



100 SUBSCRIBERS IN ONLY 30 DAYS

DAYS 1-2

1. Add opt-in form to the header and other locations (navigation menu, below or inside blog posts, sidebar, pop up window, etc) of your website. I use www.leadpages.net

DAYS 3-13

1. Create around six opt-in incentives (worksheets, outlines, cheat sheets, spreadsheets, printables, email course, email challenge, video tutorial, webinar, e-book, etc), place one on each of your most popular blog posts.
2. Then create one more incentive for use on your social media or website.

DAYS 14-18

1. Go back through all of your old posts and update your SEO. Do this by selecting and utilizing top ranking keywords and keyword phrases. I use www.google.com/trends/ to determine what is popular right now in people searches.. I also use <https://adwords.google.com/home/tools/keyword-planner/> to track the most popular keyword in my field, and to track how successful they are once I use them.
2. Get your posts out there for others to see! This will have the added benefit of driving traffic back to your website (and also to all your other social media accounts). Pin your blogs on Pinterest. Link them to your Facebook, LinkedIn, Snapchat, Youtube, Instagram, Pinterest, Twitter, wherever you can!
3. Infuse your blog content and Pinterest pins with keywords in order to attract the right people.
4. Results take awhile to see, so be patient and keep putting the work in. At this point, your site is ready to start bringing you subscribers on autopilot. SEO works organically, so your posts may not start to rank highly on social media or Google immediately. Trust that it's working and that your traffic will start to grow very soon.

DAY 19

1. Make a list of ten people in your ideal niche (that has access to your target audience) that you could reach out to, and list build together. Webinars are a great way to reach out to your audience, and the audiences of others. Consider what someone in your niche needs to know as a beginner or may be struggling with as they grow. Create a list of questions from current members or a list of the first six steps every beginner should start doing. Share this important content with the audience as both you and your new co-partner share in the work of this hour long webinar. You both will benefit and grow your audience.
2. By creating a webinar idea that benefits both audiences, you are able to show your knowledge on a particular/relevant topic, set yourself as the go-to person, and show that you're able to teach comfortably.

DAY 20

1. Pitch your webinar idea to the six people you listed yesterday. You do NOT need to sell anything on the webinar. You can simply use it as a way to grow your email list by providing 30-45 minutes of free content to the other person's audience.
2. You could also collaborate with the other person so that both of you teach something during the webinar and reach both audiences.
3. If you show potential collaborators that you have something valuable for their audience (for free), many people are willing to say "yes" to partnering with you (it makes them look good, too, because they found someone so helpful for their audience!) in the future.
4. Both parties could choose to sell something (the next six steps? Wanna learn more... here's my \$10 e-book, etc) and split the profits. There is really no "wrong" way to set this up, as long as both parties agree and benefit on some level.

DAYS 20-30

1. Confirm a date for at least one no-pitch webinar with a partner. Set up the registration pages (LEADPAGES is great for this) and have your webinar partner start inviting their audience to the event.
2. Live video has a very powerful effect on your credibility and ability to connect with people. If you aren't using webinars, facebook LIVE, or Youtube.... Now is the time to consider adding this practice as a regular part of your business.
3. If you teach your webinar before the end of your 30 days, you should easily get 100 people to subscribe to your list.
4. In addition, your social media, Google, and opt-in incentive strategies will create a momentum for your email list building.

Good job! You rocked it!!