

30-Day List Building Plan for a blogger/author

Time requirement: An hour or less a day, 5 days a week

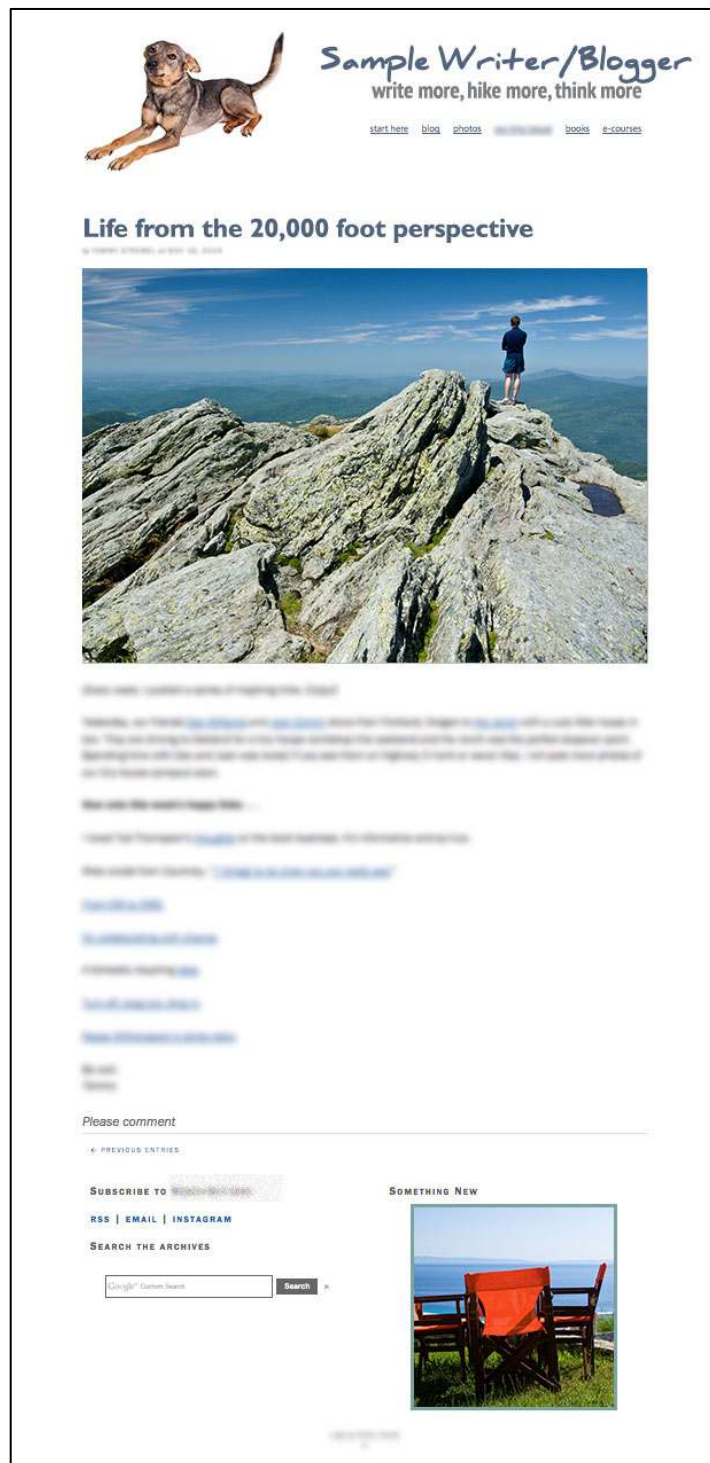
Budget: Less than \$100 per month

Technical ability: can install and configure a medium-complexity WordPress plugin

Current website traffic: 50 unique visitors per day, 1500 uniques per month

New subscribers per week: 7 (2% opt-in rate)

Site looks like this:



Want your own customized list building plan? Go to PamNeely.com. Know someone who needs a free list building plan? Send them to PamNeely.com. ©Pam Neely 2014

Day	What to do	How to do it (More about how to do it at PamNeely.com)	Time to do it	Why do it
1	Switch from FeedBurner to MailChimp, AWeber or GetResponse	To MailChimp: http://blog.mailchimp.com/moving-your-subscriber-list-from-feedburner-to-mailchimp/ To AWeber: http://www.aweber.com/blog/switch-from-feedburner-to-aweber To GetResponse: http://blog.getresponse.com/life-after-feedburner-the-getresponse-alternative.html	1 hour to ponder which email service provider is best for you (GetResponse, AWeber or MailChimp).	Your email list is important. You need the functionality that a real email service provider gives. Changing from FeedBurner to any of these three services is like going from an old handheld calculator to a smart phone.
2	Ditch FeedBurner continued	See above. Very basic setup for your new email provider account would include opening and paying for your account (if a free account won't do), importing your email list	1 hour to dismantle FeedBurner and do very basic set up with your new email service provider	
3	Ditch FeedBurner continued	Do stuff like watch a few of their video tutorials to get acquainted, set up the RSS-to-Email feature if your account has that (GetResponse has it)	1 hour to finish setting up your shiny new email provider account	
4	Add an opt-in form to the top and bottom of every page	Create the opt-in form for the top of your page first, get it to look just right, then copy it, edit it a wee bit, and put it into the footer of your site. This saves time.	40 minutes for the first form, 20 minutes for the second form	You can't get more subscribers if they don't have a way to sign up. Putting two forms on every page will get you about 20% more subscribers than you otherwise would have gotten.
5	Offer an incentive to signup	Also known as a "freebie", "freemium", "ethical bribe", "free report". Offer something so good it hurts. Something they really ought to pay for. A video series is also AOK. So is an ecourse.	30 mins to pick a topic, 30 mins to begin writing (or posting a listing to have someone write it for you)	You'll get about 100% more subscribers if you offer an incentive. It's wildly effective, especially with a GREAT incentive.
6	Offer an incentive continued		1 hour to work on report	
7	Offer an incentive continued		Another hour to work on report	
8	Offer an incentive to signup continued	If you've got AWeber or MailChimp, maximize your time & create an A/B test of your opt-in form. It may have to run for a while if you don't have a lot of traffic, but at least start now.	1 hour to edit your opt-in form and sign up process so they get the free report/freemium	Testing is the difference between success and failure.
9	Set up a goal in Google Analytics so you know where your subscribers are coming from	See my tutorial here: http://pamneely.com/email-subscriber-value-2/ (scroll about half-way down the page)	10 minutes if you know Google Analytics. A bit under an hour if you don't.	It's critical to know what works for you. Honestly, you're probably going to find that only about 20% of what you try actually generates results FOR YOU. This will show you what really works.
10	Add a pop-up with an opt-in form	Use the pop-up your email service provider offers, or use the plugin Pippity, or Opt-in Monster, or any of the other pop-up/lightbox options.	1 hour to learn how the pop-up works & to get it to work.	Reason #1: Pop-ups don't have to be annoying and sleazy. Reason #2: Pop-ups can increase opt-ins by 200-1000% (that is not an exaggeration).

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11	Add a prompt to join your email list (or to sign up for your emailed course) to your books & other publication	If you have Kindle books, you can upload a new version fairly easily. Consider creating stickers for any books that are already printed.	1 hour to edit and upload a new Kindle version, and/or 1 hour to create email opt-in stickers for your already-printed works.	If they were interested enough to buy your book, they might well be interested enough to get on your email list.
12	Add a sign up tab to your Facebook page	Almost every email service provider now has a Facebook app that makes it really easy to do this.	1 hour (you'll probably have extra time).	If you want to build your list, it's critical to get that opt-in form out where the world can see it.
13	Add a sign up prompt to your Twitter profile	Edit the text of your profile description. Use a URL shortener like Bit.ly to save space.	15 minutes to edit the text in your profile, 45 more minutes if you make a custom landing page for Twitter visitors on your site.	You'll get a reasonable trickle of new subscribers from this link.
14	Add a testimonial near your opt-in box/es	If you don't have any testimonials on hand, look through some emails from readers to see if anything pops. It is also OK to directly ask a few of your most enthusiastic readers for a testimonial, or to look through blog comments	Less than an hour	Ideally, the testimonial would be specifically for your email messages, but any testimonial that supports your work will also help people trust you enough to sign up for your newsletter or email course.
15	Add 2 opt-in forms on your "About" page	Add these forms between the paragraphs or sections of your About page.	20 minutes to create the opt-in forms. 30 minutes to place them and test them.	About pages are usually the 2 nd most visited page on a site. They often have the highest opt-in rate.
16	Ask people who just commented on your blog to sign up	Use the free plugin Comment Redirect to do this. Bonus idea: You could also add an opt-in form at the end of all your posts. Some bloggers/writers do very well with this.	15 minutes to install plugin. 45 minutes to create the page for opt-ins.	If they care enough to comment, they may want to hear what else you have to say.
17	Add annotations to your YouTube videos	What to include a prompt to join your email list into your videos? You can. Here's how: https://support.google.com/youtube/answer/92710	30 minutes to learn how to do it. Less than 20 to actually do it.	There are many software plugins & apps that let you add embeds to YouTube videos, but they only work on your website, not on YouTube. But Annotations actually work on YouTube.
18	Test the Opt-In Content Locker plugin to gate content on your site	Gated content is content people can't see unless they give you something for it – like their email address. This \$12 plugin will let you, say, show people the first chapter of your book if they give you their email address.	15 minutes to buy and install. 30-45 minutes to set it up for the first time. 10 minutes after that.	It's easier for the website visitor than going through an opt-in process, & it will get you a more subscribers. It's the easiest content gating system I've found.
19	Promote your emails on Pinterest	You can add links to pins, of course, which means you can drive people to an opt-in page.	20-30 minutes per Pin to create an enticing image, and write a great description.	If your audience fits the Pinterest audience, it's a way to get more eyeballs to your opt-in forms.
20	Put a sign-up promo in your email signature	Just edit the email signature line in your email client.	15 minutes or less.	If you're swapping emails with someone, they're most likely interested in your work.

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21	Add a sign up promo to your business card	Add a line of text or a QR code.	20 minutes to redesign the card; 20 mins to reorder, 20 mins to create a landing page.	If you'd give them your card, they're probably interested in your work. They might be interested in your emails, too.
22	Set up text to join or Forms to Go to get subscribers at readings & events	Some email providers offer text to join. If you've got GetResponse use their Forms on the Go app.	About an hour to install the app, figure it out & set it up.	So you can get new subscribers at in-person events. It's WAY better than using a sign-up sheet.
23	Add some piece of content to your weekly email message (or as a solo email to your ecourse subscribers) and make a big deal of it on social media		1 hour to plan the content & begin writing/creating it	Lets people know you've got great content that's only available in your emails. Lets them know that visiting your website is just the beginning. They've got to be on your list to get that content.
24	Add exclusive content to your email continued		Another hour to work on the content	
25	Add exclusive content to your email continued	Bonus tip: Add a link to this great content on the final confirmation when people sign up (the page they see after they've confirmed their email address). They'll also be getting the freebie you offered, but it's a nice extra to give them something they didn't expect. Some people call this "over delivering". It's a good thing.	1 hour promoting that content on social media (and including a link to sign up for your list)	
25	Land a guest post on a fairly big site	"Big" would mean something like they have 20,000 Twitter followers, or more than 2,000 unique visitors per day. You need significant traffic to make this worth your while.	1 hour getting the guest post gig	Guest posting gives you free, pre-selected traffic to your opt-in box. Many writers use this as their primary list-building technique.
26	Guest post continued	Your guest post has to be awesome. Yes: <i>has to</i> .	1 st hour writing the post	
27	Guest post continued	Use your author bio space to sell (soft sell, not hard sell) these readers on why they need to sign up for your email list (ie, what's in it for them) and why your freemium is so awesome.	2 nd hour writing post	
28	Guest post continued	Bonus tip: If you've got a book, you can create a blog on GoodReads and attract people there, too. That's a great place to build an audience (just be sure to send them to your personal website to sign up for your list).	3 rd hour writing post	
29	Guest post continued	Tweet it. Pin it. Update your Facebook page & your Google+ page. Even tell your existing subscribers about it. You want this post to be super-popular.	Promote that post everywhere you can	The most popular your post, the more traffic you'll get, and the more guest posting opportunities will be available to you.
30	Calculate how much a subscriber is worth to you	Bonus: go check Google analytics and see where your new subscribers came from		This will inform your list-building efforts going forward... like if you choose to advertise

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Want to get this as an emailed course, so you get daily reminders of what to do? Sign up here:
<http://pamneely.com/30day-list-ecourse-writers/>

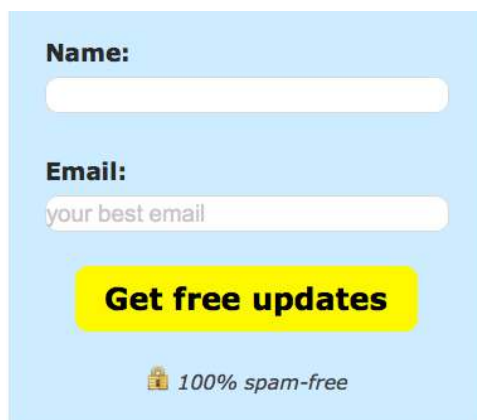
Want to continue building your list after Day 30?

Sign up for my list building coaching, a private membership site where you'll get extensive, customized support to build your list and your business. Go to <http://pamneely.com/list-building-membership-club/> to learn more.

Was this 30-day plan helpful? I hope so, but if there's any way I could make it more helpful, please let me know. I want you to succeed.

Send an email to pam@pamneely.com.


If this was helpful, you should sign up for my weekly list-building updates. They're free, they're short, and they're useful (that's what people tell me). You can sign up for them on PamNeely.com.



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