

Context:

The main problem I noticed in the email list was the number of subscribers.

We have 760 subscribers and 150 of them are inactive.

I created a plan to grow this email list, get more sales (in general, not only with emails), and grow the social media followers/have a more professional profile.

The main focus of my client is selling his community (\$88/month) and his 1:1 coaching (\$444).

What I'll do to make that happen is focus more on selling the community and then sell the 1:1 coaching as an upsell after some weeks/months to the community members (I will probably do an email campaign just for the members).

Another problem I noticed was that my client doesn't have too many testimonials/social proof of the community, so, the certainty level is low.

To solve this, I had the idea of sending a message to all the community members (3 questions) to get good testimonials.

Then, my client would see the ones who had the best results with the product, then he would make a call with them (like the one Tristan did with TRW students or ask them for a video/audio testimonial).

Another problem, my client's IG profile needs some improvements to make it more professional and show that he is a person people can trust.

My client created a free community some days ago with probably 10% of what's inside the paid community. I'll leverage this to boost the email list subscribers and make some of these people buy the paid community.

I have the goal to grow the email list to 5k subscribers.

Then I would convert 200 of these people, making \$14,960 for my client and \$2,640 for me.

I would appreciate it if you guys could take a quick look at my action plan below and see if I should remove something or if you guys have other ideas I can test.

Thanks in advance!

P.S. If you need me to give more context, just let me know.

The Winning Plan:

1º - Grow and Improve the Email List (at least 5k subscribers):

- Create a promotional script and caption (DIC framework for both) to promote the free community;
- Help the client create simple promotional stories and use part of the script to send to the IG channel.
 - a. In these and other promotions, make a claim about what the reader will receive every week, for example: *"2 tips to speed up your manifestations/grow your business every week"*
- Create a poll in the first email of the welcome sequence and in normal emails sometimes to know what the reader wants more, for example: *Ask if the reader is an entrepreneur, artist, business owner...*
- Use more images/GIFs in the emails to make them easier to read
- Clean the email list (re-engagement sequence)
- Help the client post more content about common mistakes in manifestations (for example) and always make a CTA at the end of the post and in the captions to make them comment a word to get something free (aka, lead magnet)
- Make my client do some IG lives, probably quick Q&A's of 10 minutes and at the end of the live, he says for the reader to DM him with a certain word to get something free (lead magnet)
- Create a referral system and make milestones, for example, 1 referral= Free book; 5 referrals= Mini course; 10 referrals= 20% off, etc.

EXTRA:

- After getting more than 2k subscribers and getting consistent sales, I'll start creating facebook ads to boost the subscribers faster.

2º - Get more sales (in general):

- Get testimonials from the people inside the community (send a copy and paste message I created to every member to get good testimonials);
- Add the testimonials to the community sales page and in the IG highlights;
- Create more stories interacting with the viewers and talking naturally about the community/member's results (to boost trust).
 - a. Sometimes we can add a CTA at the end of the email to see if some people join.
- 2 weeks after the people joined the free community, my client should send a message to them asking if they like liking and the results they got. Then, he will show the benefits of the paid community by joining, the reader will get to their dream outcome faster, with less effort, with more probability of success and justify that with logic (saying that the reader will talk with millionaires, for example)
- Post 3-4 testimonials/social proofs in the IG stories daily (if my client doesn't have that many testimonials/proofs, we can post 1-2)
- Help my client create before/after content about him and the members of the community
- Post CTA in stories 2 times/week, for example: *"I'm looking for 5 business owners who want to add extra 3k-5k to their business with manifestations, if that's you, reply to this story with the word XYZ and check your inbox"*
- Send strategic DM's to new followers that look like the avatar (we will see this with their profile image/posts)

ALWAYS DO THIS:

1. In the promotional emails/sales pages talk about the future, for example: *"Tomorrow you'll send me a message saying that after seeing 5 classes from the community, you felt more in peace and powerful"*
2. Always use the 4U'S formula in every headline/subject line

3º - Get more followers and make the profile more professional:

- Improve the bio, highlights design, change the highlights (*add the most important ones, like clients, the community, about me...*), improve the captions of the posts to make them easier to read + make better CTA's
- Say to my client to put the captions of the video below his chin, not above his head (this makes the viewer pay more attention to the guru + captions at the same time);
- Help my client create "How to" posts, tutorials, trends, updates (new moons), day-in-life (probably)
- Say to my client to see if he can leverage the videos he posts on YouTube to cut some parts, add captions, and simply post on IG to increase the frequency of posts
- Create swipe posts/reels about the community or lead magnets (promotional/introductory to add them in the highlights. The top players are doing it).
- ~~Add the social media links at the end of the emails~~