

30 DAYS TO 100 SUBSCRIBERS

the roadmap

DAYS 1-2

Add an opt-in form to the header of your website, as well as to other locations on your site.

Some examples of where you can put an opt-in form include...

- In your website header/above the fold.
- In your navigation menu.
- Below your blog posts.
- Within your blog posts.
- As a pop-up.
- In your sidebar.

Some great programs for adding pro-looking opt-in forms to your site are **LEADPAGES** and **SUMOME**.

DAYS 3-13

Create 5 opt-in incentives, one each for your most popular blog posts. Also, create one more general opt-in incentive that you can use on your site and social media

Examples of opt-in incentives you could create include...

- Worksheets
- Outline/cheatsheet
- Spreadsheet
- Printable
- Email course or challenge

- Video training or tutorial
- Webinar or audio recording
- E-book
- Resource library with many worksheets/ebooks/etc

DAYS 14-18

Go back through all of your old posts and update your SEO. Make sure to pin these posts onto Pinterest, too. Don't forget -- great SEO starts with selecting and utilizing great keywords or phrases. Infuse your blog content and Pinterest pins with keywords in order to attract the right people.

At this point, your site is set up to start bringing you subscribers on autopilot. But because of the way SEO works, your posts may not start to rank highly on Pinterest or Google immediately. Trust that it's working and that your traffic will start to grow very soon.

DAY 19

Make a list of five people in your niche that you could reach out to, in order to do a list-building webinar with. Ideally, these are people that have the target audience you want to reach.

Also, create a webinar idea that you think would benefit their audiences, show your knowledge on a particular/relevant topic, and that you're able to teach comfortably.

Can't think of a webinar topic? Then consider this: what would someone need to know if they were a beginner, learning what you talk about on your blog? Create a list of the first 5 steps every beginner should take and then teach that in your webinar.

For example, maybe your blog is about the paleo diet. Your webinar could be, "5 Steps to

Getting Started With a Paleo Diet.”

Or maybe you talk about fashion and style. Your webinar topic could be, “5 Actionable Steps to Discovering Your Own Personal Style.”

DAY 20

Pitch your webinar idea to the five 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.

You could also collaborate with the other person so that both of you teach something during the webinar.

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!).

DAYS 20-30

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.

Often, collaborating on a webinar with someone else (whether it’s a no-pitch webinar or a webinar where you’ll sell something) is a GREAT way to grow your list when you’re starting at zero.

It will also quickly help you stand out as an authority in your niche because live video

has a very powerful effect on your credibility and ability to connect with people.

If you teach your webinar before the end of your 30 days, you should easily get 100 people to subscribe to your list.

Couple that with your Pinterest, Google, and opt-in incentive strategies and your list should quickly start picking up steam.

Well done, you!

***For more info on growing your list from scratch,
VISIT THIS IN-DEPTH BLOG POST
with the 5-steps everyone should take to grow their email list.***