



**SPECIAL REPORT**

# How to Build and Grow Your First 1000 Email Subscribers

Premium PLR Produced By **IMLeadMagnets** (Volume 1)



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# How to Build and Grow Your First 1000 Email Subscribers

## *Why You Absolutely Need an Email List*

### *It's time to 'own' your audience*

If you have any kind of online business then building an email list of subscribers really does need to be your top priority.

To appreciate just how important an email list is to your success, you need to fully grasp the impact of what an actively growing list can accomplish for you;

- Your business can collect leads on near *auto-pilot* forever
- You can build a *lasting connection* with the industry-wide 70 per cent of site visitors who don't take immediate action
- You gain a *recurring income* stream from loyal followers who want to repeatedly purchase from you
- Your *brand remains strong* because you are not allowing other platforms to dictate your relationship with your followers.

In other words...

*Building a dedicated list of leads and buyers means that you completely control all of your online achievements*

So yes – the money definitely is 'in the list', and the larger the list that you can grow, the more profit-building opportunities there are for you to explore.

## Where to Find Your Passionate Subscribers

### *Find your followers on social media*

Finding 'followers' has taken a dramatic turn since the web became all '2.0' and social media made its presence known.

It used to be that in order to hopefully obtain a following audience, your efforts would be confined to writing large volumes of articles for directories, wasting many hours on forums, or placing very expensive ads on search engines and elsewhere.

*Luckily, that's no longer the case!*

Social media has had a drastic impact on the way in which leads are now generated, and all that it requires from you, is having *clarity on what your targeted audience wants* to achieve and where on Facebook and elsewhere you are likely to find them.

Then, through your engagement with them, you earn their trust and respect as someone who is an authority to be followed within your niche.

However, while it's one thing to have a huge social media following which might cling to every post that you share with them, your own access to them would be immediately lost should that outlet decide to close down tomorrow.

*For this reason, you need to combine your email marketing strategy with your social media presence.*

By doing so, you can **flood your business with a horde of qualified followers and grow an enviable subscriber list** into an incredible asset that you can call your own.

## How to Rapidly Grow to 1000 Subscribers

### *Why your target is 1000 subscribers*

When it comes to building your email list, that 1000 number provides you with a benchmark with what your business will achieve as your list continues to grow.

This is because it's at that magic 1000 number that you begin to really see a 'shift' in the growth of your online assets.

With this number of subscribers your email open and click-through rates increase and subscribers start responding to the messages that you are sending out.

This means that your site's traffic increases changes from random spikes to continued consistency, as does the number of conversions that you experience during campaigns and launches.

*At this point, you are making real money in your online business!*

And in order to create your responsive subscriber email list to this level, you simply need to follow the sequence below to put it all together...

### *How you will be building your 1000-strong email list*

Because you know what drives your ideal prospects to take action, you will be creating a valuable lead magnet incentive and making it available to them where they hang out '*en masse*' primarily on Facebook.

In return for providing this volume of targeted traffic with a very specific free offer, they will give you their name and email

address with permission for you to send them information, updates, offers and promotions that you believe will be a good fit for their interests at any period of time.

### *What you need to build your 1000-strong email list*

- **Email Service Provider (autoresponder)**

An autoresponder is an external software that 'houses' your list. It facilitates you to send emails to your subscribers who signed up with you through your lead magnet so that they can be on your list.

The email service providers best known for reliability in providing you what you need in terms of email deliverability, conversion stats, subscriber segmentation and *opt-in forms for your lead magnets include;*

- [ConverKit](#)
- [ActiveCampaign](#)
- [Aweber](#)
- [GetResponse](#)
- [MailChimp](#) (for budgets only, features are not comparable)



Through these autoresponders you can **create and customize landing pages** which is where your subscribers will 'land' when they click the link that you provide them in order to get your lead magnet.

Your landing page should be a simple, uncomplicated page with attractive visuals, an enticing headline and a compelling 'call-to-action' subscribe button.

- **Irresistible Lead Magnet**

Your lead magnet needs to spotlight you as an expert or influencer within the niche that you are targeting.

To achieve this, your free offer should be restricted to addressing and solving a very pressing need or specific 'pain point' or challenge that exists within that niche space right now.

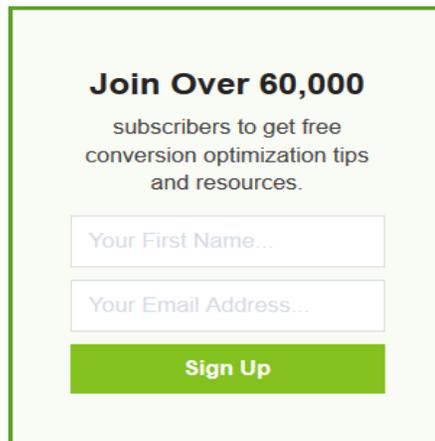
It should also be related to a larger paid offer on the point of subject that you will be presenting to your list at a later time.

For now though, the role of your lead magnet is to obtain subscribers so that you can nurture your relationship with them and change their status at some point to 'paying customer.'

Lead magnets are typically short in duration, relatively easy to create, and present as a 'quick and now' result or outcome for the traffic who subscribe to it.

Traditional types of lead magnets have included such items as;

- Short reports
- Free trials
- Interviews
- Swipe files
- Videos
- How-to guides.



**Join Over 60,000**  
subscribers to get free  
conversion optimization tips  
and resources.

Your First Name...

Your Email Address...

**Sign Up**

In the 'off-the-charts' noisy world of social media however, you need to *differentiate your lead magnets* from that of your competition.

Your lead magnets need to evoke enough curiosity so that your prospects find it practically impossible to resist downloading.

They should be easy to follow so that they inspire and show your subscribers how to 'take action' on the topic that they address.

There are three specific lead magnet types that you can use that meet this required criteria;

### 1. Checklists

A checklist done correctly is a simple one or two page sheet that guides your subscriber through a particular process.

Essentially, it is a way of breaking down and condensing a complicated task into sequential actionable and achievable steps.

Checklists provide a multi-purpose solution in that they can be used to simplify processes that are a one-off as well as for those tasks that are done repeatedly.

**THE ULTIMATE WEBINAR**  
*Checklist*

Don't miss any steps on your next webinar production! Use this checklist to make sure you don't miss any steps, and create a webinar with lots of value.

<p><b>1. PRE-WEBINAR, 8 WEEKS PRIOR</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Pick a date.</li> <li><input checked="" type="checkbox"/> Determine the topic. <i>(It is best to pick a topic your audience is actively looking for more information on.)</i></li> <li><input checked="" type="checkbox"/> Select speakers and host. <i>(It is ideal to have at least one host, and one additional person helping with webinar logistics.)</i></li> <li><input checked="" type="checkbox"/> Set goal. <i>(Ex: lead generation, registrations, new audience, etc)</i></li> </ul>	<p><b>3. PRE-WEBINAR, 3 WEEKS PRIOR</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create outline of webinar topic</li> <li><input type="checkbox"/> Create first draft of webinar deck <i>(Check out webinar best practices)</i></li> <li><input type="checkbox"/> Promote webinar. <i>Some ideal promotion channels include: social media, social advertising, blog posts, email to current database, and PR. (Promotion should continue until webinar)</i></li> </ul>
<p><b>2. PRE-WEBINAR, 5 WEEKS PRIOR</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create registration page. Things to include:           <ul style="list-style-type: none"> <li><input type="checkbox"/> Title</li> <li><input type="checkbox"/> Description &amp; hashtag</li> <li><input type="checkbox"/> Form</li> <li><input type="checkbox"/> Date/Time</li> <li><input type="checkbox"/> Sign-in information</li> <li><input type="checkbox"/> Speaker bios and headshots</li> </ul> </li> <li><input type="checkbox"/> Select webinar platform to host webinar on. <i>(Either link directly to webinar platform once people sign up on registration page, or email them with sign-in details before the webinar)</i></li> </ul>	<p><b>4. PRE-WEBINAR, 2 WEEKS PRIOR</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Upload webinar deck into webinar platform</li> </ul> <p><b>5. PRE-WEBINAR, 1 WEEK PRIOR</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Dry Run of webinar. Test audio, visual, and slide progression.</li> </ul> <p><b>6. PRE-WEBINAR, 3 DAYS PRIOR</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Send reminder email to all registrants. Include sign-in information and webinar hashtag.</li> </ul>

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## 2. Cheat Sheets

Cheat sheets are not unlike checklists, however rather than showing check boxes, they provide a list of guidelines or even just resources that the user can follow to achieve a specific task.

Cheat sheets often reduce 'how much thinking' the user needs to do or how much they need to memorize because the sheet provides a process that can be followed repeatedly to achieve a required benefit.

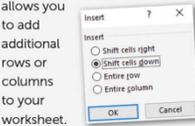
The guiding structure of the cheat sheet makes it a very popular means by which to carry out a given task, which in turn makes it a very compelling lead magnet to offer potential subscribers.



# MICROSOFT EXCEL CHEAT SHEET

*Visit [bringyourownlaptop.com/excel-cheatsheet](http://bringyourownlaptop.com/excel-cheatsheet) for video tutorials!*

**Inserting a column**  
 This shortcut allows you to add additional rows or columns to your worksheet.



**Adding a currency sign to existing data**  
 Select the cells you need to add a currency sign to and simply click and drag across the cells. Apply the shortcut  your data will now have the \$, E or whatever your currency is set to.

**Toggling between Excel documents**  
 will toggle you between any open Excel document. Great if you're working on many documents at once!

**Automatic dates**  
  
 Type in Jan or January and select the bottom right of the cell dragging across the row. Magically Feb, March, April etc will load into the rest of your columns. Thank you Excel! (this goes for days of the week as well, bonus!)

**Selecting your data and applying colour**  
 Use the shortcut  then under 'Home' on your nav bar head to 'Format in Table' and choose a predefined setting to turn your table into something pretty.

**Freezing header rows**  
 For long column of data a handy tip to still be able to see your header titles is head to View: Freeze planes: Freeze top row (or whichever result you prefer). So useful!

**Entering today date**  
 Have your cursor in a cell, apply the shortcut  which will automatically add in todays date.



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### 3. Challenges

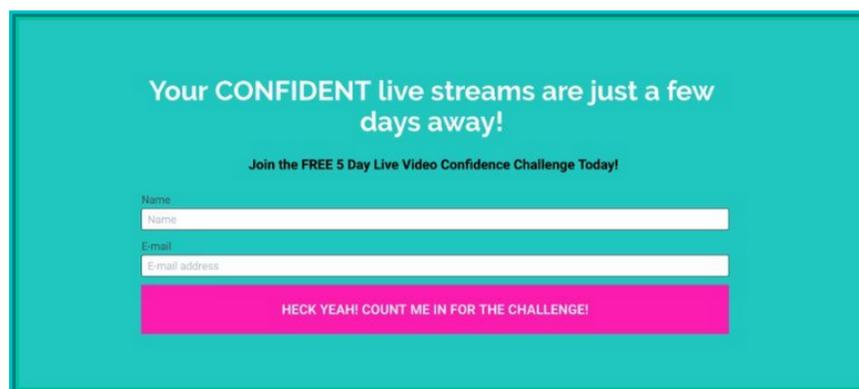
Challenges can take many formats. They can be weekly email tasks, dedicated video sites, daily reports – however a popular form is a scheduled 5-day challenge that outlines in written form, or shows over-the-shoulder training, in how to accomplish a particular goal in a very short time-frame without getting overwhelmed in the process.

Challenges are exceptional lead magnet offers because people who are interested in learning what they offer are intrigued enough to sign on for the offer.

When providing drip-fed content over a 5-day period, challenges help to train your subscribers to open your emails very regularly and to view your content. This in turn assists with rapport-building as your subscriber gets to know you and the quality of content that you openly share with them.

The more that this interaction freely occurs throughout the challenge, the more likely the subscriber is to purchase from you when you present your paid offers to them.

Challenges that are set across 5 days are long enough to allow you to provide just enough free information to really hook your subscriber on your content, whilst being short enough so that the subscriber doesn't get distracted or lose interest in your program.



Your **CONFIDENT** live streams are just a few days away!

Join the **FREE 5 Day Live Video Confidence Challenge Today!**

Name

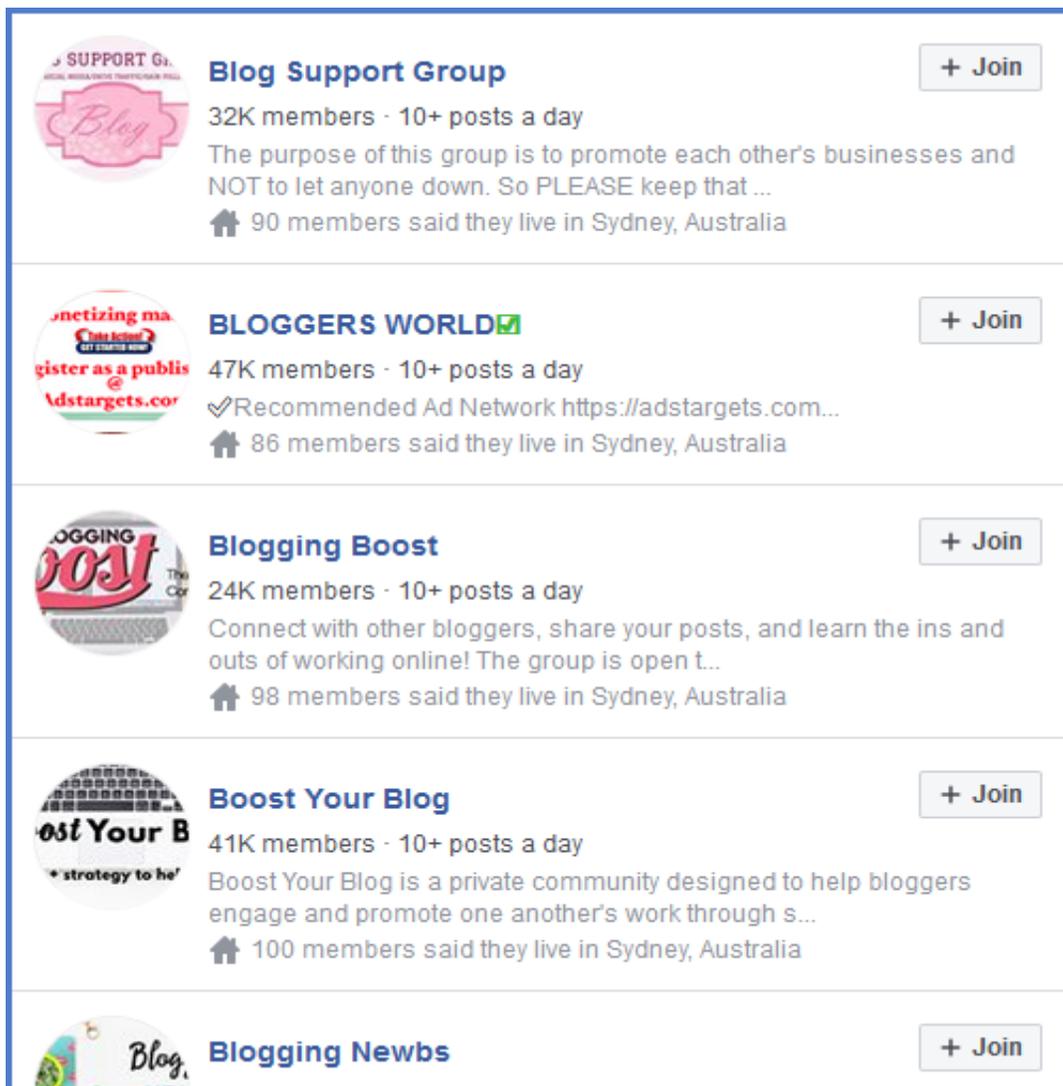
Email

HECK YEAH! COUNT ME IN FOR THE CHALLENGE!

## Start building your 1000 subscriber list on Facebook

You are going to promote your lead magnet link inside of your niche-specific Facebook groups.

Groups dedicated to your particular niche are easy enough to find for this strategy– simply search by a relevant keyword in the Facebook search bar. There is a ton for you to choose from.



This simple strategy alone has been reported to *increase subscriber lists* by more than 20 people per day and [as much as 1500 people within a straight 60 day period.](#)

What's great about Facebook groups is that they are a *community of like-minded people* with a very strong vested interest in learning more about their particular niche.

Your role is to join up to five groups initially and to quickly become a relevant, dedicated and engaging member by starting and contributing to quality conversations.

You will abide by each group's guidelines which inhibit spamming or promoting yourself out of turn. Instead, you will answer and ask questions, initiate topics of interest, and add value by sharing your knowledge and experiences consistently within each group.

In this way, you will quickly become known as a subject matter expert whom other group members will seek out for opinions and regular guidance.

Important to the growth of your subscriber base however;

- you should only join groups with a very active membership base with whom you can continually build relationships
- **the groups need to have 'promotional days'** where you are actually encouraged to promote your lead-magnet offer or incentive.

*This is what will skyrocket targeted traffic to your offer and really build on your growing list of subscribers.*

Friday PROMO FRIDAY

It's promo day! Feel free to share on the Group Wall a link to anything you would like to promote or bring attention to (self-promotion welcome)! You have time to post your self-promoting link on the Wall FROM NOW until the Saturday Thread is up.

Source:  
Blogging for  
New Bloggers



Source: Blogging for New Bloggers

The next obvious step, of course, is to join as many of these 'promo-providing' tribes as you can manage.

This will ensure that you become known as a motivated expert within your niche community, from which your lead magnet link will be rewarded with many new email subscribers within any measured period.

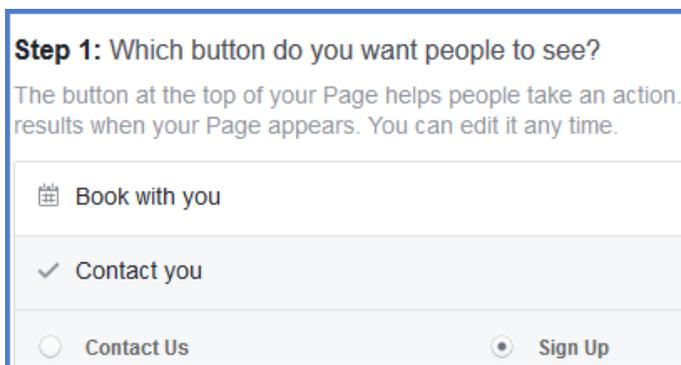
### *Expanding the reach of your email subscriber growth*

Now that you have active Facebook groups driving a hungry, targeted audience to your sign-ups, you can *build on the momentum* by placing your content *on other online assets* for even greater exposure and response.

## Facebook

- provide regular updates on your profile
- provide updates and pinned posts on your page
- provide links and details in your page cover photo
- promote your lead magnet within your own subject group

*Special tip:* On your Facebook page, click on the blue 'Add a Button' below your photo. Select the option as shown below;



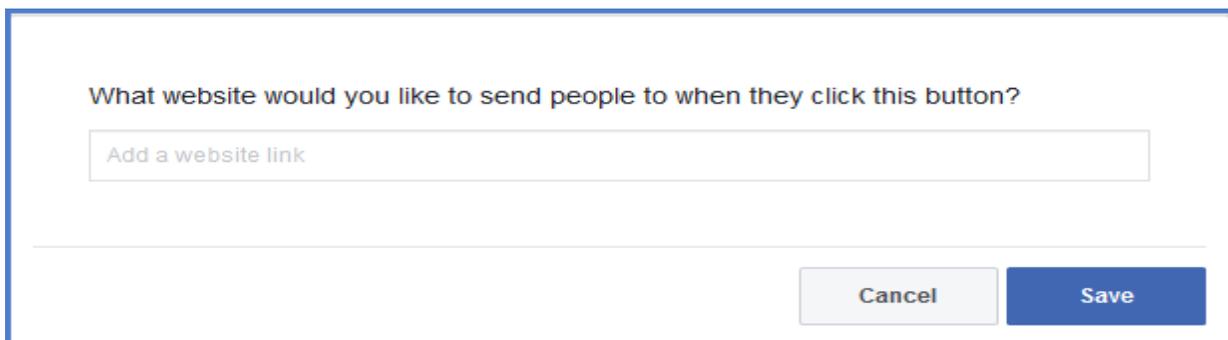
**Step 1: Which button do you want people to see?**  
The button at the top of your Page helps people take an action. results when your Page appears. You can edit it any time.

Book with you

Contact you

Contact Us  Sign Up

Then, when you enter the link to your opt-in landing page, that's where your audience will be taken when they click the 'Sign Up' button.



What website would you like to send people to when they click this button?

## Blog

It should go without saying that your opt-in form should be displayed on your blog or website so that your targeted traffic can also sign up from there to receive your lead magnet.

Because your blog is an asset within your control, you should be using it to capture visitors from whichever page they land on...have your sign-up form ready for them wherever they appear, as well as showing it prominently at the top of your blog's home page.

### Content Upgrades

Content upgrades on your blog have the capacity to [grow your email list 10 times faster](#) than your regular initial opt-in.

So once you attracted your ideal prospects to your site, give them the opportunity to *opt-in for an upgrade on the content from the blog post* that impressed them, and watch the huge impact this will have on your subscriber growth.

The analytics on your site will show you which of your posts are receiving the most attention. Start providing upgrade offers with those and then continue implementing them for each new post going forward.

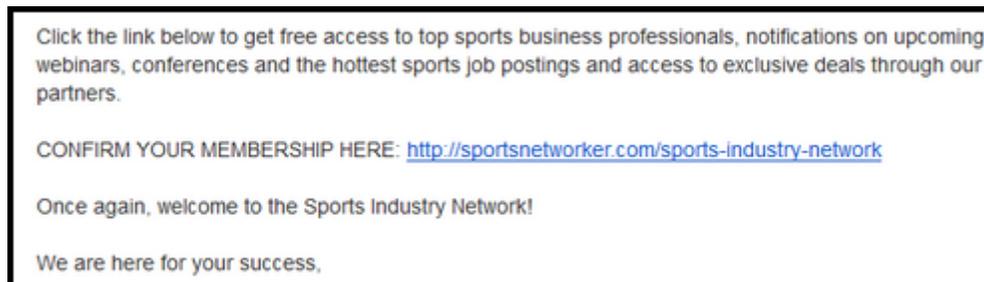
Your most successful upgrade opt-ins will be those that explain the topic in more detail, help the reader overcome their biggest challenges, and assist and motivate the reader to take action.

### **Making use of LinkedIn**

Many of your competitors won't realize this, but LinkedIn allows you to post links for your landing pages;

- in your profile
- in your published articles
- in updates
- within groups

LinkedIn is all about networking so if you haven't yet started your own group, then do so and make connections with the intention of initiating your own group. When members request to join your group, you send them a welcome email asking them to confirm their request.



Use the confirmation link to send new members directly to your landing page.

With over *130 million users*, making use of others' LinkedIn groups also allows for making invaluable connections with like-minded professional individuals.

The idea is to build relationships, engage in conversations, become the 'go-to' authority, and direct your new found business owner contacts to your own niche-specific group.

LinkedIn will also allow publishers and influencers to publish quality articles or post updates to the site.

Consistency is the key here for becoming known and having readers wanting to connect with you, and this in itself presents a prime opportunity to present your lead magnet for [growing your subscriber base by several thousand](#) when you commit to it.

## How to explode your base to a quick 1000 subscribers

Whilst you have everything now in place to build and grow your business to its first 1000 subscribers, there is one particular underutilized method that has the ability to get you there even faster and beyond...

### Facebook Pixel Retargeting

If you're [interested in achieving results](#) like 1800 subscribers in only two months, then adding a Facebook pixel to your landing page is the means by which to achieve it.

Whilst the Facebook pixel is simply a [small snippet of code](#) that sits invisibly inside your opt-in form, the impact that it can have for growing your email list can be incredible.

**Create a Facebook Pixel**

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.

**Track Website Activities**  
Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.

**Improve Your Return on Advertising**  
Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.

**Reach New and Existing Customers**  
Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

Create a Pixel

The method behind the Facebook pixel is that it *tracks the movements of visitors* who viewed your landing page but took no further action at the time, ie, didn't opt-in to get your lead magnet.

The way in which you add the pixel to your landing page to track the actions of visitors will depend on which autoresponder software that you are using.

This method does involve setting up paid ads within the Facebook platform but honestly, depending on your purposes and means, you can in many instances do this *for less than 5 dollars a day*.

The purpose of the ads is that they 'retarget' people who visited your landing page.

The pixel is triggered when your landing page is visited. The pixel then enables your ad to be placed in front of the person who it knows was interested in the lead magnet that you have to offer.

*In this way, your offer is retargeted to your visitors to remind them that they are interested in getting your content.*

The Facebook pixel provides data which allows you to ensure that your ads are being shown to the correct people for your offer. It allows you to set up specific targeting audiences based on selected criteria for those who you want to attract to your offer.

Retargeting allows you to not only show reminders to those who have visited your page recently, but to [attract new visitors](#) who reveal similar criteria to that particular audience.

Using the appeal of affordable but extremely relevant ads to direct the right audience to your offers is a very powerful way in which to break through that first 1000 subscriber target!

## *Your email list is your greatest asset*

If you are serious about succeeding with your online business, then setting up, building and growing your email list needs to top your 'to-do' list in order to make it happen.

Whilst a larger list has the potential to generate more revenue for you over a period of time, it is also the quality of that first 1000 list that will provide you with the initial boost that you need to establish yourself within your niche.

Following the steps presented to you here, you are not only building a list for the future, but a genuine asset of interested subscribers who will contribute to the building of your business with you.