



LIST BUILDING WITH PRODUCT TESTERS

DAY 4 WORKBOOK

Note: To make edits to this document, click File > make a copy > and save to your own Drive.

Pop-up [FB Group](#) will be open until 4/22.

*NOTE: If you feel like you want more support and accountability to get your marketing DONE, you may be ready for a 1:1 coach. [Laser Coaching with Jane](#) is a no BS private coaching experience to help you get sh*t done - with a focus on email marketing, blogging for SEO, and list building. (Ask her about the bonuses for Bootcampers!)*

The “big picture” checklist for ya...

Task list:

- ☐ Pick a product
- ☐ Brainstorm and decide on your USP
- ☐ Shoot the main video (face to camera)
- ☐ Make the signup form
- ☐ Make a picture for your site
- ☐ Post the main video everywhere
- ☐ Make and post the last chance video
- ☐ Pick testers and email them
- ☐ Email the “thank you offer” to the other applicants
- ☐ Reminder emails of the discount code
- ☐ Email and/or Form to get feedback

Optional task:

- ☐ Boost the main video with ad dollars. On Facebook, Instagram, or Tiktok. Everywhere or where it's performing the best.
- ☐ More social media posts. A carousel for Instagram using the picture you use for the site.
- ☐ A video for social media that you are excited and thankful for all the people applying and wanting to help you out.



- ☐ A video with you shipping to testers. This always gets high engagement!
<https://www.instagram.com/reel/CzHglXCrUSa/>
- ☐ Advanced: run an ad to the signup list on FB/IG for about 7 days AFTER you have chosen the testers. No coupon for ad - upload the list to FB/IG and create an audience of applicants)

Day 4: Put It All Together and Test It Live!

- More ways to promote your Product Tester Campaign
- Email your current list (deepen the relationship & get them hyped)
- Use the IG Stories Shout-out strategy
- The note/letter to put in the box for Product Testers
- How to use the feedback and UGC that you get
- The "Product Testers have spoken!" marketing technique
- Hotseats & Coaching
- Next steps – an opportunity to get more support and accountability to get your marketing actually DONE

Tiffe's Instagram Scripts

Fashion Brain Academy

IG pitch:

I'm currently having one of my biggest sales yet 🍂 and I was wondering if you'd be interested in a \$40 shop credit in exchange for posting either of these in your stories with a link to babyteith .com? I'd be so grateful! xo Tiffe

After they post the story:
Thank you SO much! Please let me know the best email address to send the shop credit! xo Tiffe

After shop credit it sent:
Sent! Thank you SO much! 🍂
Tiffe

how much credit i send based on followed count:

10-20k \$20
20-60k \$40
60-100k \$50
100+ \$70



Feedback email to send to the product testers after 1-2 weeks:

Intro:

Thank you very much for your help in testing the new sleep earrings!

Your answers are so valuable to us and help us develop the best and most comfortable jewelry.

Your name



What was your experience with the jewelry? *(broad question)*

Were they difficult to put on? *(more specific question)*

How was it to sleep with the earrings? *(more specific question)*

Did you engage in any other activities with the earrings? How did it work out?

Did you find the stud through the ear to be of an appropriate length?

If you were to provide a review of the jewelry, what would it be? *(this is GOLD!!!!)*

Upload a video or photo of yourself wearing the earrings. This helps us assess how the earrings fit on you! *("this helps us assess how the earrings fit"-- takes the pressure off the testers)*

At the same time, we have the right to use them on our social media and website. If you have trouble uploading, you can email them to info@mnop.se instead.

Is there anything else you would like to add? *(broad question)*

Letter in the box you ship to product testers:

Hello! Thank you for being willing to be a test subject ❤️ Here are your two pairs of earrings. Put them on immediately and use them as much as you can,



regardless of what you do, whether it's sleeping, showering, working out, wearing headphones, and so on.

In 1-2 weeks, we will email you a form where you can share your thoughts.

Thank you again!

Action Steps

- ☐ Make your Product Tester offer LIVE!
- ☐ Make sure your Thank You for Applying email looks good (see Trisha's example)
- ☐ Consider the extra ways to promote