*Grow Your **EMAIL** List*

with a PODCAST

Krystal Proffitt

You're In The Right Place If:

- You've been thinking about starting a podcast.
- You want to create a deeper connection with your audience.
- You've been thinking about creating more **FREE** content for your audience.
- You don't yet know *exactly* **how** to deliver value to your audience, but you know ***you must do it!***

You're In The Right Place If:

- You're tried creating online content, but have struggled with getting traction.
- You want to learn how a podcast can impact your business.
- You want to create an online business, one day.
- **You ***LOVE* to talk!**

What You'll Learn in This Training

- Why an Email List is Important
- How to Set Up an Email List
- Tactical Things You Need to Know
    - **Front End: What the Audience Experiences**
        - Creating a Freebie
        - Setting Up a Landing Page or Opt-in Form
        - Crafting a Thank You Page
    - **Back End: Logistics of How It All Works**
        - Developing a Welcome or Nurture Sequence
        - How to Use on Your Podcast

You Might Be Saying:

“But I don’t know how to use all of this technology…”

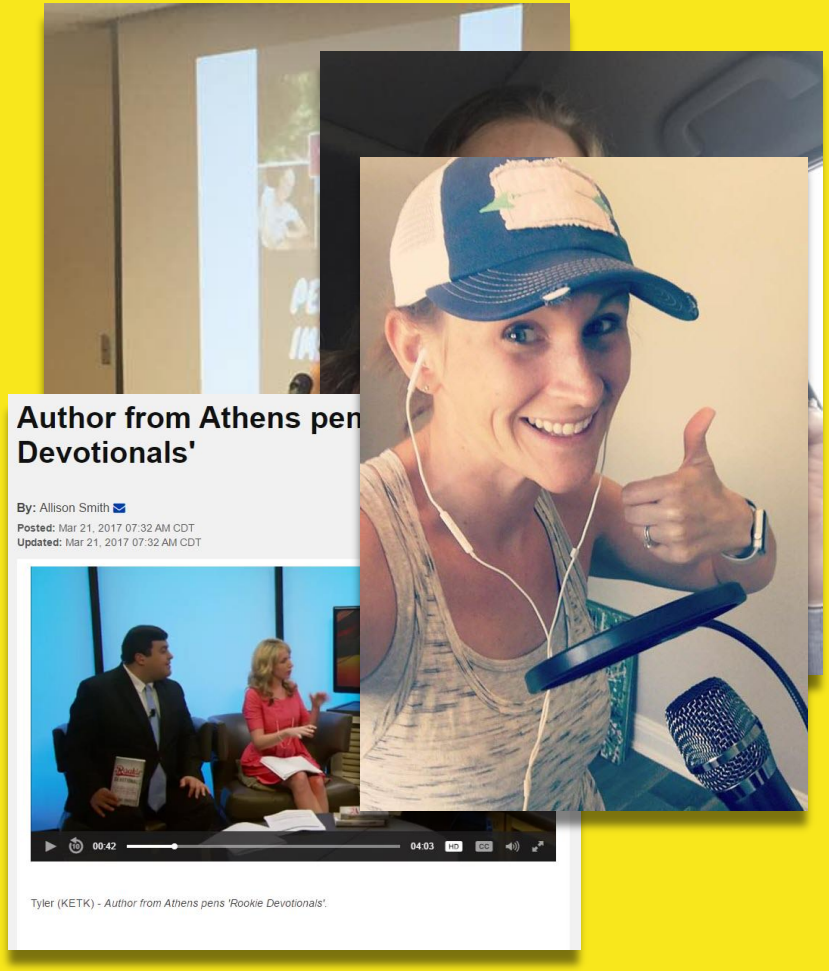
“I’m worried I’ll look dumb…”

“I already have SO MUCH on my to-do list…”

I Totally Get It!

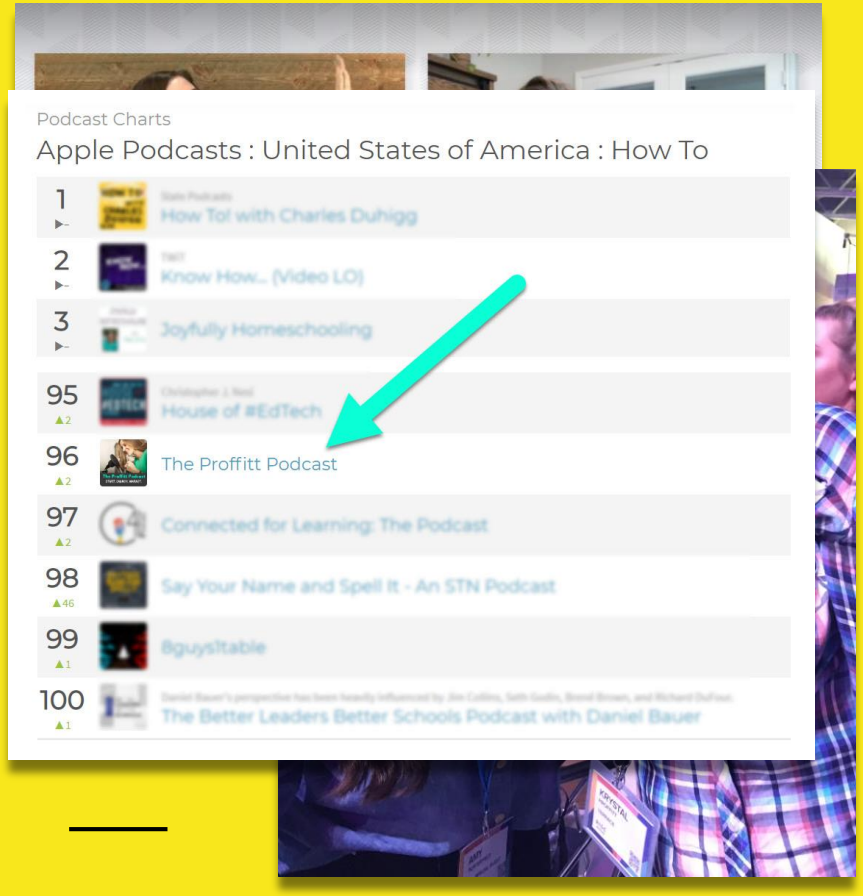
I've Been There Too!

Pushing myself out of
my comfort zone...



But Look at What Can Happen...

When you step outside of your comfort zone.



So Are You Ready?

Let's Do This! 😉

Why is an Email List Important?

It gives you a list of qualified leads!

How Do You Use...

A Qualified Email List?

- Sell Products
- Affiliate Sales
- Charitable Causes
- Have an Audience Independent of Social Media!

Facebook, Instagram were down most of Wednesday around the globe for many users

Eli Blumenthal, USA TODAY Published 1:15 p.m. ET March 13, 2019 | Updated 12:37 p.m. ET March 14, 2019

Facebook platform users hit Twitter with #facebookdown Wednesday, after losing access to Facebook, Instagram and Messenger across the world. Wochit, USA TODAY

Having trouble accessing Facebook or Instagram on Wednesday? You weren't alone.

The massively popular social network started having problems at around noon Eastern time, with issues popping up across Facebook proper, Facebook Messenger and Instagram around the world. The service outage is one of the longest Facebook has ever experienced.

After being out much of Wednesday, Facebook began to come back to life early Thursday morning after midnight ET for many users.

As of publication, service had not yet been fully restored, but some users are able to access it

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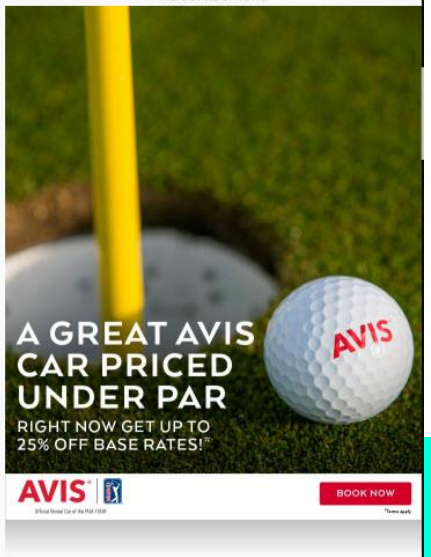


MOST POPULAR

NOTHING HAPPENED!
THEY'RE ALL STILL THERE!

But What About My **Email List**?

Don’t build your audience solely on a platform you have **ZERO** control over!

How to Set Up an Email List...

1. Create Your Freebie!

Who is Your Ideal Listener?

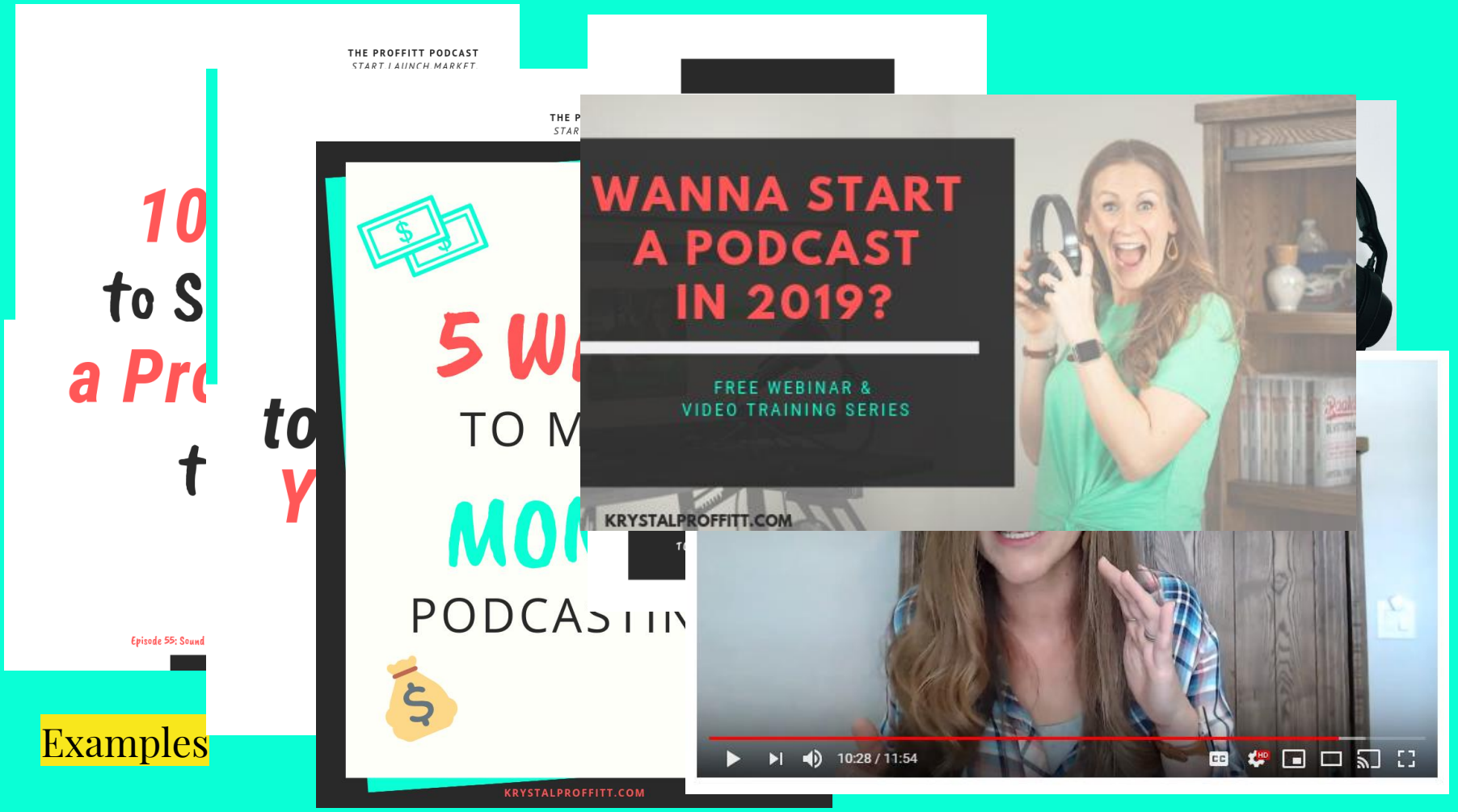
- Pain Points?
- Biggest Fears?
- Problems to Solve?
- FAQs?

How Can You Help?

(And Offer Value!)

Make Great Freebies:

- Checklists
- Workbooks
- Quizzes
- eBooks
- Videos
- Webinars
- FAQs Answered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Examples

The **TITLE** of Your Freebie is ***Sooooo*** Important!

Give it a *Genuine*
Shock & Awe Factor!

2. Build a Landing Page!

PURPOSE?

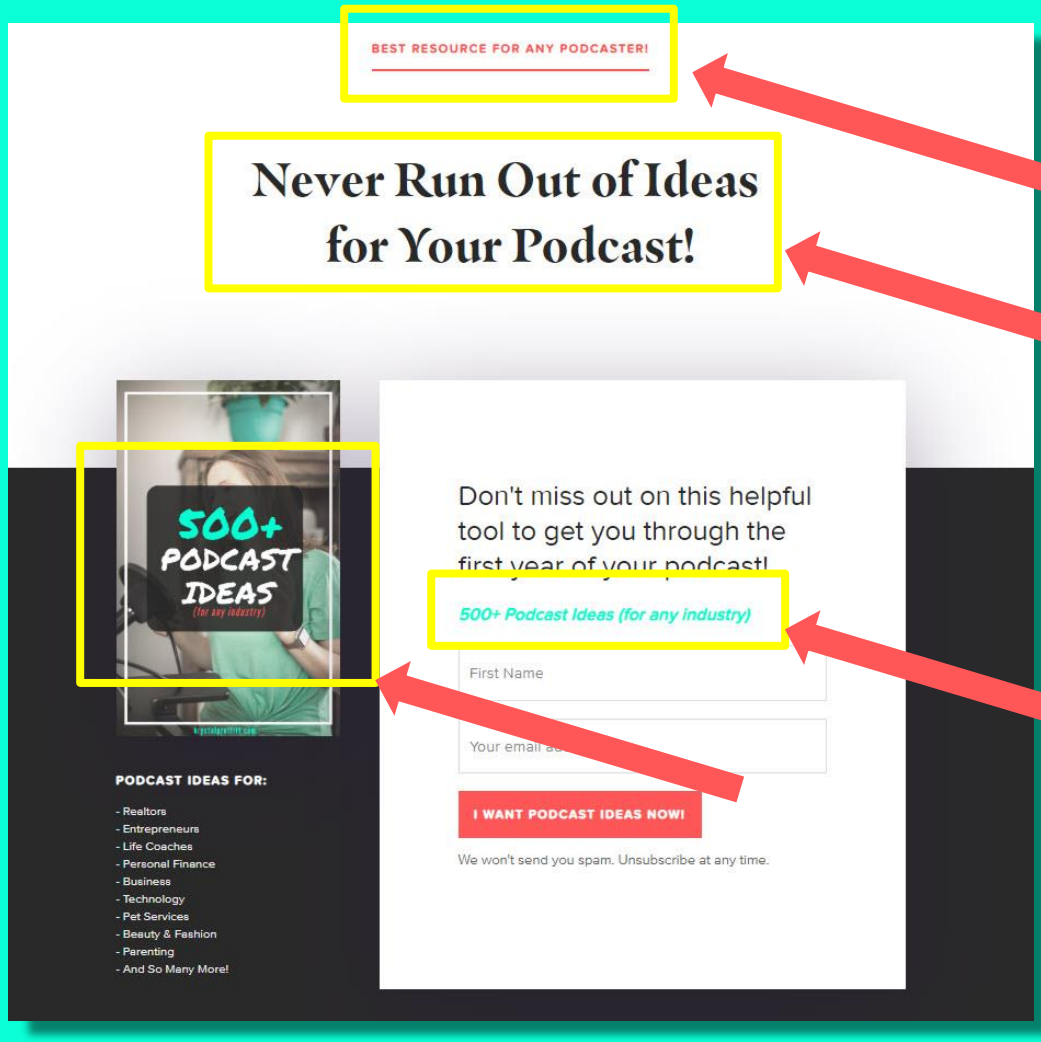
Value Exchange!

=

How to Format Your Landing Page

- Name Your Freebie Clearly
- Speak to Pain Points
  - Use those for your copy.
  - What problems do you solve?
  - How can you help them?
- Call Out WHO Your Freebie is For!
- Keep It Simple!
  - Not too much text!

Example



Who it's for *(Podcasters)*

Addresses Problem: *Running out of Content Ideas*

Title of Freebie!

3. Thank You Page

There are 2 Ways to Do This

With a Website

Without a Website

With a Website

- Have an opportunity to further the relationship
  - With Videos
  - Social Media
  - Top Resources

Without a Website

- You're limited to what your message can show
  - But take advantage of this chance!

Opportunity to Build

Trust & Authority!

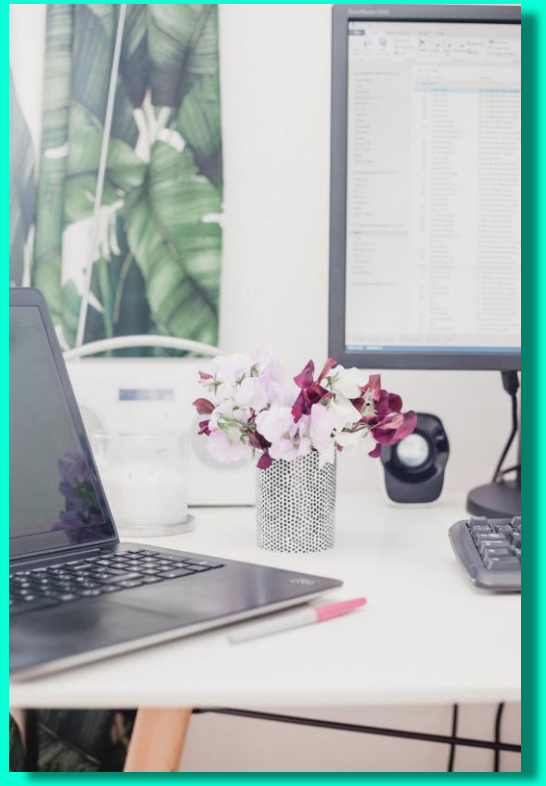
4. Welcome Sequence

What is a Welcome Sequence?

- Sequence of emails a new subscriber receives once they've opted-in to your Freebie
  - 3-5 emails
  - Delivers Freebie
  - Introduces You/Podcast
  - Offers Advice
  - Gives Resources

Why is a Welcome Sequence Important?

- Gives you a chance to further relationship with a *brand new subscriber*
  - You don't want to be a **One-Hit Wonder!**
  - You want to be their **GO-TO EXPERT!!**



How Does it Work?

1 → 2 → 3 → 4

Deliver Freebie

(As Promised)

Welcome/Intro

(Get to Know You)

Testimonies/Stories of Helping Others

(Builds Credibility)

Resources

(Offer Help)

Add Value!!

- KNOW
- LIKE
- TRUST

5. How Do You Use All of This with a Podcast?

It's Simple...

You Just Need a **URL!**

- Announce on your podcast where people can grab your freebie...
  - **Landing Page**
  - **Opt-in Form**
- **Here's an Example...**

"If you need content ideas for your podcast, I encourage you to grab my FREE ***500+ Podcast Ideas for any industry*** @ KrystalProffitt.com/500podcastideas."

"If you're looking to launch a podcast, grab my ***BASIC PODCAST LAUNCH PLAN*** @ KrystalProffitt.com/launch."

Do Steps 1-4 First!

Do These First

Before You Put It On Your Podcast

1. Create Your Freebie
2. Build a Landing Page
3. Thank You Page
4. Welcome Sequence

Tools I Use

Creating Freebies

- Google Docs
  - eBooks, Check Lists, Work Books, PDFs
- Canva.com
  - Cover Images *(Make it look Great!)*
- SnagIt or Camtasia
  - Screenshots/Videos

Email Service Provider

- Started with MailChimp
- Moved to ConvertKit

MailChimp

ConvertKit

If you've enjoyed this training...

Let's Connect

QUESTIONS?

@KrystalProffittTx

The Proffitt Podcast

Thanks for Being Here!

Keep It Up...

We All Have to Start Somewhere!