

# 30 Day List Building Bootcamp

## WORKBOOK WEEK #2: CONNECT

### THE STEP-BY-STEP TO GETTING YOUR LEAD MAGNET UP

Tools Needed: Open up each of the following in it's own tab:

- Your list server (I will use aweber for this example)
- Your landing page software (I will use leadpages for this example)
- Your website (I will use wordpress)
- A blank google or word doc
- You will also need your photo's and your copy for your opt in pages (see the worksheet below to write copy)
- Your social media pages + bitly.com page

Once you've gathered all of the above, it's time to set up your freebie

- Create a new page on your website with your freebie
- Create a list in your mailserver for your freebie
- Create a thank you page in leadpages
- Create an opt in page in leadpages
- Link the two together
- Create a bitly link
- Change all your social media channels to include the link

Now that you have your freebie set up...I'll show you how to spread the word and get it in front of as many peeps as possible in next weeks training! For now try posting it in a 2 different FB groups and asking people to raise their hands if they want your amazing free thing.

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## Writing Copy That Connects

Using the words inside your target clients head

I want...

I feel...

I think...

I don't want...

## How To Create Hooky Headlines

Start with the end in mind and tweak these examples to your niche

### **THE NUMBERED GUIDE**

- # Steps to \_\_\_\_\_
- # Things You Must Try Before \_\_\_\_\_
- # Quick Ways to Feel \_\_\_\_\_ Fast
- # Days to \_\_\_\_\_

### **THE SECRETS REVEALED**

- The Ultimate Guide to \_\_\_\_\_
- An Insider Look At How I \_\_\_\_\_
- The Secret to \_\_\_\_\_
- How to Double Your \_\_\_\_\_ In # Days
- 5 Things You Didn't Know About \_\_\_\_\_

### **THE CURIOSITY METHOD**

- Need my help?
- Want me to create your action plan?
- Who else wants more \_\_\_\_\_?

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