

How to Add 300+ New Subscribers to Your List in *30 Days*



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ABOUT

T H E A U T H O R

W H O A M I ?

I am an entrepreneur, podcast host and producer, online event manager, podcast trainer, Livestream presenter and producer, Amazon #1 International bestseller (2020) and BRAINZ Magazine Executive Contributor, a 2021 BRAINZ Magazine award winner and a co-founder and president of Healing Through Love, a domestic and family violence awareness initiative started in Adelaide, Australia.

For more than 35 years, I was a high-level administrative worker who found my passion in creating online experiences. My love for creativity led to the creation of an innovative service that helps speakers and coaches create memorable events through visual media like videos or images with the goal they will be more successful at whatever it is they do!

In 2020, I could see that the pandemic was severely impacting small business owners. As time passed and there were no signs of recovery for these struggling companies to return to normalcy; I knew what needed to be done: help them to reopen their businesses!

That is how my podcast 'Talking with the Experts' came to life. It features entrepreneurs talking about various topics including marketing strategies yet still focused primarily on business operations & entrepreneurship where listeners will be able to learn from other professionals' experiences while getting encouragement along the journey.



Rose Davidson

Testimonials



Donna Ferguson

I recently had the privilege of working with Rose Davidson on her podcast talking with the experts and Healing Through Love and Rose was very professional and has a unique way of presenting the facts to be seen in the right light. Her depth of knowledge and expertise was incredible and to be both on and off camera was exceptional. Rose has a beautiful soul and helps her guests openly share their stories with professionalism and quality. Thank you Rose it was a great honour to be by your side sharing my story and felt very comfortable doing so.

Prosper Taruvinga



Melissa Groom

Rose is so amazing to work with. She is professional, efficient and knows how to create visually appealing marketing for your business. I highly recommend her to you if you want your business to stand out online.

Introduction

Some gurus may try to tell you that email marketing is dead but don't believe them. From the dawn of the internet, building an email list has proven to be a vitally important way to stay in touch with your customers, clients, and prospects. So, don't believe the naysayers...email marketing is alive and well.

I'm going to walk through some strategies for adding new subscribers to your list in the next 30 days. I highly recommend completing all of them and I have crafted this planner so that each step builds upon the last.

However, don't get overwhelmed thinking you have to implement these all at once! Every one of these strategies work, both alone and in conjunction with the other methods, so begin with the strategy that resonates with you most, then branch off and try the other methods after your first opt-in is in place.

Just as you can make more money with multiple income streams, so you can attract more email subscribers with multiple methods.

You can count on your email list as a steady stream of income provided you build a targeted list and keep your list engaged with your offers relevant to your audience. So, let's get started building your list!





The #1 Thing You Need to Attract New Subscribers
(Don't Even Try to Skip This Step!)



Relying on your website visitors to remember your URL once they leave your site is not an effective way to market your business. With all the internet's and life's distractions, the chances of them remembering and returning are just too small.

Instead, give your visitors a reason to share their email addresses with you to stay in touch. Once they grant you permission to contact them again, you can customise your offers and make more sales by communicating with them directly 1:1. The more you stay in touch with your list, the more your audience will know, like, and trust you, thereby increasing your sales and revenue!

Sign up with an email marketing provider

Gmail or Yahoo Mail aren't a professional look, and they don't allow you to email many hundreds or thousands of people at once. Instead, if they suspect you as a spammer, they will disable your account. Most importantly, most countries by law require your email provider to have an unsubscribe function embedded in the email. Neither platform offer this function.

Research email providers that allow tagging and look at their autoresponder options

Tagging is an effortless way to segment your list based on their interests in your business. If you offer different services or programs, you can tag customers based on what they purchased OR which opt-in they claimed.

An autoresponder allows you to schedule prewritten emails to be delivered at certain intervals. This option is especially useful if you want to offer something like an online Course. It will also save you an enormous amount of time because you can schedule emails in batches. I'd suggest starting with a service like ConvertKit or MailChimp or MailerLite.

After you're signed up, it's time to brainstorm your opt-in offer

What value can you offer people to get them to share their email address with you?

Take some time to think this offer through because simply saying, "Sign up for my newsletter" or "Get my updates". They won't be enough to warrant interest in joining your list.

In addition, you'll need to customise your offer to suit the type of person you want to serve because you need to attract the RIGHT people to your list.

Think about how you can solve a specific problem with a short piece of content to give your ideal clients with a quick win. You can offer a piece of audio, a checklist, templates, e-book, swipe file etc. More important than your format is the solution you're offering. Identify your audience's struggle, supply 3-5 tips for resolving that struggle, and you'll attract subscribers who are hungry for more answers.

Bear in mind that you're not giving away all your trade secrets. Your 3-5 tips are simply a glimpse of what you have to offer. It's a way to bring new people into your circle of influence and woo them with your expertise into your programs or into your private coaching calendar I'd suggest starting with a service like ConvertKit or MailChimp or MailerLite.



Create a Landing Page So People Are Excited to
Give YOU Their Email



Now that you know what you're offering, it's time to figure out how to get people to opt-in to get it. To do this, you'll need a simple landing page with juicy copy to entice new subscribers.

You can either create one using your existing website or you can use a specialised platform like LeadPages or ClickFunnels. Both can create attractive, eye-catching landing pages with a drag-and-drop interface and built-in templates. Both platforms also have split testing capabilities, so you can test different versions of your landing page to see which one converts more views into sales.

They are an additional expense so I would only suggest using these if you plan to create more landing pages in the future. You may, for example, plan to have multiple lead magnets and sales funnels. If you're offering a course, Kajabi or Thinkific are membership course platforms that include landing pages in their service.



Transform Your Website into a
Subscriber-Generating Machine with a Few
Simple Tweaks



You already have a website, but is it working for you 24/7 to bring in new subscribers? It could -and should! Gone are the days of boring old websites that serve as business cards on the web.

It's time for your site to up the ante and accelerate your growth. Apart from the homepage, you can easily add your opt-in to several places on your site to ensure nobody misses out.

No matter which of these options you choose, you'll want them to be like your landing page: You'll need a headline, brief description, opt-in form and call to action button.

Start with one of these options, get it implemented and track your results before adding another opt-in to another location. Also, consider changing up the text if you want to implement more than one location OR insert different offers in each location once you have a process set for creating these opt-in offers.

Pro note: Don't call it an "opt-in" or "freebie." That doesn't entice your visitors to click. Use the title (if it fits) or "Special Offer" or "Limited Time Offer" instead.

Here are some options to do that:

A pop-up opt-in form

You've seen these - you're visiting a site and then like magic, an exclusive offer appears. These pop-ups are attention-grabbing and have great conversions, depending on the relevance of your offer, of course.

Header opt-in form

The part of your that appears “above the fold” – or before you must start scrolling – is what will grab your visitors’ attention first. Make the best use of that space to draw subscribers to your free offer.

Below blog posts

You’ve written a current blog post. You’re directing heaps of traffic to your post on socials, and most are newbies to your site. What do you want them to do AFTER they read your post?

You guessed it? Sign up to my list! Make that abundantly clear by inserting a simple opt-in at the end of each blog post.

In the footer

Make the most of your internet real estate and use this space with an opt-in form!

Link in the main navigation menu

Even though this may seem like double duty if you also have a header opt-in, this is a smart move for those who enter your site via somewhere other than your homepage (which is most likely where your header opt-in is located). Your navigation menu is visible on ALL your pages, so no matter where your visitor comes in, they will see your opt-in offer.



Use Free Webinars to Explode Your List - and
Know, Like, Trust Factor



Let's step away from the opt-ins for a moment and explore how free webinars can explode your list as well.

People love video because this is the closest thing to seeing you in person. Your audience don't have to travel or leave the comfort of their home to see you in action. They'll SEE you, hear your voice and learn about your coaching style from you first-hand. Couple all those things with a powerful message, and you'll have people eating out of the palm of your hand in no time.

With free webinars, you ask people for registration ahead of time (using an email address) to reserve their seats, receive reminders as the date gets closer and to later receive a replay link.

Remember that once the live online seminar is recorded, it's quite easy to set that up as an on-demand evergreen online seminar that you can continue promoting year-round.

What you need for an online seminar:

1. A topic idea that speaks to your audience's pain points and offers a solution. Be sure to deliver actionable tips they can follow immediately.
2. An online seminar platform, such as Zoom, GoToWebinar or Livestorm.

Remember, people will spend money with you if they know, like and trust you. So, if appearing on an online seminar makes your palms sweat, you need to bite that bullet and get your face in front of your audience! Those who NEED to hear your message will find you.



Simple-Yet-Effective Tips to Nab Tons of New
Subscribers from Facebook - FAST



Facebook Pages offer quite a few easy-yet-effective ways to grow your subscriber count eg:

- An opt-in to your business page
- A Facebook lead ad
- An opt-in to the Tabs section
- A call-to-action button on your Facebook business page



Offer Your Irresistible Opt-in on Instagram and
Watch Your Subscriber Numbers Soar



Instagram is super popular and there are many ways to direct people to your mailing list right from your IG page as there are cute photos to scroll through. You can use your IG profile, IG stories and even IG highlights to add subscribers.

Here are some tips on how to do that:

- Change your “link in bio” to your freebie URL
- Create a post and/or Story all about your freebie
- Create lead ads for Instagram
- Go Live
- Takeover a JV partner’s Instagram Story
- Run a giveaway or contest.

Let your creativity soar and have fun! Stick with what works and ditch the methods that don’t yield results.



Offer Your Irresistible Opt-in on Instagram and
Watch Your Subscriber Numbers Soar



Marketing yourself and your business properly take a concerted effort. You're not in the "hoping people will find me" business; you're in the "I solve problems for people and I'm awesome" business!

Partnerships and Joint Ventures are an incredibly effective way to find NEW ideal clients and subscribers hungry for what you have – but they do require some work to set up!

Here's how to go about finding them.

First, think of people you admire who have a similar market that you would like to reach. You're only wasting everyone's time if you're not targeting JVs with similar demographics and messages.

How can you help their audiences? How can you prove your worth to these inspiring people who are very protective of their subscribers?

Understanding your message is a key to doing this properly. What problems are you helping to solve? What is your superpower and how will you appeal to these new audience members?

You'll have to prove yourself in your pitch that you're not seen as just out to poach subscribers or customers. Prove that you have an authentic desire to help others and be sure YOUR message is on point with your potential marketing partner's audience.

Also, aim for the biggest impact. Want to be on Ellen or the Today Show? Landing one of those gigs will bring you traffic for years. Smaller business owners can also become your biggest affiliates but having a mix of bigger and smaller is important so you're not putting all your eggs in one basket.

When you're doing research, keep a spreadsheet to stay organized with potential names, URLs, and contact info. Also include the dates and number of times you reached out to these JV prospects. If you're hearing crickets after two or three attempts, move on to the next name. Also set yourself a goal to reach out to a certain number of people each day or week. You may not have control over who wants to partner with you, but you DO have control of how much energy you put into finding those partners.



Reach Thousands of Potential Subscribers
(Literally) Overnight



Organic traffic and social media are amazing, and you should always optimise your website, so the search engines consistently bring new visitors. However, paid ads are one of these best ways to increase your reach a lot faster, if you're ready to put in a little cash.

If your opt-in has proven successful with minimal promotion within your socials, consider running paid ads on Facebook and/or Instagram. The good news is you already have (almost) everything you need to run these - and most of the time, paid advertising leads are people you wouldn't have been able to reach otherwise.

Here are some tips to get started:

1. Decide which opt-in you'd like to direct your ads to.
2. Decide on your budget for this campaign. You can set a daily budget or a total budget. When the campaign meets its maximum, your ad campaign will stop.
3. Carefully select three demographics you're targeting. Knowing your target market is imperative to gaining the most ROI from this advertising effort. What's the point of showing your ads to a million people if 999,000 of them don't care about what you have to offer? Don't be afraid to drill down deep to reach your target audience. Those are the people who will purchase your services or products.
4. Write a captivating and sexy headline. Headlines are what capture attention first, so go bold!
5. Write your ad copy. Again, make it exciting and work to entice your audience to keep reading. Play to their pain points and struggles. Talk about your story and how you can relate to your audience. Reassure them that you have the answer they've been searching for.

Lastly, choose an eye-catching high-quality image. Make a purchase from a stock photo house but make sure the photo also makes sense coupled with your copy. If your audience senses a disconnect between the two, they'll lose faith that you have the answers. I love [Haute Stock](#), [Styled Stock Society](#) or [Social Curator](#).

Once your ad campaign begins, visit your insights page in your Ad Manager Dashboard. You'll see the number of impressions and how many people have seen your ad. You can also check your email provider to see how many have signed up for your offer during the campaign timeframe. Make notes and use them to plan your next campaign and make tweaks to improve your overall ad performance.



Congratulations!

You did it! you've just started your list and put yourself into a position to slingshot it into a rapidly growing list that's going to help grow your business like you haven't seen before!

For more juicy ideas or to work with me to grow your podcast or yourself as the BOSS of your business, head over to my website at rosedavidson.com.au.

**Here's to your success and
financial abundance!**

Rose





" You've got to think
about big things while
you're doing small
things so that all the
small things go in the
right direction. "

Alvin Toffler

