



How to  
Build a Book

Email List in  
90 Days or Less!

BY JESSICA MUTUKU

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# Introduction



HELLO  
Seed of Greatness

My name is Jessica Mutuku, a brand strategist and marketing consultant. I'm so glad you're here!

You downloaded this guide because you're a coach, expert, author, speaker, entrepreneur and or influencer and you are really good at what you do BUT you can't quite figure out how to turn yourself into a buzz-worthy AND profitable brand right?

*Maybe you just launched your brand or you've been struggling for years, trying to figure out how to make your first \$1,000 or \$100,000 online.*

Perhaps you struggle when it comes to creating and launching digital products or getting clients to buy your services and wish someone would just give you a step-by-step strategy for building a successful online business.

There is nothing more frustrating than being the “expert in your niche” and not being able to build a profitable business around it. I have been there.

You've spent years mastering your craft AND have a message that can really impact and transform people but still you can't quite figure out how to do it. Funnels, marketing, technology and the internet kind of overwhelms you

So you end up not taking action or take the wrong action and wind up wasting precious time, effort and money.

If any of the above applies, I am so glad we connected! I help people **brand, market and monetize their passions, expertise and influence** using my proven framework for launching profitable online businesses.

Whether you're a life coach, a travel blogger, real estate investor, a fitness expert, a fashion stylist, or even a chef, if you master this framework I teach you in this guide you will be on your way to a successful online business.

“In my experience, building a solid email list is the fastest way to turn yourself from a struggling business to a profitable online business”

*DISCLAIMER*

I'm about to show you the EXACT framework I use to personally grow email lists and build online businesses. Please do not take this as a promise or implication that you will get the same results, or any at all for that matter. Just like any business, building an online business involves hard work, commitment and substantial risk.

I'm not exaggerating when I say that if you run an online business, your success will live or die by your email list.

Now you might scoff at this and I wouldn't blame you if you did.

Technology has come leaps and bounds in the past 20 years. So much so that it seems kind of ridiculous that we're still making such a big deal out of something that feels distinctly old-fashioned.

By now, you may be saying one of a few things to yourself:

- *"Yes, I want to build a huge email list. But...it's hard!"*
- *"This takes too much time and I gotta do so many other things. I can't right now."*
- *"I'd love to build an email list, but my budget isn't as big as my competitors', so I'll do it once I have more money."*

I get it, it's not easy. You're right!.

But...what if you could have a step by step guide that would help you grow your email list every day?

With an email list, you have owned traffic that you can potentially sell to.

From there, the opportunities are limitless.

Ready to dive in? Lets go!

# Here's a quick overview of the 5-Step List-Building process you're going to learn over the next several chapters.

<p><b>STEP 1</b> SET A MEASURABLE LIST GOAL</p>	<p>You'll learn how to set a measurable list goal so you are not lost in the process (This is also the key to avoiding the analysis paralysis syndrome.)</p>
<p><b>STEP 2</b> CREATE A LIST BUILDING GAME PLAN</p>	<p>If you fail to plan you plan to fail. In this step, you'll learn how to create a game plan for adding a steady stream of subscribers to your email list.</p>
<p><b>STEP 3</b> CREATE YOUR IRRESISTIBLE GIVEAWAY</p>	<p>Creating an irresistible giveaway is probably the most overlooked ingredient in successfully growing an email list. I'll show you how to create something that your audience will love and want.</p>

**STEP 4**  
CREATE A  
CONVERTING  
OPTIN PAGE

Even perfect optin pages need to be tested during your list-building promotion so that you are making the right adjustments and promoting the best optin page. In this step I will cover the ingredients needed to craft a converting optin page.

**STEP 5**  
PROMOTE YOUR  
IRRESISTIBLE  
GIVEAWAY

Yes, you do need to promote your free giveaway if you want to gain subscribers. Step 5 will show some ways you can do this via free and paid options.

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01

Set A Measurable  
List Goal

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One of the most common reasons people decide to grow a list is so that they can make money and because of this they spend WAY too much time thinking about this one question:

**How many email subscribers do I need to:**

- Make money with my product launch
- Gain clients
- Generate more sales

The problem with this is that the answers to these questions will lead you to two unsatisfying outcomes:

**Outcome #1:** You'll set an unrealistic goal, get discouraged trying to attain it and completely abandon the project.

**Outcome #2:** You'll get caught up in the "process" for example instead of focusing on how to generate 100 subscribers, your focus is centered on product launch, generating sales or clients, analysis paralysis kicks in and you end up never building or increasing your email subscriber list, the task you set out in the first place.

**So how does one set a measurable list goal?**

The best way to approach this is to answer this simple question:

**How many people do you currently have on your list? (Pick the range you are closest to)**

- 0-100 subscribers
- 100 -1000 subscribers
- 1,000 -5000 subscribers
- 10,000+ subscribers

Now that you have determined where you fall, you can select the next range and set that as your **measurable list goal**.

That means if you're starting from scratch, your goal is 100 subscribers. If you have 1,000 subscribers, your goal is 5,000 subscribers. If you have 5,000 subscribers, your goal is 10,000 subscribers and so forth.

**Why should you set a measurable list goal?**

*Because what gets measured gets done! This exercise also helps you build confidence and momentum to push to the next stage.*

When you are a beginner at list building and you generate your first 100 subscribers, getting to 1,000 subscribers suddenly feels doable. When you get to 1,000, you are now convinced that if you did that getting to 10,000 is highly possible. And when you get to 10,000, well you now feel empowered and that doubling, tripling or even 10Xing is easy breezy!

You can also be flexible and aim higher. If you have 500 subscribers and want to go ahead and shoot for 5,000 instead of 1,000, do it.

**Once you have set a measurable list goal, put that goal somewhere you will see it every single day.** Having your goal somewhere you'll see it regularly is one of the most effective things you can do to make sure you're taking small steps every single day to make progress.

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02

Create a List Building  
Game Plan

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Once you have set your **measurable list goal**, the next step is to figure out your **list building game plan**.

A **list building game plan** is an action plan for adding a steady stream of subscribers to your email list.

To be honest, there are too many ideas on how to approach list building however I am sharing the exact strategy that I use and that I find easy to implement. Once you have the basics, you can play around with it and customize to what works best for you.

In this chapter, you will need to ask yourself these 3 questions:

- Who is my ideal subscriber?
- What are their challenges, pain points and needs?
- What will I be giving in exchange for an email? (Free giveaway)

Answering these questions will help you create a **list building game plan** that will be effective.

### Who is my ideal subscriber?

Defining your ideal subscriber is vital to your list building success.

Your ideal subscriber is truly your ideal client. Someone interested and looking for what you have to offer.

One of the biggest mistakes most people make is not having a clear understanding of who their ideal client is. They simply throw up a website with a free giveaway without thinking about who their ideal client is and leave it to fate.

If you don't understand who your ideal client is on a deeper level, creating a list building game plan that actually works is simply impossible.

**Repeat after me:** *The better I know and understand my ideal subscriber, the easier it is to communicate and connect with them.*

You must understand who your ideal client is, what their demographics are, how they communicate, what they do daily, what motivates them, and most importantly, what their desires, pain and challenges are if you want to attract them to your list and convert them into clients.

**But how do you do this?**

First, create your **Ideal Client Profile** also known as **Buyer Persona** or **Customer Avatar**. Creating an Ideal Client Profile is the single most effective thing you can learn as it allows you to identify the specific characteristics of people who are looking for the value you offer and will help you communicate powerfully with them.

There are lots (and lots) of questions you can ask while building your Ideal Client Profile. A simple google search "**Ideal Client Profile Template**" will land you dozens to choose from.

Once you have created your Ideal Client Profile, it's time to think about what you will give away in exchange for their email which is your **irresistible giveaway**. Since you have already defined their needs, challenges and pain points, you now have several ideas to get started on your giveaway.

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03

Create Your  
Irresistible Giveaway

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You have probably seen people give away free books, pdf, blueprints, video etc. The whole purpose of the free giveaway is so that you can capture an email and possibly the name of your subscriber.

**An irresistible giveaway should be enticing, something that your audience wants and something that is simple.**

It can be in 5-10 page pdf formats, worksheets, quizzes, a free book, a how-to video, or even a challenge for example. If you want awesome results, you need to create an irresistible giveaway. To be that, it needs to have 4 characteristics:

1. **Highly Desirable and Enticing:** It needs to be something your Ideal Client would LOVE to get their hands on. For example, in my case, my ideal clients are **experts, coaches and influencers**. People who want to get paid to do what they love or **businesses looking to make money online**
2. **Solves a Need/Challenge:** These people have these challenges: They don't know how to **brand themselves**, they don't know how to **market and grow their audience and reach**, they don't know **create products and services that will sell like hot cakes (monetizing)** and last but not least, they don't know how to **market and grow a profitable online business** . So I offer them content centered around their needs for example, this ebook.
3. **Is In Alignment With Your Knowledge, Passion, Expertise and What You Specialize In:** Create a giveaway that is in alignment with your knowledge, passion, expertise and what you specialize in. It would be really difficult to teach people what you don't know and really hate.
4. **Can Be Expounded On And Turned Into An Upsell:** An upsell is a follow up **paid offer** designed to turn your free subscribers into customers right after they opt in to receive the free giveaway.

The fastest way to create your **irresistible giveaway** is to plan and map out the outline. Once you have an outline, it is very easy to fill in the gaps.

Here is a simple 4 step process I use to create my giveaways.

**Step #1 - Select the format:** Is it a pdf guide, an ebook, a how-to video or a free report etc.

**Step #2 - Create an outline:** You can create an outline of the chapters, parts, sections, sub-chapters, modules etc for your giveaway.

In my case, my outline had:

- *Name/title of ebook,*
- *Subtitle of the ebook*
- *Introduction,*
- *Step 1-5 Checklist*
- *Invitation/upsell*

**Step #3 - Fill in the blanks:** Once you have mapped out your free giveaway by creating an outline, you can start filling in the blanks.

**Step #4 - Produce the free giveaway:** When you are done writing it out and you like what you have you can move on to the production stage. If it is anything that requires branding and design for example, an ebook, a pdf, a free report or a how-to video, you can hire a graphic designer or video editor if you are not good at it. There are a couple of affordable places like [fiverr.com](https://www.fiverr.com) or [upwork.com](https://www.upwork.com) you can hire for these services.

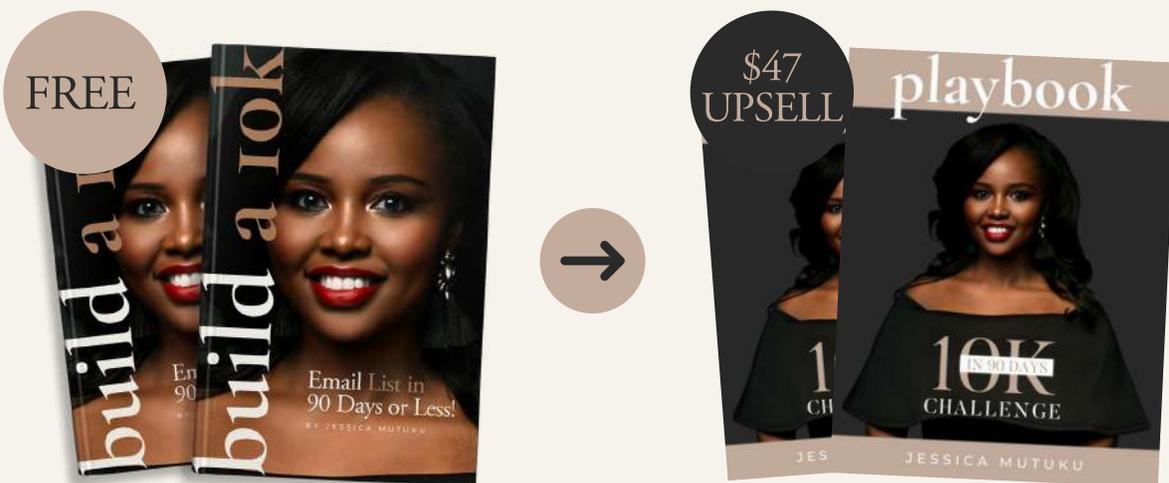
**Step #5 (OPTIONAL):** Create your upsell: If done well, upselling can be very lucrative for you.

Believe it or not, subscribers are willing to be upsold to gain more value especially if the upsell is something that they truly desire. If you intend to create an upsell – here are 5 ways to create a free giveaway that’s going to lead to a paid offer.

#### THE FREE GIVEAWAY CAN BE:

- An introduction or lite version of your paid offer – to give them a taste of your offer
- The first step of your paid offer – to prime and prepare them to upgrade
- Something that delivers a small win or transformation - making them want more
- A free trial with an expiration date - to allow them to test drive the offer before purchasing it
- Anything that relates to your paid offer - If it doesn't, then moving people from free giveaway to a paid offer is going to be based on luck rather than a planned strategy.

Here’s an example:



You probably noticed that right after you subscribed to get this free "Build a 10 K Email List" giveaway you were prompted to join my [\\$10,000 in 90 Days - Challenge](#). A one-time offer (upsell) to "Monetize Your Email List" - which is my \$47 ecourse that sells for \$247.

This offer is the next step you will need to employ after building your list to make money.

This challenge will teach you how to **grow, nurture and make your very first \$10,000 from your email list**. If you are already making money with your list, it will share secret strategies to help you double or triple your income with your email list.

Once you have an email list, the next step ideally is to make money with it and the best way to do it is to create sales funnels, offers and an email marketing strategy that works.

Even though I have provided a lot of great information and actionable tips you can use to build your email list in this guide, my [10K in 90 Days - Challenge](#) goes above and beyond that to help you make money with your list.

**Congrats!**

You have your free giveaway and you are now ready to move to step 4.

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04

Create a Converting  
Optin Page

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One of the most crucial aspects that is required in this step is creating your converting optin page.

This optin page is responsible for building your subscriber email list.

An optin page is the page where your ideal subscribers will land on and request your free giveaway.

#### A CONVERTING OPTIN PAGE NEED TO HAVE:

- A attention grabbing headline.
- An image or images of the giveaway or even a video.
- A converting sales copy describing the free giveaway.
- A form to collect their name and email.
- An email marketing and management software connected

Here is an example of an optin pages we created (Over 15K downloads).

ZAHRA MUSE

HOME ABOUT HAIR GUIDE BLOG CONTACT

FREE HAIR GUIDE  
DOWNLOAD

Healthy Hair  
**JUMPSTART**  
7 TIPS TO JUMPSTART YOUR HEALTHY HAIR GROWTH

**FREE HAIR GUIDE  
GET A COPY NOW**

Jumpstart Your Healthy Hair Growth. Enter Your Name and Email Below to Download Your FREE Hair Guide Today!

Name Email DOWNLOAD

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As you see this page is pretty simple but it has already collected over 15K subscribers. Pretty neat right?

LET'S GO OVER IT'S ELEMENTS TOGETHER!

- A attention grabbing headline

FREE HAIR GUIDE  
GET A COPY NOW

- An image or images of the giveaway or even a video



- A converting sales copy or snippet describing the free giveaway

Jumpstart Your Healthy Hair Growth. Enter Your Name and Email Below to Download Your FREE Hair Guide Today!

- A form to collect their name and email

Name	Email	DOWNLOAD
------	-------	----------

- An email marketing and management software connected

In this case she uses [Get Response](#) which I also personally use and love. They give 30 day FREE trial and also offer 24/7 chat support.

It is best to have 2 or 3 variations of your optin page so that you can test the market and see which one collects the most subscribers. **This is called split-testing in the marketing world.**

Once you have created your optin page it's time to figure out what happens when they enter their name and email and request for the free giveaway.

**There are several things you can do here but I will share some common ones below:**

- You can send an automated email with your free giveaway or a way to access it.
- You can send them to thank you page with the free giveaway.
- You can send them to an upsell page where they can purchase an affordable offer.
- You can send them to a calendar page to book and reserve a free consultation session.
- You can send them to a page that invites them to your social media profiles or free Facebook group if you have one.

The ideas on where they land after they subscribe to your free giveaway here are endless and some can also be done together.

**For example:** You can send them to a thank you page that mentions that their free giveaway will be emailed within a few minutes and upsell them to a **low priced offer \$7-\$47 or a free webinar or invite them to follow you on social media** while they wait. Now that you've got your free giveaway and your optin page it's time to rock and roll. This next chapter will teach you how to start generating those subbies!

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05

Promote Your  
Irresistible Giveaway

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Still here? Woohooo! You made it.

There are tons of different things you can do to promote your free giveaway but I will share some that I found particularly effective.

- Social Media
- PPC (Paid Ads)
- Referral Partners
- Content Sharing
- Offline Marketing
- Solo Ads

Let's dive straight into it.

## Social Media Promotions

If you are starting from scratch the very first strategy you should implement is simply inviting everyone who follows you on social media to join your email list.

These are the people who follow you on any online platform where you have an active account (Facebook, Instagram, Twitter, LinkedIn) etc.

You can go 1 by 1 and send a personal message to each person asking them to join.

It doesn't matter if it's a private message like Facebook message or an Instagram DM, etc. Just make sure it's a personal message. You can also post something on your wall perhaps an image that invites them to grab

he free giveaway. Even though you can post as many times as you wish on your social profiles, please Do NOT spam your followers.

## Paid Ads (PPC) Promotion

If you are unfamiliar with the word PPC don't fret it simply means Pay Per Click.

I don't usually recommend running paid ads to build your email list until you've leveraged your Social Media.

As I shared earlier, there are several effective list-building strategies that require no investment of money.

PPC can be complex and costly and can turn into a huge (and expensive) distraction.

BUT...

If you know how to run paid ads or have an agency that specializes in PPC that can run your ads then I highly recommend it.

**Paid advertising is the fastest and best way to grow your email list especially if you've got the budget to invest in it.**

It can also be lucrative if you have an upsell (a product/service available) so you can generate ROI.

- When you find something you genuinely like (and you think would interest your audience), it's time to reach out and offer to promote it in exchange for a promotion.

## Content Sharing

You can benefit immensely from sharing content online.

The reasons are many: increased brand awareness, lead generation, SEO improvement, engagement, and a boost in sales, to mention a few. Potential ideal subscribers that receive relevant and high-quality content will see you as a trustworthy person to help them solve their challenges.

**But how do you share content and benefit from it?**

There are some platforms that simply can't be ignored, such as **YouTube** for videos, and **Instagram** for pretty much everything. But the alternatives are many.

For example content creation platforms like **Quora.com**, content aggregators, and more.

If you don't have a good content sharing strategy however, there is no point in writing content!

When you post your content, you need to share to platforms that you are active on. Some of this has to be done manually and some can be automated. There are various content sharing tools like **Planoly.com** or **Hootsuite.com** that can help automate the delivery of some of your content.

# Offline Marketing

These are people you've met at conferences, events, networking meetups, etc. Overtime if you attend these events, you might have collected a bunch of business cards. If this is the case that these people match your Ideal Subscriber, invite every one of those people to join your list.

## Inviting your current and former customers:

These are people you've done business with before. For example, if you're a graphic designer, you should absolutely invite all of your former clients to join your list (and your current customers too).

# Solo Ads

If you have never heard of solo ads before then you are in luck. **Solo ads are advertisements on other people's email lists in which you're the only thing being advertised in that email.** These ads have links to drive traffic to your website or funnel.

For many industries, **solo ads are one of the best ways to drive traffic and conversions after paid ads.**

There are several solo ad providers which you can google and research which I highly recommend you do.

So how does this work? Let's jump to the next page.

Let's say that have a free giveaway that you give away to people in exchange for their email address on an optin page and you want to gain more subscribers.

After researching solo ad providers, you find an ideal provider who has been in your similar industry for 5 years.

You then reach out to this provider to find out if he or she is willing to send an email to their list encouraging their subscribers to download or subscribe to your free giveaway.

In exchange, you will pay a fee to get clicks to your optin page. For example, you can pay for 500 clicks, 1000 clicks etc.

This is a solo ad.

Solo ads have been an email marketing tool for many years now, and people still use them to this day because of how effective they are.

Congratulations!

You have everything you need to add at least 1,000 or 10,000 subscribers to your email list my question to you is what will you do with it?

Here is my advice to you:

- Stay focused and committed to finishing all the steps in this ebook.
- Don't get sidetracked by the latest shiny tactic.
- Don't give up when you get stuck.

- Don't avoid marketing. If you want to build an email list this is mandatory.
- Don't give up when the first strategy you try doesn't go according to plan.
- Try to take 30 days or less to do it by committing to daily action.
- Follow the 5-step plan I laid out in this ebook over and over again.

On the next page, you will find:

1. A printable **List Building Checklist** to help you stay accountable and get this done!
2. An invitation to access my step-by-step actionable ecourse [Monetize Your List](#) that will show you how to build and nurture your 10K email list and how to profit from it if you love learning through video.



# List Building Checklist

- Set a measurable list goal
- Define your Ideal Client
- Choose your irresistible giveaway format
- Map out your irresistible giveaway
- Create your irresistible giveaway
- Create your converting optin page and free giveaway download page (if any)
- Create your thank you email
- Create your upsell pages (if any)
- Select 1-3 ways you will start promoting
- Launch promotion #1
- Evaluate promotion #1 and make adjustments
- Launch promotion #2
- Evaluate promotion #2 and make adjustments
- Launch promotion #3
- Evaluate promotion #3 and make adjustments
- Pay yourself on the back for getting it done
- Rinse and Repeat

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06

Invitation  
10K in 90 Days Challenge

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# Hello Seed of Greatness

Other than having the right list-building plan (which steps 1 through 5 of this ebook gives you), the biggest factor for how fast you can make money with it is 1:1 guidance and feedback.

**Repeat after me:** Having an email list doesn't mean you will make money from your subscribers unless you employ the proper strategies needed to monetize your list.

When I look back on my growth, the most valuable thing I've done consistently over the years has been hiring a series of people who each helped me accelerate my progress on specific challenges or goals.

For example:

- When I wanted to get better at selling products online, I found someone who had specific experience selling products online.
- When I wanted to learn how to build a successful 6 figure online business, I found someone who had specific experience in building successful 6 and 7 figure online business.
- When I wanted to launch my own high ticket 5-6 figure consulting business, I found someone who had specific experience consulting at this level.

## To be very honest with you.....

“There is no way to make money  
with your list unless you know  
how to.”

The only question is how long you want to spend trying to figure it all out? You don't have to go it alone.

If you are ready to pay to play instead of wasting time and effort that leads nowhere let's work together to build and make money with your list!

Click the button below to join the program!

10K  
IN 90 DAYS  
CHALLENGE

JOIN

CONNECT WITH ME



@JESSICAMUTUKU