to list digital publications for potential writing and/or feature opportunities. Please note which publications allow for email opt-in and/or website promotion (these should be the publications you focus on first).

MODULE FOUR: FACEBOOK GROUPS & OTHER ONLINE FORUMS

Why are groups and forums powerful tools for email list growth?

What types of groups does your target hang out in?

What important factors should you note when assessing the engagement of a potential group/forum you're considering?

Why is it important to note group rules when assessing each potential group/forum with the intention of joining to grow your email list?

MODULE FOUR: FACEBOOK GROUPS & OTHER ONLINE FORUMS

Research time! What are some groups/forums you've found that may be good fits for utilizing as a vehicle to grow your email list? Select 1-3 to focus on first.

Why is engaging in each group/forum at the beginning so important?

How do you intend to leverage the "Engagement First" approach upon joining these groups?

What is the most important aspect driving your content strategy?

What one opt-in/offer will you focus on during your first content strategy cycle?

MODULE FOUR: FACEBOOK GROUPS & OTHER ONLINE FORUMS

Brainstorm ideas for your content strategy cycle, schedule, individual post content (value posts and promo posts), etc.

MODULE FIVE: FACEBOOK ADS

When running Facebook Ads campaigns for email list growth, what are some important factors to keep in mind concerning budget and desired results?

Why is it important to know your email conversion rate before running a Facebook Ads campaign for email list growth?

What are the “Four Steps to Profitable Facebook Ads?”

What are some options for finding Facebook Ads Strategists or learning Facebook ads for yourself?

MODULE FIVE: FACEBOOK ADS

Why is it important to stay up to date on all best practices for Facebook Ads?

What makes Facebook Ads so experimental and why are there no guaranteed results?

Clients Desired to Reach Sales Goal \div Email List Conversion Rate = Subscriber Goal

Subscriber Goal \times \$5 (or more depending on industry) = Starting Budget for Facebook Ads campaign

Why is using a Lookalike Audience for Facebook Ads helpful when growing an email list?

COURSE WRAP-UP

What next steps will you be taking to implement what you've learned in this course?

What excited you most about the Collaborate & Grow Strategy? What did not excite you about this strategy? Why?

What excited you most about the Get Published Strategy? What did not excite you about this strategy? Why?

COURSE WRAP-UP

**What excited you most about the Facebook Groups & Other Online Forums Strategy?
What did not excite you about this strategy? Why?**

**What excited you most about the Facebook Ads Strategy? What did not excite you
about this strategy? Why?**

Please rank the four strategies based upon how much they excited you:

Which list growth strategy do you want to focus on for the next 90 days?