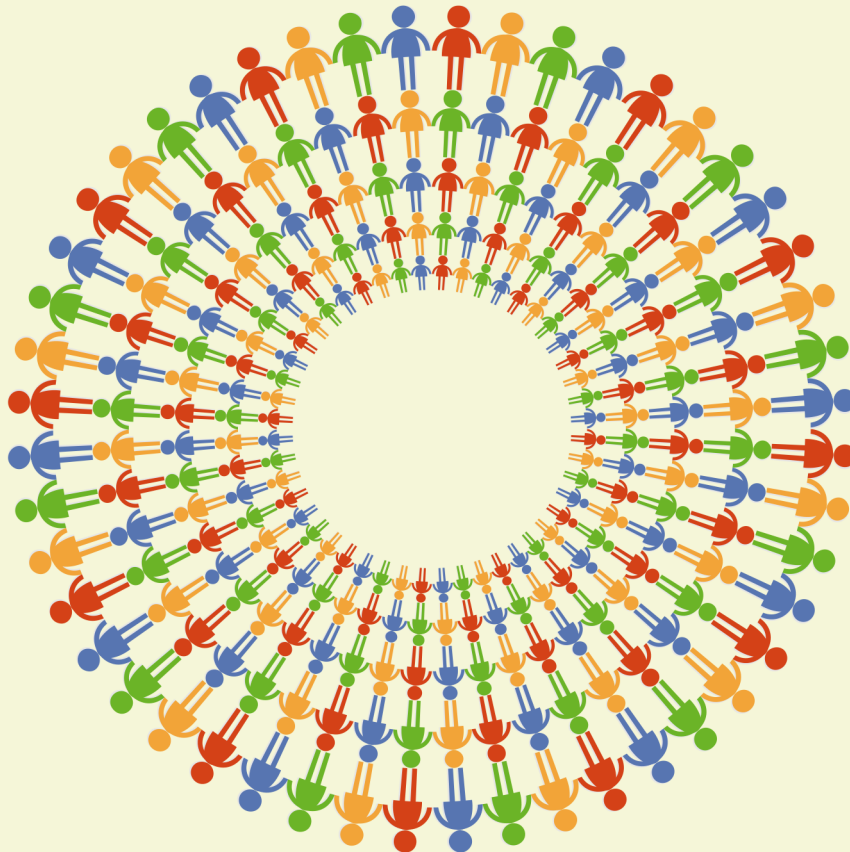


Your First **100** **Subscribers**



Build your email list starting today

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Your First 100 Subscribers!

It's absolutely true what they say...

The money is in the list.

That's because an email list gives you **power and control**...

...To build an audience you own (unlike social media).

...To turn your subscribers into avid fans.

...To generate sales on tap.

Make no mistake, email marketing remains one of the most effective online marketing channels, even after all these years.

And the best bit?

Owning your list.

Once you have your own email list, you can literally send out an email at any time and start generating sales *without* having to worry about ever-changing social media algorithms or what's going on in the land of Google.

And everything can be automated so that you can sell in your sleep.

But hang on...

How do you BUILD your list if you're a complete beginner?

Know Your Audience

The first thing to say is you should know exactly WHO you are targeting.

What gender are they? How old are they? Where do they live?

Education? What are they interested in? What problems do they have?

What are their hopes/fears/dreams/aspirations?

Once you know who you're targeting, you'll be able to find them and then deliver exactly what they're looking for.

The Lead Magnet

Next, you're going to need an enticing lead magnet...

Something to give away for free to entice people to join your list.

This must be something irresistible to your audience in order to tempt as many people as possible to opt in...

And it must deliver value.

What could you offer?

- A free report or ebook
- A checklist or cheat-sheet
- A video or audio recording
- An email course
- A consultation

There are lots of ways you could go, but whichever one you choose, it must deliver VALUE.

You want to start developing that relationship with your audience and show them that you understand what they're about. Help them and they'll see you as the expert right from the beginning.

Landing Page or Squeeze Page

This is a simple webpage that will tell people about your freebie and allow them to opt-in to your list.

Typically, it will include a headline (very important), an image of your lead magnet (great for increasing value), and a little additional information about the contents.

Of course, it will also include the all-important opt-in form so that the visitor can give you their name and email address.

Other Stuff

- A download page (where people can download their freebie)
- Legal pages (e.g. Privacy Statement/Policy, Terms & Conditions etc). **Note:** We are not legal experts. You should check legal requirements and responsibilities in your specific country or region.

Obviously, you'll also need an email marketing platform (autoresponder) such as Aweber, Getresponse or ConvertKit to store and manage your email list.

Getting Your First 100 Subscribers

So, how do you get your first 100 email subscribers?

This is an important milestone – and a decent initial target.

The main thing to keep in mind? It shouldn't be too hard to achieve with a few solid strategies up your sleeve.

Here are some ideas to get you started...

Paid Traffic

The easiest way to send traffic to your free offer is to pay for it.

For example:

- Facebook ads

- Google ads
- Solo ads

etc.

Pay for some traffic and you can literally start getting people to your opt-in offer in minutes. Target the right audience with a compelling offer and it should be possible to get to 100 subscribers relatively quickly.

Our biggest tip for paid ads? Start small and scale up. Begin with a small budget, test and track, then increase spend only once you know you're getting solid results.

Social Media Marketing

Want to reach out to your audience for free?

Social media marketing is the perfect place to begin because, as you probably already know, social audiences are MASSIVE.

Start by thinking where your audience hangs out (is it Facebook, or is it LinkedIn, perhaps if you're targeting B2B markets?)

The main idea is to give people great content for free and then promote your lead magnet in your social posts and on your profiles.

Content Marketing

As with social media, content marketing is about providing valuable content to your audience by utilising the many different avenues that are out there:

- Blogging
- Social media
- Videos
- Ebooks/reports/white papers

etc.

Give value and show people that you truly understand what they're all about, then promote your opt-in offer within your content.

Those are just a few of the possible strategies you could use to reach that magic milestone of 100 subscribers.

Find your audience... and then focus on those platforms. This will help ensure you get maximum results from your efforts.

Final Words

Considering constantly changing search and social algorithms, it's arguably more important than ever to find ways of reaching your audience that give you total control...

And email is one of the best ways to do that.

To build your list, get clear on exactly WHO you are targeting, then develop a compelling opt-in offer that delivers on what your audience is looking for.

With a little time and effort, getting to 100 subscribers shouldn't be too difficult if you tap into some of the traffic strategies we've outlined in this report.

It won't happen overnight – and YES you will have to put some effort in, but considering how much the money is *still* in the list in 2024, the hard work is well worth it.