

30 Day List Building Bootcamp

WORKBOOK WEEK #3: SHARE

THE STEP-BY-STEP TO PROMOTING YOUR FREEBIE

Tools Needed: Open up each of the following in it's own tab:

- Your landing page link
- Your shortened bitly link
- Your website URL
- Your social media pages (instagram, facebook, twitter, pinterest, periscope, snapchat, linkedin, google+, blab, etc.)

Once you've gathered all of the above, it's time to promote your freebie and make sure your website is optimized for conversions!

PHASE ONE: OPTIMIZE YOUR WEBSITE

- Have a horizontal opt-in
- Have a page dedicated to your freebie in your navigation bar
- Create an image using canva for your sidebar promoting freebie
- Add a [hello bar](#) to your website (this is free!)
- Download [sumome](#) and utilize their listbuilding tools (also free!)
- Test a welcome gate on your website(use your LeadPages account)
- Change all your social media channels to include the link

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PHASE TWO: USE SOCIAL MEDIA

- ❑ You'll always promote your bitly link on social media (as opposed to your website URL). You want to drive traffic to your landing page so you give people only one option when they land there. Opt-in to get the freebie or walk away...
- ❑ You can create Twitter cards in Canva and schedule to promote these in Buffer (free) at least once a day for 30 days.
- ❑ Spend 30 minutes a day on social media channels where your target client hangs out. 5 days a week. Share your freebie when it's a fit or an answer to someone's question
- ❑ Comment on 5 other popular blog posts every week. Make sure to include the link to your landing page and include your gravatar image to boost your profile.
- ❑ Social Media posting guidelines as a general rule of thumb: 10x's a day on twitter, 3 x's a day on instagram, 1x a day on periscope, 30 minutes a day in FB groups.

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PHASE THREE: RELATIONSHIP BUILDING & NETWORK HACKING

- Pick 3 people this month who are in a similar but not identical field as the work you do.
- Send each of them a personal email and ask if they would be interested in working on a short promotion or joint venture together
- Pick someone who is at a similar place as you or go for someone with a bigger audience where you can teach something and provide value
- Pair up with them to teach joint workshops, webinars or bundle up and promote your freebies to each others audiences.
- Ask people to share! In each newsletter you send out ask your followers to share your newsletter or add social share buttons to the bottom of your blog posts and emails
- Host a giveaway (you can use something like kingsumo) and ask people to share it in order to boost their entries and chance of winning.
- Pitch guest blog posts to big sites at least once a month

The best way to BOOST your list growth is to LAUNCH something. I'll dive deeper into this topic next week when we get into using FB ads to grow your audience

Follow me and tag me to win digital goodies each week...

Twitter: [@carlamholden](https://twitter.com/carlamholden)

Facebook: [@herbusinessboutique](https://www.facebook.com/herbusinessboutique)

Insta: [@herbusinessboutique](https://www.instagram.com/herbusinessboutique)