

Professional Pixie:

THE LIST BUILDING PLANNER



The Dark Pixie
ASTROLOGY

Professional Pixie:

The List Building Planner

In this planner, you will focus on improving your list building by putting together a plan each and every month. The results may be slow at times, but they'll build up after a while, so keep with it! You'll also focus on other aspects of your work and personal life to keep everything in balance.

Set Your List Building Goal for the Month

How many subscribers did you get last month?

How many are you aiming for this month? (a good goal can be 5-10% more than you got last month; if you got zero or are just starting, set your goal around 30 to start)

Go over list building strategies you've used in the past and choose one you can use again. In what way will you use it to get more subscribers? Can you use it the same exact way, or do you need to make some tweaks? Plan:

Pick one list building strategy you haven't used yet but want to try. Make a plan of how you will implement it this month. Think about how much time it will take, what resources you'll need, any help you may require, and the planning that needs to go into it (if you haven't had any successful strategies yet or are just starting, pick TWO new strategies to try this month):

Write down what you'll do each week in the month to get more subscribers and reach your goal. Pick a target date/week for when you'll finish the two strategies. Approximate how many subscribers you may get each week:

Week 1:

Week 2:

Week 3:

Week 4:

Pick Your List Building Focus for the Month

Every month, you can choose to focus on one of three important areas in your list building. They are:

1 - Expand Your Email List

If you focus on EXPANSION, then you're focusing on methods to increase your email list subscribers. This can be focusing on getting more traffic to your website or blog, creating a new opt-in offer, leveraging social media, or any number of ways you can think of. This goes beyond the two strategies you've chosen to help with your list building goal for the month, and piggybacks on them to make them bigger. This may be your chosen focus if you have a very small email list.

2 - Optimize Your Email List

If you focus on OPTIMIZATION, then you're focusing on methods to improve the engagement of your subscribers. This can be focusing on providing more engaging content in your emails, running campaigns, giveaways, workshops, or other activities exclusively for your email list, gathering feedback from your email list, or any other way you can think of to get your email list more engaged. This may be your chosen focus if your email list doesn't seem very passionate or enthusiastic.

3 - Organize Your Email List

If you focus on ORGANIZATION, then you're focusing on methods to organize your existing email list. This can be focusing on cleaning up your lists or groups in your email newsletter provider account, changing email newsletter providers, purging your email list, segmenting your email list, automating your emails, or any other way in which you need some more organization to streamline your email list. This may be your chosen focus if you haven't tended to any of this in a while and you need to make your email list more of a well-oiled machine.

Choose ONE area to focus on in the month. You may be tempted to choose two or all three, but you'll end up with way too much work to do and either become overwhelmed or not to any of it.

I choose to:

Expand

Optimize

Organize

What will you do to focus on that? Pick a goal and make a plan:

Write down what you will do each week to further this goal:

Week 1:

Week 2:

Week 3:

Week 4:

Improve One of These This Month

Each month improve on one:

improve your work space, set a regular sleep schedule, schedule breaks, plan when you're doing what when each day or day of the week, eat regularly, make time for hobbies, feed your soul

I choose to improve on:

Make a plan for how to do so:

Strengthen a Weakness

No one is perfect at everything, so pick ONE aspect of your list building or of your business that you need to work on improving. This can be anything, like having better focus, learning how to use a specific service, or writing better emails.

The one weakness I will strengthen this month for my business is:

Make a plan for how to do so. Will you need to do research, take a course, get help from a friend, purchase anything, make time to practice, etc.:

Ask for Help

It's impossible to do everything by yourself, so pick ONE thing you'll seek help with. This can be in your business life or in your personal life. Maybe you need to hire a VA or get someone's opinion on something or take a class in something, or maybe you need to get a more reliable babysitter or get a friend to fix your laundry sink or trust your partner to make dinner.

The one thing I will ask for help with this month is:

Pick a date, time, place, and who will be involved in helping you - how will you get the help you need?:

Reward Yourself

At the end of the month, once you've put in all of the hard work and hopefully hit your goals, set aside some time to reward yourself with something you'll enjoy, look forward to, or have had your eye on for a while. It can be dinner at a fancy restaurant, a new pair of shoes, a night out dancing, a weekend in Vegas - whatever you want! But make sure it's something you'll look forward to with excitement or anticipation so it helps fuel you throughout the month.

The one reward I will give myself at the end of the month is:

Emails for the Month

Plan the dates for the emails you'll send for the month:

Email #1

Topic focus:

Subject lines you can use:

Specific points you want to cover:

Research you need to do:

General outline:

Quotes may use:

Links may use:

Image ideas:

Finish by date:

Additional notes:

Email #2

Topic focus:

Subject lines you can use:

Specific points you want to cover:

Research you need to do:

General outline:

Quotes may use:

Links may use:

Image ideas:

Finish by date:

Additional notes:

Email #3

Topic focus:

Subject lines you can use:

Specific points you want to cover:

Research you need to do:

General outline:

Quotes may use:

Links may use:

Image ideas:

Finish by date:

Additional notes:

Email #4

Topic focus:

Subject lines you can use:

Specific points you want to cover:

Research you need to do:

General outline:

Quotes may use:

Links may use:

Image ideas:

Finish by date:

Additional notes:

Email #5

Topic focus:

Subject lines you can use:

Specific points you want to cover:

Research you need to do:

General outline:

Quotes may use:

Links may use:

Image ideas:

Finish by date:

Additional notes:

Email #6

Topic focus:

Subject lines you can use:

Specific points you want to cover:

Research you need to do:

General outline:

Quotes may use:

Links may use:

Image ideas:

Finish by date:

Additional notes:

Sales Emails (if you're sending promotional emails this month)

How many emails will you send?

Plan the email sequence you'll use: