

HOW TO GET

# *500 Subscribers*

IN ONE MONTH OR LESS

FREE CHEATSHEET



BY LILY UGBAJA

## Did you know?



It's pretty easy to gain subscribers when you know how to craft the right freebies.

When my blog was 2 weeks old with 5 blog posts and insanely low pageviews, I created my first freebie and got 56 subscribers in 2 weeks! Want to know how much I made from that freebie in those 2 weeks? \$48!

Even more shocking is that the freebie had a **conversion rate of 33%**!

That means that a whopping 56 out of 170 people who saw my optin subscribed!

I'll teach you to create 5 great freebies that will take your subscriber numbers to 500.

**Ready to put those pageviews to good use?**

# 7 Steps to 500 Signups in 1 month



**#1**

**Examine your 5 top performing blog posts.** What would add value to your post? Something to help them readers take action, something to help them organize their actions, something that answers their FAQs in a practical manner... Can you deliver something succinct that they would want?

**#2**

**Stalk your competitors' blog,** what freebie are they promoting the most? Chances are they either have great conversion rates or they make tons of money from them. Sign up for the freebie and observe what they've done. Create your own version of it.

**#3**

**Make your freebie valuable and attractive.** A freebie doesn't have to be 10 pages long to add value and convert. I encourage you to work along with the [How To Create Freebies That Convert blog post](#) while creating your freebie. Then make sure your freebie is attractive. Nothing sucks like creating a kickass freebie no one wants to try (or worse they download and don't use it) because it isn't presentable. [My favorite Template Shop](#) has a ton of Canva Templates you can use to create your freebies or products, free templates in there too.

Have Questions? Ask me in the [facebook group](#)

# 7 Steps to 500 Signups in 1 month



**Create a dedicated landing page for your best freebies.** Landing pages convert over 200% more than in post forms because they are completely distraction free.

**#4** Here are some great [landing page templates](#) you can use to quickly create yours. And check out these two Landing Pages for inspiration. [Free Pinterest Templates](#), [Free Blog Plan](#).

**#5** **Optimize your blog to get rid of distractions.** While landing pages convert great, sometimes you need to add optins to your post. When you add optins, make sure they aren't swallowed up in the post. I like to put one close to the top of the post where relevant because not everyone gets to the bottom of the post. I also put a link to my general freebies landing page in my top bar.

**#6** **Promote your freebies on Pinterest and in relevant facebook groups.** This is the key really, you need to promote them every single day. I frequently create new pins for my optins and related posts, it's easy to create up to 10 pins in 20 minutes using [templates](#). Then I use [Tailwind](#) to put my pinterest promotion on autopilot, this tool is truly amazing, I couldn't do pinterest without it.

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# 7 Steps to 500 Signups in 1 month



**Incentivize your promotion.** To be frank, it's difficult to work hard as hard as you should to build your list when it isn't making you money.

To motivate me to build my list, I usually create what we call a tripwire for my forms. A tripwire is an opportunity to give your new subscriber the opportunity to experience your paid products at an insanely low price.

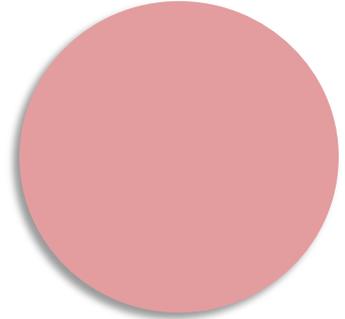
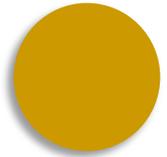
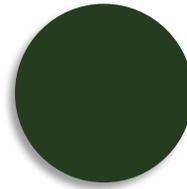
**#7** What it does for you is create a way to make money from your subscriber immediately they sign up and typically converts pretty well.

This motivates you to promote your freebies more because you are growing your list, making a little money and priming your subscribers to buy from you again! Want to learn how to make a tripwire? Kara has a cheap quick course in her [design shop](#).

That's it. I truly hope you found this helpful!

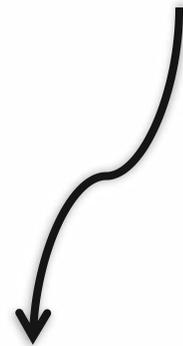
Don't hesitate to refer back to [the post](#) for ideas/inspiration.

Have Questions? Ask me in the [facebook group](#) XO



*Lily Ugbaja*

- *Boss Mom*
- *9 - 5 Rebel*
- *Dummy Tester*



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