



# Platform

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## Module Five

# Grow Your Email Audience

### Training Video One

How to Jumpstart Your Email List  
With Your First Email Subscribers

### Training Video Two

How to Reach Your First  
Milestone of 100 Email  
Subscribers

### Training Video Three

How to Scale Your Email List to  
1,000 Email Subscribers (and  
Beyond)



# The Truth About Growing Your Email List from Scratch with Michael Hyatt & Bryan Harris



Masterclass

If you feel like list-building is outside your skillset, that's okay. We're going to teach you everything you need to know about attracting new subscribers. The power of your platform is in the list. With a substantial email list you can market and sell online products, book speaking events, or land a publishing deal. The possibilities are endless, but it all starts with growing your email list.

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# Training One: How to Jumpstart Your Email List With Your First Email Subscribers



Deep Dive

In this training video, we're going to tackle your first obstacle and add those first few subscribers to your list. Sometimes starting is the hardest part. Let's get to it.

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# Training One: How to Jumpstart Your Email List With Your First Email Subscribers



Deep Dive



Where does your audience hang out?

List 10 websites, online forums or publications where someone in your target audience would spend time.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List 10 people who would be interested in joining your list.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



# Training One: How to Jumpstart Your Email List With Your First Email Subscribers



Deep Dive

After you've listed your 10 people, reach out via text or email:

*"Hey [NAME], I'm creating some free resources on [TOPIC] that I'd love to share with you. Would you be interested?"*

After you've secured your first 10 email subscribers, manually add them to ConvertKit:

- Click **Subscribers**
- Import a list or hit the plus sign to add subscribers manually
- Add them to a form you previously created and click **Save**



# Training Two: How to Reach Your First Milestone of 100 Email Subscribers



Deep Dive

Now it's time go for the silver medal. Let's secure 100 email subscribers. If list-building is your goal, keep it up until you've reached this milestone. List-building doesn't always happen organically. It takes a lot of effort, but it's going to be worth it!

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# Training Two: How to Reach Your First Milestone of 100 Email Subscribers



Deep Dive



**Quick Win:** A single, common problem with a single, simple solution

## 3-Step PSA Sequence:

1. Reframe the **P**roblem
2. Introduce the **S**olution
3. Surprise with **A**dd-on Value

## Create PSA Sequence:

- Click on **Automations**
- Select **New Automation**
- Name your Sequence “PSA: [fill in with title]”
- Create an Automation
- Map out your three emails following the PSA formula.  
(Refer back to Module Four Training Video Two Workbook for a step-by-step sequence creation guide)

## “Reframe the Problem” Email:

- Name the problem for your audience.
- Sympathize with them by telling a personal story to demonstrate you understand the problem.



# Training Two: How to Reach Your First Milestone of 100 Email Subscribers



Deep Dive

“Reframe the Problem” Email continued:

- Reframe the problem by explaining the WHY behind the problem. This is what your solution will tackle.
- Tell them that the solution is coming in the next email on day two.

PSA Email #1 example text from Training Video:

Email Content

B I S [bulleted list] [numbered list] [link] [image] [undo] [redo] [font color] PERSONALIZE

Hi {{ subscriber.first\_name }},

I get it. Google Analytics is filled with so many different types of data, numbers, and fancy graphs that it is completely overwhelming.

When I first started blogging, I felt the same way!

I heard that data was my friend, but found that hard to believe.

That is, until a mentor pulled my aside (metaphorically, in a digital sense) to explain that my real problem was that I didn't know why I needed the data.

Essentially, data in Google Analytics is just a measure of what people are doing on your site. To know what data to pay attention to, you need to know what you *want* people to do on your site to see if it's a success!

With that in mind, I thought about it and realized that I wanted my website to bring people to it, and I wanted them to join my email list, and everything else was a distraction (or maybe a secondary metric, that helped my primary focus succeed).

That lead me to identify the *two specific metrics* that were all I needed to focus on. I bet, for you, these two metrics are all you need to focus on as well!

Tomorrow, I'll tell you exactly what those metrics are, and how to find them in Google Analytics.

Until then!

-|John

223 words



# Training Two: How to Reach Your First Milestone of 100 Email Subscribers



Deep Dive

## “Introduce the Solution” Email:

- Straight to the point—here’s the solution.

## PSA Email #2 example text from Training Video:

Email Content

**B I** PERSONALIZE ▾

Remember when I said there were only two metrics that matter?

Well it comes back to why people are on my website, and what I want them to do.

Essentially, the first metric is all about how many people come to my website (volume). That's important!

The second metric is all about how many of those people join my email list. That's where the true value in website content lies, for me.

Together, these two metrics are like a report card I can monitor, and strive to improve. They're easy to remember, too:

1. Traffic
2. Conversions

Here's where you can find those in Google Analytics:

[Screenshot]

Was this helpful? I hope so, but reply to let me know!

- John



# Training Two: How to Reach Your First Milestone of 100 Email Subscribers



Deep Dive

## “Surprise with Add-on Value” Email:

- Offer a bonus download or free content to help them further solve that problem.
- Go above and beyond what you promised to build trust with your audience.
- This also rewards them for opening your emails.

## PSA Email #3 example text from Training Video:

Email Content

The screenshot shows an email editor interface with a toolbar at the top containing icons for bold, italic, strikethrough, bulleted list, numbered list, link, unlink, text color, background color, and a 'PERSONALIZE' dropdown menu. The email content is as follows:

Hey {{ subscriber.first\_name }},

I was thinking about traffic & conversions (as usual) and I came up with an idea.

What if, instead of just telling you to where to find that info, I showed you how?

What if, instead of just sending you a screenshot of where to look, I made it easy to see what matters?

In short, that's what I did!

I've created a 1-click add-on to Google Analytics that creates a dashboard ignoring *everything* except for those two metrics (traffic & conversion). You want it?

Good! Consider this a free gift, on me, as a thank you for taking your data seriously. I hope it helps.

[Click here to install this FREE 1-click dashboard in Google Analytics](#)

Enjoy!

- John

P.S. Any issues along the way? Just reply to let me know

## Create Optin Page as Landing Page:

1. Create a new form and select **Landing Page**
2. Choose template
3. Create catchy headline and short description



# Training Three: How to Scale Your Email List to 1,000 Email Subscribers (and Beyond)



Deep Dive

Let's go for the gold and reach that 1,000 email subscriber milestone. We've got some solid advice to get you there.

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# Training Three: How to Scale Your Email List to 1,000 Email Subscribers (and Beyond)



Deep Dive

## Tips to grow your list:

1. Run a giveaway or contest for your audience.
2. Republish your content on Medium or LinkedIn with email optins.
3. Focus on SEO to bring search traffic to your site.
4. Experiment with different types of optins on your website.
5. Produce compelling content on a regular basis.
6. Leverage Social Media.

## Tips for guest posting:

- Return to your list of websites from Training One in this Module.
- Identify two to three major publications or blogs.
- Search their website for past guest posts and guidelines.
- Don't try to guest blog everywhere, just pick two to three places that are good fits.
- Email and pitch your guest post.



# Training Three: How to Scale Your Email List to 1,000 Email Subscribers (and Beyond)



Deep Dive

## Pitch Email Template:

*"Hi {NAME},*

*I'm a long-time follower of {PUBLICATION} and I would love to write an article for your audience as a way to give back for all the value I've received myself over the past few years.*

*Are you accepting guest contributions at this time?*

*I have a post in mind on {TOPIC} that I think would fit well for your audience. You're welcome to review some of my past writing on {WEBSITE} for a sample of my work (though I would create something custom for your audience).*

*Please let me know what information you would like from me, in order to move forward.*

*Thanks!"*



## Module Five Additional Resources

Below you'll find some recommended reading and resources to support you as you grow your email list.

**Bryan Harris' Website: VideoFruit**



**How To Guide: How To Create an Effective Email Magnet**



**Blog Post: Why I Changed My Email Newsletter Strategy by Michael Hyatt**



**Blog Post: Email Marketing Doesn't Have to be Boring by Dani Stewart**



**Blog Post: Social Media is Sexy, But Email Still Wins by John Meese**



**Platform University's Recommended Tools**





## Before you move on . . .

Awesome! Here's your Module Five checklist:

- List 10 hot spots where your audience hangs out
- List 10 names of people who might be interested in joining your email list
- Reach out to those 10 people and manually add them to your list
- Create a PSA sequence
- Run a giveaway or contest for your audience
- Republish your content on Medium or LinkedIn with email options
- Leverage SEO to bring search traffic to your site
- Create new optins on your website to attract new subscribers
- Pitch guest posts to two to three publications
- Repeat these exercises until you have an email list of at least 100 people