

List Building Launchpad

How to Grow an Email
List of **Loyal Fans** in
Five Simple Steps

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R A C H A E L ♦ W A T T
THE BUSINESS EXPERTS ADVISOR

Welcome to the List Building Launchpad: How to grow a list of loyal fans in five simple steps.

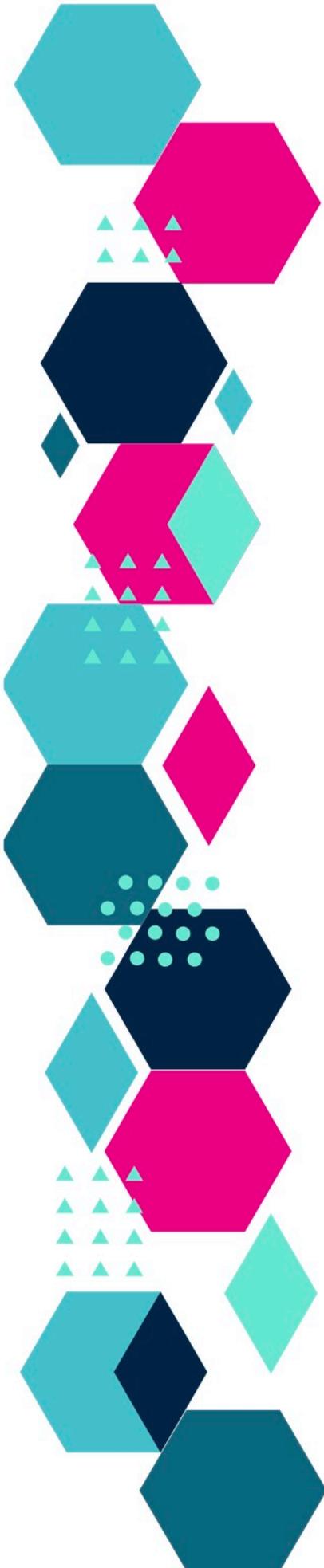
Inside this document, you'll discover the five things you need to do to grow an email list of loyal fans...

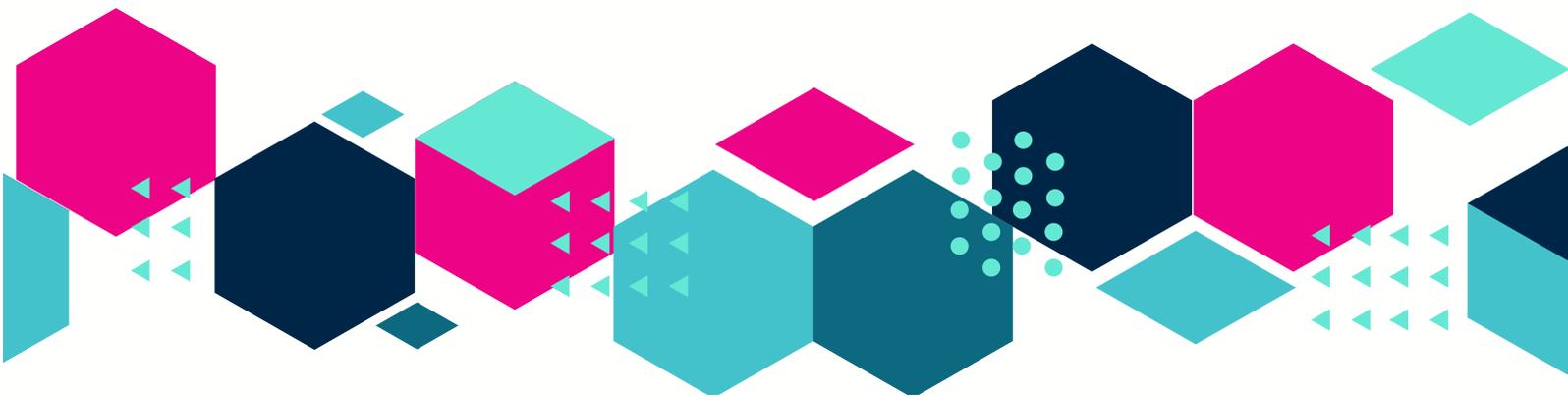
...you know the people who comment on your social posts, open every email, are first in line to buy what you're offering and think of you first when it comes to your product or service offering.

Can you imagine what it would feel like if you knew without doubt that you had an asset in your business that could generate revenue for you at any time?

Starting a healthy, intentional and profitable email list of loyal fans means that you are no longer worrying about how you will grow your business or how you will generate revenue, instead everything you create has more purpose, more direction and in time, more certainty.

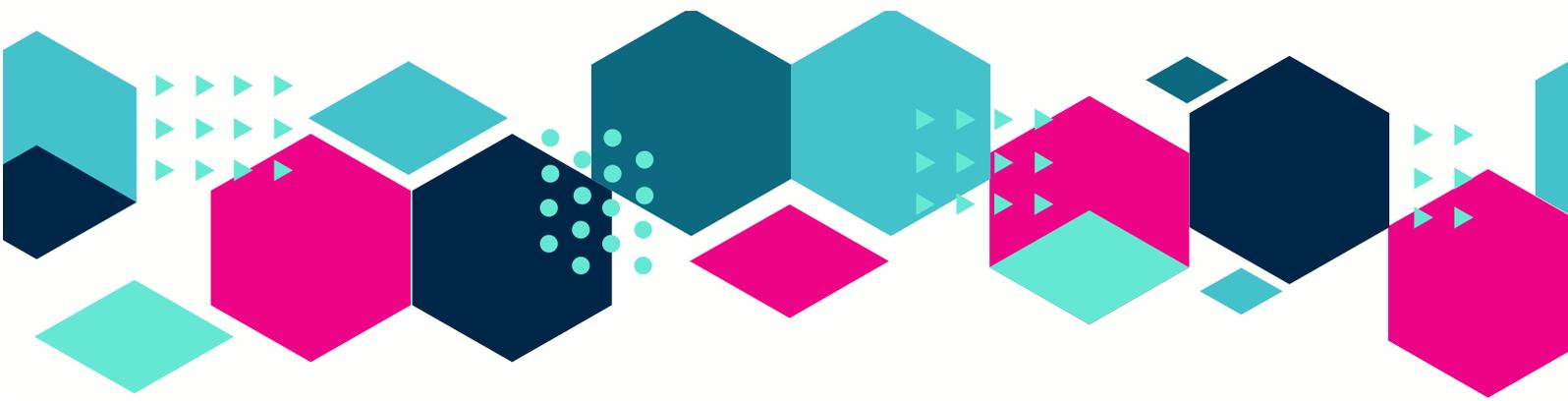
So, let's dive in...





INTRODUCING THE

*List Building Launchpad
A-Team*





1. AUDIENCE

Before you start to attract their attention, have to get clear on who your ideal target audience is? That one person who wants your exact content, programs and services and is willing to pay for what you are offering.

Ask yourself: “**Who** do I want to serve and **how** do I want to serve them?”

You all have something you know really well, and I can guarantee there is an audience who wants that.

Then get in their head:

- What do they care about, what do they worry about?
- What are their challenges and desires?
- What are they struggling with the most right now?
- Where do they get their information / who do they turn to for advice?



2. ATTRACTION

Create an irresistible, value-soaked piece of free content that will attract your ideal clients like bees to the honey pot because it's just too good for them to refuse.

It could be a free guide, checklist, quiz, cheat sheet, mini course the list is endless as long as it teaches or provides your target audience with something of value in exchange for their email address.

You want to create a piece of content so valuable your target clients say, "wow this is amazing...I can't believe it's free!" or "this is exactly what I've been looking for"

Ask yourself: "What's a quick win I can help them with right now?" Or "What do I have available right now that can help them?"

Then go create it.



3. ATTENTION

Next you want to get your audience's attention by sharing your free piece of content everywhere your clients are hanging out. On your website, social pages, networking events, email list, business card...

...a business card is the most underutilised marketing tool out there. You are sharing it so make it work for you by adding your free value offer.

Remember people are the busiest they have ever been. So be sure to capture their attention where they are hanging out the most.

Tip: Always talk about results – Ensure everything that leaves your business is about results and what you can do for your clients. They only care about WIIFM (What's In It For Me).



4. AUTHORITY

Focus on continually building your authority and expert status by consistently showing up with content of value where your target clients are hanging out.

What can you do to build your authority and consistently show up for your audience?

- ❖ Create a regular value broadcast (weekly, fortnightly or monthly) – don't just share it once. Create it, share it and link back to it regularly.
- ❖ Daily social media posting
- ❖ Hosting regular webinars and livestreams.
- ❖ Pitch to be interviewed on podcasts, other people's blogs etc.
- ❖ Showcase testimonials and case studies on your website that demonstrate the kinds of results your clients are already getting.

People want to see the person behind the brand or business. So, create multiple touchpoints for your audience to connect with you, hear your voice and get to know you better.

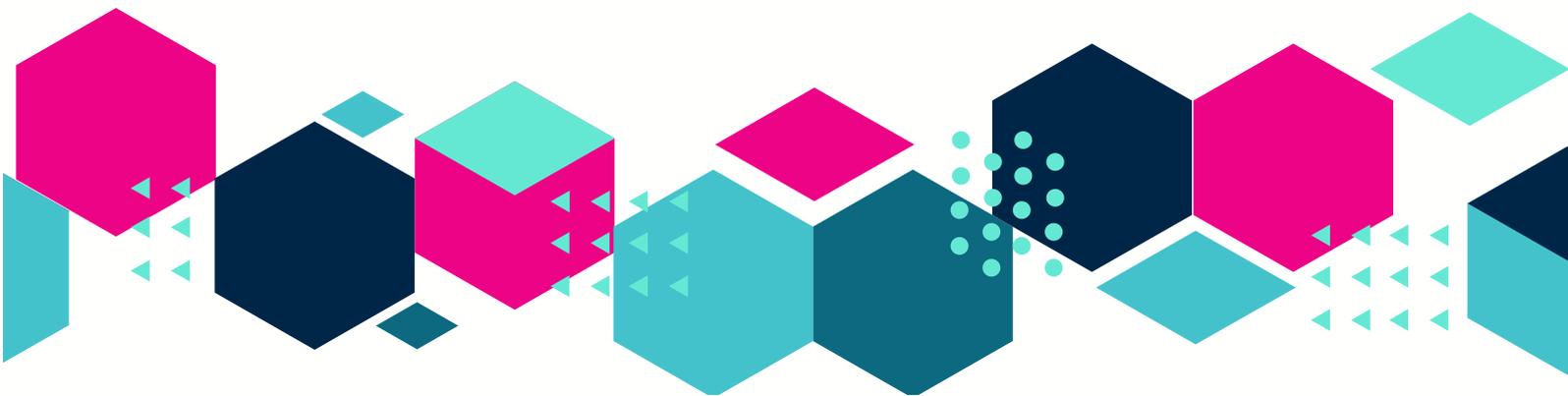


5. APPRECIATION

Finally, show your audience that you appreciate them each and every day. Reply to their emails, answer messages, like or share their posts. Engage with their social updates.

Taking the time to show your appreciation demonstrates to your audience that you care about them, their business and their results.

Remember connection is your currency and will go a long way into turning your audience into raving loyal fans.



Implement the List Building Launchpad Loyal Fan Formula

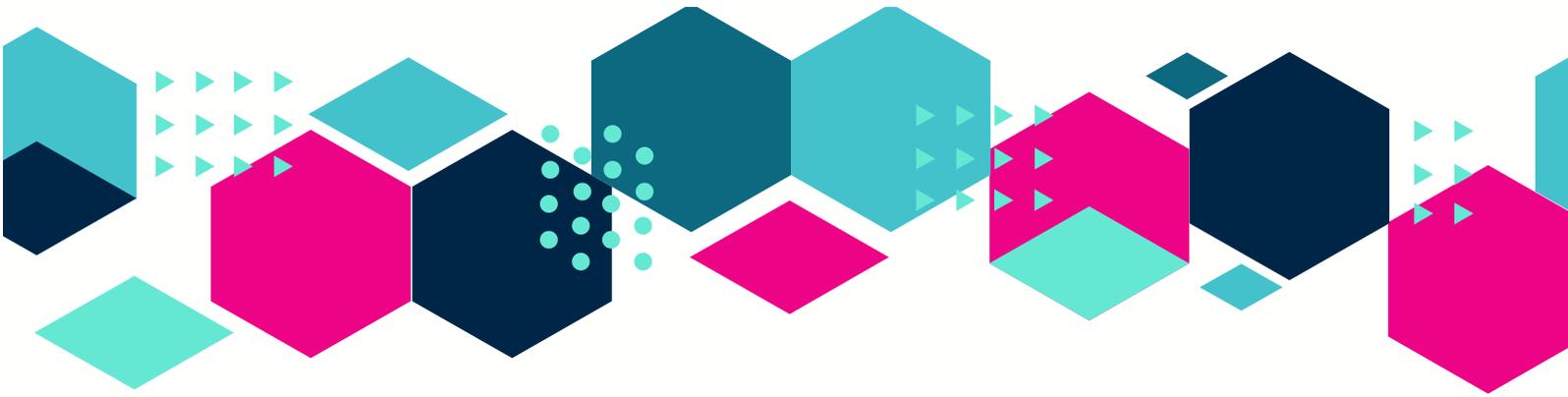
and in the space of weeks your audience will soon

KNOW, LIKE and TRUST

what you have to say to

BUY, REPEAT BUY and REFER

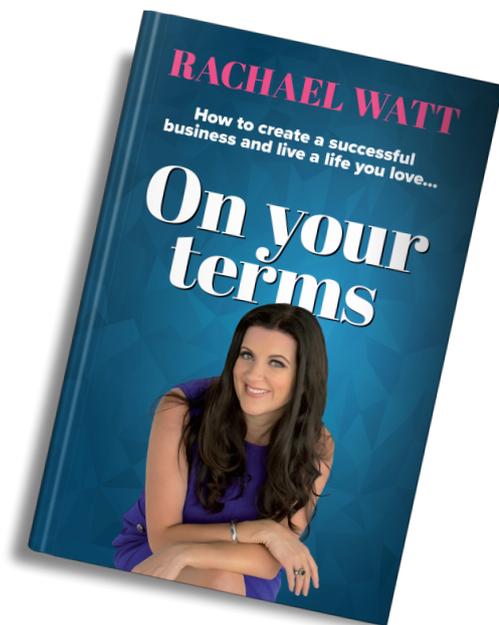
your business, products and services over and over again.



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content that will get your
audience's attention?

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THE BUSINESS EXPERTS' ADVISOR

Rachael Watt is the go-to business advisor for independent entrepreneurs and organisations alike. Having spent over a decade as a hands-on marketer for some of the world's leading organisations, she has identified the formula and defined the success strategies businesses can use to propel their success and build massive business momentum fast.

Today she is also Founder + CEO of Your Way Education Ltd: a digital training and coaching company for other coaches, consultants, mentors and thought leaders looking to generate 6 and 7 figure revenues.

Rachael is an award-winning marketer, a best-selling author, engaging conference speaker and bespoke designer of business growth programs for independent business owners and organisations around the world.

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