

LIST BUILDING ACTION-CALENDAR

HOW TO GET YOUR FIRST 1,000 EMAIL SUBSCRIBERS

For Free



Week 1

Monday

AM

1. Retrieve your worksheet and look through your notes.
2. Research autoresponder platforms and decide if you want to switch from your current subscriber or sign up if you have never had an autoresponder before.

PM

Coach clients

Tuesday

AM

1. Start to brainstorm ideas for the subject of your opt-in bribe.

PM

Coach clients

Wednesday

AM

1. Choose one of your brainstorm ideas and answer the following questions:
 - Is it valuable to your ideal customer?
 - Is it easy for you to create?
 - Is it short and simple?
 - Does it focus on a pain point?
 - Is it evergreen content?
2. Do you want to create different bribes for each social media platform you use?
3. Create your opt-in offer(s), either yourself or outsource it to your VA or graphic designer.

PM

Coach clients

Thursday

AM

1. Do you need to hire a VA or graphic designer?
 - Ask colleagues for referrals
 - Contact referrals to ask availability and pricing
 - Set up interviews with qualified candidates

PM

Coach clients

Friday

AM

1. Create a landing page for your opt-in bribe.
2. Review your week.
3. Catch up on finishing all tasks.
4. Schedule next week.

PM

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Week 2

Monday

AM

1. Continue scheduling interviews for VAs and/or graphic designers.
2. OPTIONAL: Create landing pages for each of your social media platforms IF you're creating multiple bribes.
3. Start planning your editorial content calendar for what types of messages you'll send to your new subscribers
 - Think about affiliate offers as well as your own offers
 - What type of content will they want or expect from you?

PM

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Tuesday

AM

1. Use Google Analytics to determine your most popular blog posts.
2. Add Calls to Action with your opt-in link at the end of every popular post.
 - Outsource to your graphic designer if you want a bold graphic
 - Consider using a plugin, such as [WordPress Calls to Action](#)
3. Create a plan for publicizing your opt-in offer.

PM

Coach clients

Wednesday

AM

1. Brainstorm ideas for content upgrades.
2. Research guest blogging opportunities.
3. Brainstorm more blog post titles.

PM

Coach clients

Thursday

AM

1. Research tools that automate your social media cross promotion efforts.
2. Research tools that offer pop-up boxes for opt-ins
3. Choose your social media scheduling platform and set up your account.
4. If you decide to use a pop-up, choose your platform and set up your account.
5. Watch training videos to learn how your new accounts function or outsource this to your VA.

PM

Coach clients

Friday

AM

1. Review your week.
 - What still needs to be done?
 - Plan it in for next week, or work on it now.
2. Plan out your next Facebook Live to promote your opt-in bribe.
3. Film your Live or consider batching multiple videos next week.

PM

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Week 3

Monday

AM

1. Give your Facebook profile and business page a facelift.
 - Optimize every aspect of your business page, using keywords and adding your opt-in URL
 - Create a new cover photo with a strong Call to Action
 - Fill in that photo description with a description of your opt-in offer plus your opt-in URL
 - Create a customized email sign up tab using TabSite or PageModo
2. Analyze if running a Facebook contest is beneficial to your opt-in goals.
 - If so, consider your choices of third-party apps for contests
 - Set up your contest and start promoting!

PM

Coach clients

Tuesday

AM

1. Work with your social media scheduler and schedule Facebook posts that promote your most popular blog posts, which now have your opt-in Call To Action.
2. Give your Instagram account a facelift.
 - New cover art that represents your branding
 - New profile photo
 - Opt-in link in bio
3. Outsource creating graphics to your new graphic designer.
4. Create a list of hashtags to use in your posts.
5. Plan how you can utilize Insta Stories.

PM

Coach clients

Wednesday

AM

1. Give your YouTube channel a facelift.
 - Create a new cover photo with your branding
 - Update your profile photo
 - Optimize every space available with keywords and links to your website and opt-in offer, including your bio
 - Sort your videos into playlists for your subscribers for easier searching

PM

Coach clients

Thursday

AM

1. Create opening and closing slides for your YouTube videos
2. Include your opt-in URL with strong call to action
3. Include your branding elements
4. Learn how to add “callouts” within your video so you can insert your opt-in URL as you speak about it
 - Or delegate this task to your VA or media specialist

PM

Coach clients

Friday

AM

1. Review your week.
 - What still needs to be done?
 - Plan it in for next week, or work on it now.

PM

Coach clients

Week 4

Monday

AM

1. Give your Pinterest account a facelift.
 - Create a new cover photo with your branding
 - Update your profile photo
 - Optimize every space available with keywords and links to your website and opt-in offer, including your bio
2. Learn how to make ALL your photos “pinnable” via your Pinterest dashboard.

PM

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Tuesday

AM

1. Use your content calendar to map out a workflow for creating graphics, blog posts, and social media posts
 - Bring your VA and/or graphic designer into the workflow so they know what to expect each week or month

PM

Coach clients

Wednesday

AM

1. Explore the idea of “batching” your work to be more productive
 - Film multiple videos a day
 - Write/schedule multiple social posts in a day
 - Write multiple blog posts in a day

PM

Coach clients

Thursday

AM

1. Take a look ahead at next month and start ordering new graphics from your designer.
2. Write some new emails to add to your autoresponder series.
3. Explore affiliate programs that offer relevant products for your audience.

PM

Coach clients

Friday

AM

1. Declutter and update your office, hardware, equipment, etc.
2. Review your week.
 - What still needs to be done?
 - Plan it in for next week, or work on it now.
3. UNPLUG FOR THE WEEKEND!

PM

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Do You Need Help Setting Up
The Techno Side of Your List-Building Efforts?

[Click HERE to Send Us a Message!](#)

Or Follow this link: www.ClientsEnrollmentFunnels.com/contact