

# List Building Breakthrough

6 Simple steps to growing your email list

# 1. Defining what you want to be known for

## Target Market and Niche

Who is your target market?

What is your specialty or niche? (This could also be your job title)

What problems or pain points does your target market have?

What do you want to be known for? (What are you the expert in?)

# 1. Defining what you want to be known for

## Keyword Research

Brainstorm keyword ideas to describe your services. Think about what words your target market would type into Google if they were looking for you:

Research the search volume and keyword competitiveness. Narrow your list to 4 - 6 keywords that will be used in your marketing framework:

Brainstorm content ideas. What information, resources, or advice is your target market searching for? What questions do they commonly ask? What type of content is popular on your blog, podcast, or social media posts?

## 2. Creating a lead magnet that attracts

### Creating your lead magnet

Narrow your content ideas to the one you think your target market would find the most valuable. (This could be a checklist, guide, top ten list, etc.)

Brainstorm eye-catching headlines for your lead magnet (TIP: Numbers or sales trigger words (like ultimate, must-have, essential, or best) work well):

Use the free tool "**CoSchedule Headline Analyzer**" to test your headline. It will give you a ranking and provide suggestions on how you could improve it.

### Follow the checklist below to create and deliver your lead magnet:

1. Create your lead magnet (using the best headline you've come up with)
2. Upload lead magnet to a content management system
3. Set up an email autoresponder
4. Build an opt-in landing page / Build an opt-in form
5. Build a thank you page
6. Write your first email to deliver the lead magnet

### 3. Optimising your website for conversion

#### Opt-in Form or Landing Page

**Follow the checklist below to optimise your opt-in form or landing page:**

1. Use the title as your headline and use as few words as possible (one CTA)
2. Create an enticing Call to Action button
3. Test the mobile responsiveness
4. Ensure you are meeting Privacy Law compliance
5. Populate the title and meta description on the landing page for SEO
6. Set up analytics and page tracking metrics
7. Optimise your thank you page with a secondary offer (i.e. join FB Group)

**Add banners and links to your website where appropriate to promote your lead magnet. Optimise using the checklist below:**

- Banner along the top of your website home page
- Call to action and opt-in button on the main image on home page
- Website super footer
- Content upgrades within blog articles (multiple times)
- Blog sidebar
- Free resources page (navigation menu)
- About page, Services page

**Add a pop-up plugin/technology and optimise using the checklist below:**

- Include the title of your lead magnet and as few words as possible
- Enticing Call to Action button
- Add a 45-second delay before it pops-up
- Customise for mobile and desktop (i.e. use hello bar on mobile sites)
- Ensure you meet Privacy Law compliance
- Monitor analytics and conversion rate tracking
- Experiment with A/B Testing and Exit-Intent technology

## 4. Creating content to build authority

### Creating core content: "Giving value first strategy"

What type of core content would most suit your audience's needs?

What are your strengths when it comes to content creation?

What systems and processes will you use to create content?

How frequently do you plan to produce core content?

## 5. Organic marketing to increase visibility

### Organic Marketing and Promotion

What keywords will you use to optimise your social media profiles?

What social media platforms will you focus on to reach your audience?

What forums and groups will you promote your content in?

What networking or referral groups can you join or start yourself?

What partnership or collaboration opportunities are available to you?

## 6. Paid advertising to boost traffic

### **Paid Advertising**

What are your marketing objectives and goals?

What paid advertising method is most appropriate for your objectives?

What parts of your marketing campaign will you test?

What is your overall budget and what cost per result is acceptable?

What can you do to optimise your performance before scaling?



# List Building Breakthrough Checklist

- Define your target market and niche
- Research your keywords
- Create a marketing framework using 4-6 keywords
- Brainstorm content ideas around those 4-6 keywords
- Choose one idea to create a lead magnet
- Brainstorm eye-catching headlines for your lead magnet
- Create your lead magnet
- Upload your lead magnet to a content management system
- Set up your email autoresponder
- Build an opt-in form or landing page
- Build a thank you page
- Write your first email to deliver the lead magnet
- Optimise and add tracking to your forms or landing pages
- Add banners and links to your website to promote your lead magnet
- Add pop-up technology or a pop-up plugin to your website
- Start creating core content - blog / podcast / video series / speaking
- Set up systems and processes to streamline content creation
- Determine frequency for content creation and create a calendar
- Create social media graphics and content linking to your core content
- Optimise your social media profiles using keywords
- Create social media content and graphics for your lead magnet
- Post in groups and forums with links to your content or lead magnet
- Look for partnership and collaboration opportunities to share content
- Join a networking or referral group (or start your own)
- Design your marketing campaign and set objectives
- Test and measure your advertising performance
- Optimise your advertising to improve return on investment

# Your Marketing Coach



## Hayley Robertson | Marketing Consultant & Business Coach

Hi, I'm Hayley Robertson. I'm a Melbourne-based marketing coach who specialises in teaching service-based small business owners, like you, how to market your business without the complexity, stress, and overwhelm.

Before founding My Client Strategy, I spend more than 15 years working for some of Australia's largest service-based organisations. So, I've seen a lot of what works, and what doesn't. I now provide practical online marketing training, coaching, and strategy sessions for service-based small business owners.

I'm also a firm believer in continuous learning and investment. My philosophy is that you're never too old or experienced to learn something new. I've invested tens of thousands of dollars in my education over the years, and I'm continuing to spend today.

As such, you can be sure that you will learn information that I've gained through some brilliant coaches and educators. My qualifications include a Masters of Business Administration (MBA) from the Macquarie Graduate School of Management and a Bachelor of Management (Marketing) from the University of South Australia.

### Are you seeking more personalised marketing support?

If you're frustrated that your list isn't growing and your feeling stuck, then 1-to-1 marketing support is also available. Visit the My Client Strategy website to find out more about my personalised one-off **List Building Strategy Session**. It's a great way to unlock the marketing strategies, systems, and techniques you'll need to save time and grow your high-quality email list faster.