



yes

**BUILD
YOUR MAILING
LIST USING
WORDPRESS + INSTAGRAM**

TOOL TIPS GUIDE FROM YES SUPPLY CO.

WWW.YESSUPPLY.CO @YESSUPPLY

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WHO IS YOUR MAILING LIST FOR?

REMEMBER YOUR OVERARCHING GOAL

Always ask yourself:

What is your strategy?

Who Is Your Target Audience?

What Problem Do They Have?

How Do You Help Them Solve It?

And keep this underlying everything that you do

KNOW YOUR TARGET AUDIENCE + DISCOVER HOW TO TALK TO THEM

You should be able to answer all of these questions about your target client:

How Old?

What Is Her Education Level?

What Are Her Interests?

What Are Her Problems?

Where does she live?

Where does she spend her time?

What Products Is She Interested In?

What's Her Lifestyle?

THIS WILL HELP YOU DETERMINE WHAT PROBLEM SHE NEEDS TO SOLVE AND HOW YOUR CONTENT CAN HELP HER SOLVE IT



HOW TO NAME YOUR OPT-IN

IF PEOPLE ARE GOING TO OPT-IN TO YOUR MAILING LIST THROUGH YOUR FREEBIE, THEN IT HAS TO BE COMPELLING. IT HAS TO SOLVE A PROBLEM THAT THEY HAVE + HAVE A CATCH TITLE THAT MAKES THEM TAKE NOTICE

HOW TO RESEARCH YOUR TARGET MARKET'S PROBLEM:

SEND A SURVEY

Send a survey to your list, or add a poll in a forum or facebook group where like-minded people hang out. Feel free to drop a poll in the yes supply society facebook group.

USE QUORA

www.quora.com is an online forum where people come from all over the world to ask the questions that they have. This can be a gold mine for idea on whitepapers and opt-in freebie ideas, as well as help you for research for blog posts, and even help you gain traffic to your site by answering questions

USE FACEBOOK GROUPS

Facebook groups are a great place to meet people within your niche. There are groups for bloggers, entrepreneurs, dog lovers, health lovers. There's a group to fit what you're looking for.

See if you can start a poll in a group full of your niche market to find out what people's common problems are, and if you can solve that problem with your own skill.

CHOOSE A COMPELLING TITLE

It's tricky to create those headlines that people can't help but click on. Luckily the co-schedule headline analyzer helps you create an amazing headline that people want to read. <http://coschedule.com/headline-analyzer>

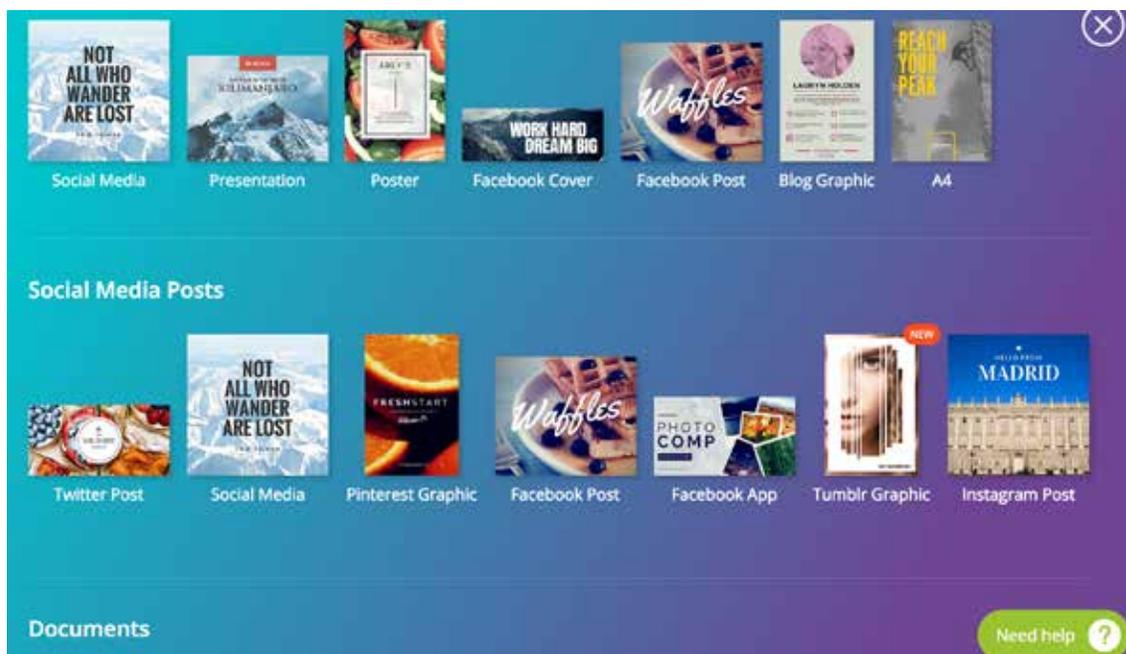
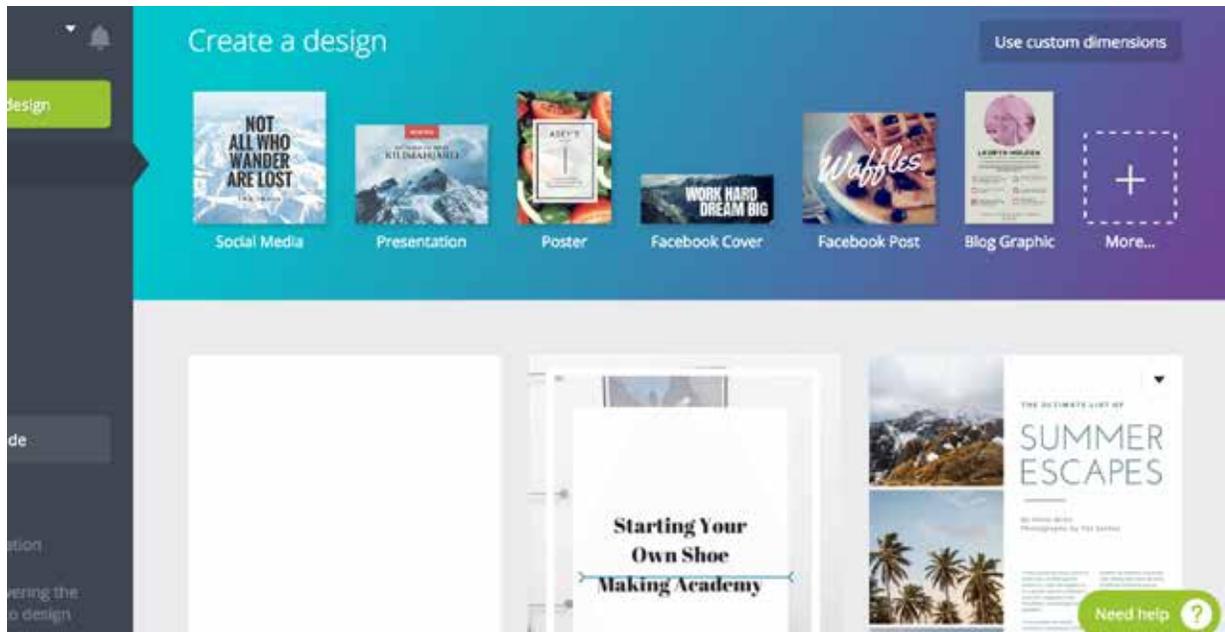
Type in the title that you want to use for your opt-in and the analyzer will tell you if people are likely to click on it.

MAKE IT PRETTY

ADOBE INDESIGN

OR

CANVA- FREE SOLUTION



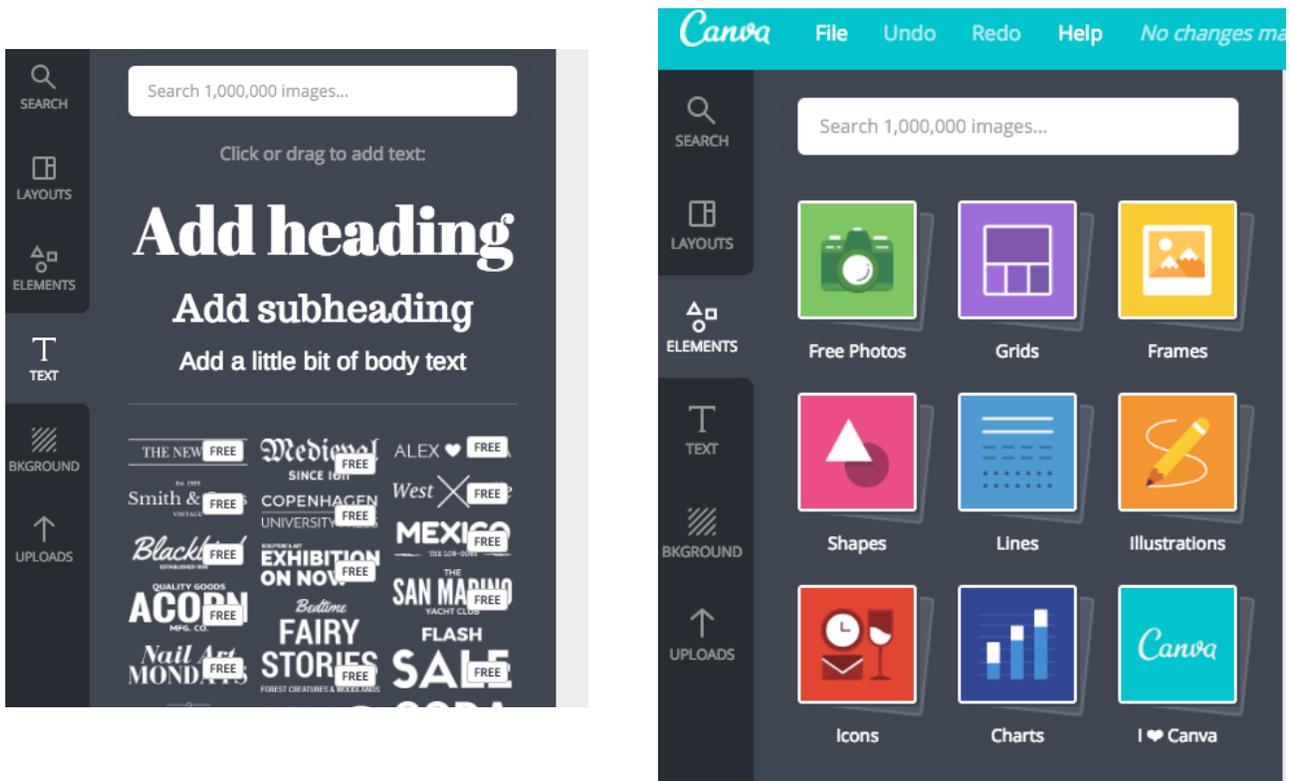
yes SUPPLY CO.

www.yessupply.co



Choose the type of document you want to create. You can create graphics for your social media, or Documents. For your opt-in, you'll want to create a document

On the left hand side you can choose the tools like text and elements to create a pretty opt in!



WHERE TO PROMOTE YOUR LIST

INSTAGRAM

Ensure that your bio makes your opt-in sound like a great opportunity
Share posts that talk about the benefit of the opt-in you created
Post lifestyle photos that speak to the person who will be your client and would love your opt-in

FACEBOOK GROUPS

Facebook groups are a great place to promote your posts. Depending on your target niche, there are a variety of facebook groups you can find that have people with similar interests. If you are participating in facebook groups that have

TWITTER

I use twitter to promote my opt-ins. I use a mix of funny, and inspirational posts to get noticed on twitter and drive traffic to my site.

Remember, your posts get lost quickly on twitter, so you'll have to post and promote on twitter multiple times a day to get any traction with it. Use a scheduling tool to help you post multiple times in a day.

You can also pin your tweets about your opt-in to the top of your twitter so it doesn't get lost!

BLOG POSTS

In your blog posts, you can promote that when people sign up for your mailing list, they will receive your freebie.



PINTEREST

Use pinterest to drive traffic to your list, you can do this one of two ways.

Create a graphic (use canva) with the title of your opt-in. When someone clicks on it, it will take them to your landing page (if you have one) where they can sign up for your list.

Or, you can create a graphic to drive traffic to a blog post that has a similar topic as your opt-in. Once people are reading your blog you can link to your opt in landing page to get them to upgrade to your mailing list.

QUORA

You can answer questions in quora that are similar to your niche, and then ensure that you complete your quora bio, or promote your blog in your answers to drive people to your blog.

GUEST POSTS

Try guest posting on a blog that has more traffic than your own, this will help you drive traffic back to your blog

GET A SIGN UP FORM AFTER EVERY POST

There's a great plug-in I love called opt-in forms. You can use it to create a "Sign up for my mailing list" box at the bottom of every post. If a person likes your content enough to read to the bottom, they'll likely want to sign up and hear from you again in the future!

