

# BUILD YOUR LIST OF RAVING FANS

Woohoo! Welcome to week one of #Rocktober. Yup I made that up. But we are gonna rock our goals this month so it's fitting.

Here's why list building is the focused theme this month...

*When you build your own audience and email list, you control your revenue and income.*

Email marketing is that awesome. And your email list is that powerful!

Since ya can't market to crickets and tumbleweed, you need to grow your list. And in order to do that you need to have a reliable, focused approach to growing an audience.

And it needs to be up to date (guest blogging isn't gonna get you there fast).

And it needs to include what you sell and how you sell it to the new peeps who are finding you so you're not just collecting a bunch of randoms who aren't remotely interested in you or what you're selling.

## LET'S LOOK AT THE NUMBERS

This is based on current industry standards.

IF Sarah has the right offer, opt-in, landing page, emails...

100 new leads each week

5% buy a \$100 dollar course or program = \$500

1% buy a premium offer at \$1600 = \$1,600

Total income each week = \$2,000

Total income each month = \$8,000

Out of 100 new people 5 will buy low 1 will buy high.

How many people are on Facebook alone?

More than 1 billion!!

You only need 14 new peeps a day on average... That's it!!!

Recency works in your favor.

In order to make income online you need the following four things. We'll go over all in the coming weeks but here's the general breakdown.

If you are not making what you want online you are missing the mark on one or all of the following four corners.

TRAFFIC	LEADS
OFFERS	CONVERSION

Do I have at least two of the following lead magnets created? Both need a catchy name and headline for the landing page.

**Classic Opt Ins For Stable List Growth - You need to have at least one of the following. These convert great for paid advertising**

- Scripts & Templates
- Tools and Resources
- Checklist
- E book
- Quiz
- Free guide or PDF
- E course

Your opt-in should have a name and a headline  
My classic opt-in is titled:

I have a landing page set up and the URL is:

What needs to be done this week?

**Engaging Opt Ins For Rapid List Growth - You need to have one of these scheduled to run live.**

- A challenge
- An interview series
- A giveaway
- A workshop collab

My engaging opt in is:

My engaging opt-in will launch (what date will you start your challenge or host your workshop etc.):

What needs to be done this week?

**Is my website optimized for traffic (have at least three of the following in place)?**

- In my navigation menu
- As a pop-up
- As an exit box
- As a welcome mat
- As a hello bar
- Sidebar
- As a header on my website

**Create a list of potential collaborators**

- 1
- 2
- 3
- 4
- 5

## EMAIL SCRIPT FOR COLLABORATION

Hi \_\_\_\_\_!

I found you via [insert where you came across their work] and love [insert sincere compliment].

I was wondering if you'd be interested in co-hosting a webinar together on [insert topic that would benefit both audiences and that you can both teach on]?

I think it would be a great way to add value to both of our communities [optional: you can insert social media following or your list size here ex: "I currently have 3k instagram followers who love all things wellness].

Let me know if you'd be interested and we can talk more.

Thanks!

Name

Website url

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How else can you get your 100 new (ready to work with you) leads each week? We will talk about that strategy next week!

Ciao for now,  
Carla xo