

"First 30 Days For New Subscribers" Blueprint



Day 0 - Opt-In / Thank You Pages

First impressions are everything.

Your opt-in page must do one thing and one thing only. Get that visitor to opt in.

Thank You Page must-haves:

1. Tell the visitor what to expect and what they should do.
2. Walk through making sure the delivery of the first email.
3. Keep focus with minimal distractions.

Build a strong relationship with your readers and get high engagement rates.

It'll give you a precise value on how much a new email subscriber is worth to the business.

It's the number you can use to add to your marketing budget that grows your list.

Creating a cycle that grows your list of customers.



Week 1: Build Trust with Specificity

Send a welcome sequence of 4 emails over 4 days designed to get them to the pitch.

Adding in personality and a bit of storytelling goes a long way.

Ask for a reply. It helps the internet to know you and your subscriber "know each other"



Week 2: Create value for them AND you

Creating customers isn't as complicated, awkward, or stressful as you think. Just ask.

Use a 4-5 email pitch sequence to a low-risk but high-reward product. A well-defined, quick win works best.

If you don't have a product, become an affiliate for one.



Weeks 3 & 4: Looping them into the conversation

Time to bring them into the conversation in your regularly scheduled broadcasts.

Don't make a mistake many do and just drop them in.

You pitched them and as time goes on, it's natural for that emotional high to wane.

Use a transition sequence to share:

- Frequency of emails moving forward
- When those emails happen
- Topics that you'll be talking about

Track these emails and ensure that new subscribers engage (by clicking and replying).

"First 30 Days For New Subscribers" Checklist



Opt-In Page

- Headline speaks to the benefit.
- Subheader calls out to the visitor.
- Social proof on page.
- Only one click or call-to-action.
- No navigation menus.
- Copyright year is current.
- Button text tells the visitor the value of the click.
- Quick page load time.
- No jargon. 4th grade level reading.
- First name and email address fields.

Thank You Page

- Unique URL
- Tell the visitor in clear terms what to expect.
- Tell the subject line to look for.
- Give new subscriber a single next step
- No navigation menus.
- Copyright year is current.



Welcome Campaign

- Ask for a reply in the first email
- Every email leads part of the bigger story of becoming a customer in next sequence
- Email 1: Deliver resource / Set expectations
- Email 2: Talk about their #1 problem
- Email 3: Solve #1 problem
- Email 4: Surprise bonus resource
- In all emails, tease the next one



Initial Offer

- Must be the logical next step & helpful
- Meet the subscriber where they are
- Email 1: Introduce BIG idea
- Email 2: Share a story of transformation
- Email 3: Your vulnerable story
- Email 4: Debunk a common belief
- Email 5: Share how customers have felt
- Remove subscriber when purchase
- Link all text to product to sales page



What's Next?

- If they purchased:*
- Onboard to new product
 - Decide if they should be included in regular broadcasts
 - 5-7 days after purchase send an email for a testimonial
- If they did not purchase:*
- Transition onto regular broadcasts
 - Evaluate if subscriber is engaged
- Either way:*
- Think how buyers and non-buyer will take the next step in all broadcasts