

30-Day List Building Plan for People Who are “None of the Above”

Day	What to do	How to do it (More info at PamNeely.com)	Time to do it	Why do it	Done
1	<p>If you have been using FeedBurner, switch to an email service provider.</p> <p>If you have been using nothing, choose an email provider.</p> <p>If you already have an email provider, do you have opt-in forms on every page of your site?</p>	<p>Switch from FeedBurner to MailChimp: http://blog.mailchimp.com/moving-your-subscriber-list-from-feedburner-to-mailchimp/</p> <p>To AWeber: http://www.aweber.com/blog/switch-from-feedburner-to-aweber</p> <p>To GetResponse: http://blog.getresponse.com/life-after-feedburner-the-getresponse-alternative.html</p> <p>Need to know which email provider is right for you? See my email provider comparison page: http://pamneely.com/compare-email-marketing-services/</p> <p>Do you have opt-in forms on every page of your site? Not links to a page with the forms, but the forms embedded on each page so people can sign up without having to leave the page they're on.</p>	<p>1 hour to research and ponder which email service provider is best for you.</p> <p>Just research this for today – don't pull the trigger yet.</p>	<p>You need the functionality that a real email service provider gives.</p> <p>Switching from FeedBurner to any of these three services is like going from an old handheld calculator to a smart phone.</p>	
2	Set up your email provider account	<p>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, uploading your logo and other customizations for your account.</p> <p>If you already had an email provider, add social sharing buttons to your email messages and ask your subscribers at the end of every email "Do you know someone who would benefit from what you just read? Please forward this email to them."</p>	1 hour to dismantle FeedBurner and do basic set up with your new email service provider.	<p>So you can actually start using the account, and it will save you time later.</p> <p>Take a day between doing your research and opening an account. It gives you more time to think about which provider you want to go with.</p>	
3	Set up automated email updates	Set up the RSS-to-Email feature if your account has that (most email service providers offer RSS to email), then create a simple template for your email messages.	1 hour to finish setting up your shiny new email account	Using RSS to email will save you hours of work.	
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 the revised version into the footer of your site. This saves time.	40 minutes for the first form, 20 minutes for the second form	<p>You can't get more subscribers if they don't have a way to sign up.</p> <p>Adding a form to the footer will get you about 20% more subscribers than you otherwise would have gotten.</p>	

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5	Offer an incentive to signup	Also known as a "freebie", "freemium", "lead magnet", or a "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	You could offer an ebook based on a series of posts you've written. Or, for affiliates, you could use existing content to write "The Definitive Guide to Picking the Right Product/Service/Training Program for You."	This could be a 10-20 hour project, but I'm keeping it short for you. Think of a helpful checklist here, not a 100-page ebook.		
7	Offer an incentive to signup continued	If you've got 2,000 or more visitors to your site a month, run a test. If you've got AWeber, 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. If you don't have AWeber, consider Visual Website Optimizer or Optimizely. Test your incentive's headline, or the copy on your opt-in button. If you've got less than 2000 visitors a month, just keep working on that signup incentive.	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.	
8	Create a full-width email opt-in form at the top of your home page.	Examples include http://jjvirgin.com/ , http://startaconsignmentstore.com/ . Look into the WordPress plugin MagicAction box to create a space for your opt-in box on your home page.	1 hour (maybe more) to get your blog to accommodate a full-width home page opt-in. Maybe an hour to hire someone to do it.	Full-width opt-in forms on home pages often get 10-15% opt-in rates. Most of the people who go to your site will never come back. If you can get their email address, you can continue the conversation.	
9	Set up a goal in Google Analytics	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. An hour if you don't. Got extra time? Make your opt-in incentive better.	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).	
11	Write an awesome welcome email	If you could give new subscribers a tour of your online presence in 5 minutes or less, what would it be? It should be your welcome email (which could include a video, of course).	At least an hour... could take longer if you want it extra nice.	Your welcome email will get more readers than ANY other email you send. It's a critical moment to build trust and enchant your new subscribers.	
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. Bonus: Got any really cool content besides your incentive? Put it behind an email gate on your Facebook pg.	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. Include a compelling call to action.	15 mins to edit your profile text, 45 more to make a custom landing page	You'll get a reasonable trickle of new subscribers from this link.	

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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 often 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 with an external link to your YouTube videos	Want to include a prompt to join your email list into your videos? You can. Here's how: https://support.google.com/youtube/answer/92710 and https://www.youtube.com/watch?v=ojP8Coo2tEM Bonus: Post your videos on your website, and include an email gate like Wistia to get access to the videos.	30 minutes to learn how to do it. 30 to futz about with it until it actually works (can take a few tries).	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 an exhaustive chart comparing products to buy, or an interview you did with one of the gurus in your industry.	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 or SlideShare	You can add links to pins, of course, which means you can drive people to an opt-in page. If Pinterest isn't right for you, consider making a few SlideShares out of your most popular posts.	20-30 minutes per Pin to create an enticing image, and write a great description. About 1 hr per short 10 slide SlideShare	If your audience fits the Pinterest audience, it's a way to get more eyeballs to your opt-in forms. You can add an opt-in form to your SlideShares if you're on the SlideShare "Gold" \$19 a month plan.	
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.	
21	Check sites like Clarity and Quora to see if anyone is asking questions about something you've included in your emails recently	Don't hard sell them on your email list in your answer. Just mention it in passing when you answer their question.	Less than an hour – maybe answer 2-3 questions per hour	This builds your visibility and will drive traffic to your site over time. Also try this tactic on forums.	

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22	Write updates about your upcoming email newsletter for Google+ & LinkedIn	Keep these updates short, like 300 words or less. Focus on what's in it for the reader. Remember, everybody's always listening to WIIFM.	About an hour	Builds interest in your emails. Bonus: After you've published your next email update, go to helper sites like Quora and Clarity and see if anybody is asking questions about topics you just covered in your email.	
23	Add some piece of content to your weekly email message (or as a solo email to your ecourse subscribers)	Make a big deal about it on social media. Affiliates need to pay special attention here. Don't get into the habit of "take, take, take" – always pushing something to buy from your subscribers. Every 2 weeks or so, give them something extraordinary & free & available only through your emails. You'll build more trust and readership this way than anything else.	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	Bonus: Put this content up on your Facebook page too, but behind an email gate (ie, people have to give their email to see the content).	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)	If you give people more than they expected, they're more likely to choose your emails to open from the 300+ other emails filling up their inbox. Everybody likes a nice surprise.	
25	Land a guest post on a fairly big site	Look for a site with at least 5-10,000 Twitter followers, or more than 1,000 unique visitors per day. You need significant traffic to make this worthwhile.	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 needs to be great. Put the time into it to make it great. Don't want to guest blog? Get yourself interviewed instead.	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 should sign up for your email list (ie, what's in it for them) and why your sign-up incentive is so awesome.	2 nd hour writing post		
28	Guest post continued	Create a landing page to send your guest post traffic to.	3 rd hour writing post	You'll get almost twice as many new subscribers if you use a landing page.	
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	See my post on calculating subscriber value , and the email subscriber value calculators . Bonus: go check Google analytics and see where your new subscribers came from	30 mins to do the calculation, 30 more to consider what it means to your business.	This will inform your list-building efforts going forward... like if you choose to advertise	

Want to get this as an emailed course, so you get daily reminders of what to do? Sign up here:
<http://pamneely.com/30day-none-pdf-download/>

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-coaching/> 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.