

SET UP YOUR EMAIL LIST & LEAD MAGNET

Give away one quick win, collect emails on autopilot, and build the one audience you truly own — no algorithm required.

SET IT UP

- 1 Pick your free gift**
One quick win — a checklist, mini-guide, or template. Small and instantly useful beats long.
- 2 Choose a free email tool**
MailerLite
or
Kit
(formerly ConvertKit) are easiest to start — both free to begin. Mailchimp if you want a familiar name.
- 3 Create your signup form**
Ask for first name + email only. The tool gives you a form or pop-up — no code.
- 4 Auto-deliver the gift**
Upload your freebie and set the tool to email it the instant someone signs up.
- 5 Make a simple landing page**
Headline = the promise, one button. Your email tool can build this for you.
- 6 Connect it everywhere**
Put the signup link in your Facebook bio, pinned post, website button, and posts.
- 7 Write a welcome email**
Deliver the gift, say hi, and point to one clear next step.
- 8 Test it like a subscriber**
Sign up yourself and confirm the welcome email + freebie land in the inbox.

MAKE PEOPLE SIGN UP

- ✓ **Solve ONE problem**
A 2-page checklist beats a 50-page ebook. Quick wins convert.
- ✓ **Promise a clear result**
"Get [X] in [Y] minutes" right in the headline.
- ✓ **Ask for less**
Name + email only. Every extra field loses signups.
- ✓ **Use a real button**
"Send me the guide" — never "Submit."
- ✓ **Make it feel instant**
"Delivered to your inbox in 2 minutes."
- ✓ **Put it everywhere**
Bio, pinned post, website, and the end of every post.
- ✓ **Keep showing up**
One helpful email a week so they remember who you are.

PRO MOVE

The freebie isn't the goal — the **follow-up** is. Set up a 3-email welcome sequence: **(1)** deliver the gift, **(2)** tell your story, **(3)** make one small offer. That's where free subscribers quietly become buyers.