



Why Growing Your Email List Feels So Dang Hard and What To Do Instead

7 SIMPLE SOLUTIONS TO ATTRACT NEW EMAIL SUBSCRIBERS AT LIGHTNING SPEED

BY
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Hey there!

Before you join me for our masterclass, here's what I want you to know:

It's never too late to re-focus your efforts and make list building a priority in your business. Your efforts can pay off quickly when you dedicate time to building your email list.

Everything I am going to teach on this upcoming free masterclass is **100% doable**.

List building is overwhelming when you think you've got to be everywhere, and do everything, all of the time. To maximize the results of your list building efforts and banish frustration for good, **use the 7 simple solutions** I'll share with you soon!

Amy

3 WAYS TO GET THE MOST FROM THIS WORKBOOK

01

Save this workbook or print it and use it during our masterclass to stay fully engaged and take notes on the actions you want to implement quickly. If you want to save some ink, download a black and white version [HERE](#).

02

Think of ONE QUESTION you would like me to answer while we are together. If I don't answer your question during my training, you can ask it during the Q&A session at the end.

03

To maximize your time on this free training, at the end of the session **decide on just one ACTION you plan to complete** in the next 24 hours. Taking action right away will give you instant momentum to start seeing BIG results.

Prep work →

QUESTIONS FOR THE MASTERCLASS

The _____ Content Creation Challenge

Nothing helps grow your email list like
delivering _____.

Each week, your goal is to get new content in the hands of your audience. When you're in front of your potential customers every week – when they're listening to you, watching you, or reading your words – you're building a relationship with them and they are more likely to join your list.

Step 1: Grab your _____ and a _____.

Step 2: Set a _____ for _____ and put on _____.

Step 3: Use these _____ to brainstorm _____ of content!

List 2 questions

#1

#2

List 2 questions

#1

#2

List 2 topics

#1

#2

List 2 major challenges

#1

#2



FRUSTRATION #1:

“How often should I _____ my list and what the heck do I _____ in my emails?”

_____ your subscribers! Email them _____ a week to connect, engage and add value.

Turn your _____ into content! Send out a weekly email to encourage your subscribers to engage in your weekly content.

How you do
anything
is how you do
everything.



FRUSTRATION #2:

“I don’t know what type of _____ to create.”

A _____ is a valuable piece of content that you give to your audience for free in exchange for their name and email address.

You absolutely need to create something of value for free that your audience can’t wait to get their hands on! Write down three ideas for an irresistible lead magnet:

#1 _____

#2 _____

#3 _____





FRUSTRATION #3:

“No one is _____ for my lead magnet.”

Use _____ to Grow Your Email List

Social media is one of the best tools to let your audience know about your freebie. The secret is knowing how to talk about your freebie in a way that resonates with your audience.

Quick Win Strategy #1: _____ your social media bio! Write down the four pieces of information to include:

#1 _____

#2 _____

#3 _____

#4 _____

Quick Win Strategy #2: Upgrade your _____ .

#1 _____ Opt-In

#2 _____ Opt-In

#3 _____ Opt-In

#4 _____ Opt-In

The more specific you are about who you serve and how, the more effective you'll be.

BIGGEST TAKEAWAYS



FRUSTRATION #4:

“This is taking _____!”

Grow your list faster by getting scrappy with various social media platforms.

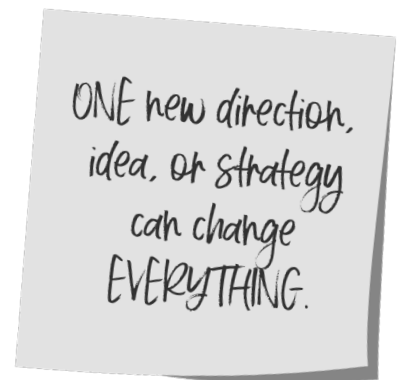
Write down which strategies you want to try that will help you gain more subscribers quickly.

#1 _____

#2 _____

#3 _____

#4 _____





FRUSTRATION #5:

“I don’t even know what _____, _____,
or _____ to use!”

To get started, all you need is an _____
_____.

An ESP is the platform that allows you to send out emails to your entire list. Most softwares also include technology to create opt-in pages and thank you pages for your lead magnet, which will save you money!

Amy’s Favorite Email Service Provider: _____

Ready, set,
implement!
You’ve got this!

FRUSTRATION #6:



“How do I know if this is _____?”

Keep track of your list building success by paying attention to a few key metrics. Then, celebrate when you see those numbers tick up, up, up!

Metric #1 _____

Metric #2 _____

Metric #3 _____

Metric #4 _____

*Play the long
game and with time
you'll start to see
big rewards.*



FRUSTRATION #7:

“List building feels so _____!”

There are two options to choose from to determine how you move forward with building your email list.

Which one do you choose?

Option #1 _____

Option #2 _____

Your email list
will help you
flourish in EVERY
other area of
your business.

Post-class →

LIST BUILDING ACTION PLAN

Write down the ways you plan to implement everything you just learned.

ACTION #1

Complete by: _____

ACTION #2

Complete by: _____

ACTION #3


Complete by: _____

ACTION #4

Complete by: _____

ACTION #5

Complete by: _____

 Celebrate with:
