Jumpstart Your Email List
Videofruit

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Day 1: Problem

Subject: Step #1

This is the first lesson of the **Jumpstart Your Email List** class.

A few things before we jump in…

For the next few days you'll be getting a series of lessons from me. The goal of this class is to help you kickstart your email list by giving you 6 lessons that will help you rapidly grow your list.

Throughout this class I'm going to share with you the exact framework that all of my clients go through when they hire me to grow their lists.

These are people like Michael Hyatt, Jon Acuff and Jeff Goins.

But a few housekeeping things first...

- You can expect a lesson from me every day for the next 6 days.
- Each lesson will end with 2-3 (very specific) action items.
- You are encouraged to work along with each lesson and complete these assignments.
- You'll get a behind-the-scenes look at the lists of some of the biggest names in online marketing.
- You'll also see their private list numbers (and launch revenues).
- But, most importantly, YOU will learn how to build your own profitable email list.

Ready to get going?

Let's jump in!

-Bryan

In this first lesson I'm going to help you get INCREDIBLY clear on the exact reason you want to grow your email list, and then I'll challenge you with a few actions items at the end.

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Happy Friday!

Most people start trying to grow their email list by messing with a bunch of tools and strategies.

This is dumb.

There is something more important than any tool or strategy you use.

You HAVE to be 100% clear on this before starting your list (or you'll just waste a massive amount of time).

The thing you have to be clear on... "Why?"

Why do you want an email list?

What would be measurably different in your life if tomorrow morning you woke up and you had a list of 10,000 email subscribers?

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So many people want to grow an email list.

We read blog posts. Listen to podcasts. Take courses. And buy books.

We hear things like "*The money is in the list*" and get all gung ho about getting our own list.

Yet no matter how much information we consume, it still seems impossible to grow a list big enough to do any good.

1 subscriber here.
3 subscribers there.

6 months later we have 30 people on our list.

= fail.

But despite that massive frustration, there are some people who do it. There are some who break through and build large and profitable email lists.

Those people don't start with strategies though.

They start by answering the question "Why?" first.

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Take me, for example. I'm 32 years old. Grew up in rural Alabama. And up until 18 months ago I had NO CLUE what an email list even was.

I spent years struggling.

The number of businesses I started and closed is loooong.

- Lawn care business
- Web design business
- Computer repair business
- Baseball card shop
- Used car lot
- eBay buy-and-sell business
- iPhone app business

On and on and on…

Until one day I got so mad that I started researching what successful people were doing that I wasn't doing.

People like Gary Vaynerchuk, Seth Godin and Guy Kawasaki.

These were all people who, no matter what they did, it WORKED!

Write a book? Sell 1,000 copies.
Create a course? Sell 5,000 copies.
Created a new app? 100,000 downloads.

What were they doing that I wasn't!?

That's when I discovered the POWER of an email list.

The reason they were able to consistently do so well was that they had the ability to tell 10s of thousands of people about their new product.

They were able to send an email with a link to buy their product. And since their email lists were so big, they were able to sell $10,000+ in a matter of hours.

So..

I decided to do the same thing.

My singular focus became building an email list of 10,000 subscribers so that I could create and launch my first product.

10 months later I got my 10,000th subscriber and launched the Vault (my first paid product).

[Full case study here](#)

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The framework I implemented can be use by anyone. If you want to start your own business, take care of their family and live a life that doesn't involve long commutes and frustrating bosses focusing on growing your email list has to be your #1 priority.

This course will start down the path to doing just that.

But first...

Your homework for today is to identify your "What?" and your "Why?"

Without a clearly defined reason for starting down this path you will quit.

100% guarantee you will quit.

I've personally coached 100s of people and I've never seen a single one build a large email list and launch a profitable product without a clearly defining reason for doing it.

Why?

IT. IS. HARD.

You'll hit obstacles. You'll want to quit. You'll think the entire pursuit isn't worth it.

But those that have a clearly defined reason for killing themselves to reach their goal...they make it. They keep working despite wanting to give up.

So...

What is your #1 goal?

Is it to quit your job and make $10,000 per month?

Is it to publish your first book and sell 5,000 copies?

Is it to launch your first iPhone app by the end of the year?

Why do you want that goal?

Do you want to quit your job and make $10k per month so you can be happier, focus on clients you enjoy and have the freedom to travel with your family?

Do you want to publish your book because you mom told you that you never would and you want to prove her wrong?

Do you want to launch your first app because you love programming and want to finally ship an actual product?

Your assignment for today is....

1. Spend at least 10 minutes brainstorming your what and why

2. [Fill in your answers in the Lesson 1 worksheet](#)

-Bryan

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In the next lesson, you'll learn how to create and sell your first product and know with absolute confidence that people will buy it. I'll also share several pitfalls to avoid as you work towards your goal.

If you've already joined the **Rapid List Building Course**, you'll want to revisit the course sections "Why do you want 500 subscribers" (Module 1 Lesson 2) and "How do you build an email list" (Module 1 Lesson 3). These will help you with the next lesson.

Here's a recap of the class so far:

[Lesson 1 - The very first step to building your list](#)
Lesson 2 - How to know the exact product to create
Lesson 3 - Behind the scenes of a $32,000 per month email list
Lesson 4 - How to get featured to 750,000 readers
Lesson 5 - Two examples of how to use the Testimonial Hack strategy
Lesson 6 - The exact technology stack you need to use to jump-start your list growth

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Day 2: Agitate

Subject: Step #2

This is the second lesson of the **Jumpstart Your Email List class.**

Today, I'm going to show you how to know the exact product to build for your list. You'll also learn several mistakes most people make when they are just starting out.

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When I was 20 years old I made a huge mistake and it destroyed my business.

Cliff Notes version…

I was engaged at 20 years old (wayyyy too young).

Then I called off the wedding six days before it was supposed to happen.

And I proceeded to flee the country to Africa for 2 months to avoid dealing with the fallout.

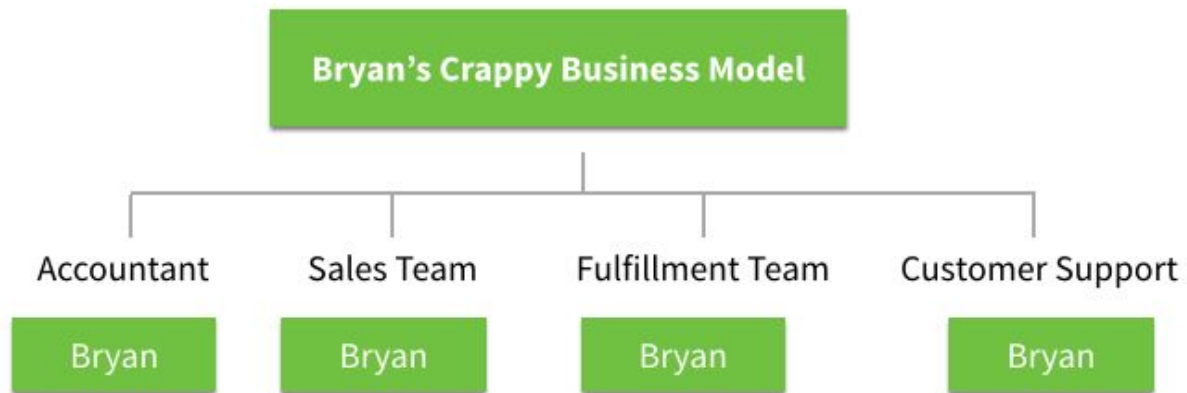My business tanked because it relied on me doing everything.

Me making sales calls.

Me knocking on doors.

Me fulfilling the service.

Me staying motivated.

This was my business model:

I hated my business.

The reason?

I had lost sight of WHY I had started my business in the first place.

As a result, I made dumb decisions, got wayyyyy off course and suffered the embarrassment of being forced to close the doors

Let me ask you a question...

Would you ever start building a house without a clear picture of what you wanted it to look like?

No. That would be dumb.

Yet the #1 mistake you are making is not clearly articulating WHAT you want to achieve and WHY you want to achieve it BEFORE you start.

But don't worry. We're going to fix that. :)

Two days ago, I gave you a handful of action items:

Action Item #1: Write down your #1 goal.

Action Item #2: Clearly articulate your why.

The responses that some people sent in were really interesting.

Here is one of my favorites.

Pay attention to his WHY and look at his response when I followed up with him.

If you didn't write down your WHAT and WHY yesterday, take 5 minutes and do that now.

Once you have them, fill out your worksheet.

We'll wait on you.

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How to reach your goal

Ok.

Now you're super-clear on what you want…
  - "More time to spend with my family and see the world while working on interesting projects"
  - "More freedom to do work that I enjoy"
  - "More money so my wife can quit her job and we can start our family"
  - "More control over my future (instead of my boss dictating it)"
  - "More income so my family can be debt-free"
  - "More freedom to travel the world, speaking and singing and inspiring women to understand their worth"

The big question now is how can you get there?

How can you achieve the goal that you've set?

One of the best pieces of advice I've ever received on reaching massive life-changing goals occurred on our journey to get out of debt.

When we got married, we collectively owed $82,000.

Car loans.

Student loans.

Houseboat.

Ski boat.

Credit cards.

It was ridiculous.

I distinctly remember 2 years into our journey, one of our mentors telling us, "Don't beat yourself up if you make a mistake. Just don't make a fatal mistake."

The EXACT same thing is true in your business.

The reason you haven't achieved your #1 goal yet is because it's freaking hard to get there.

It's going to take time. Sweat. Tears. And a lot of mistakes.

Your job is to avoid making a FATAL mistake.

So I'm going to show you 3 fatal mistakes that I've made and how to avoid them.

Note: 47 months after getting married, we paid off ALL of our debt and went on Dave Ramsey's show to share our story.

[Here is a recording if you want to listen.](#)

Mistake #1: Making incredibly detailed plans

Most "experts" will teach you to build your business by mapping out a gigantic 75-page business plan, then executing each step of the plan.

This sounds nice and warm and cuddly. But's it's completely ignorant of the way business actually works.

I've fallen into this trap more times than I can count. Spending weeks (or even months) mapping out exactly what my business will look like, imagining my business 3 years from now and pontificating all of the products I'll create.

Then…

As soon as I go out into the real world and try to execute my master plan, it falls apart immediately.

Instead of creating master plans, you need to focus on one thing:

Speed of execution.

How fast you go from idea to implementation is one of the top indicators that you'll succeed.

Ideas are fragile. Two weeks from now you're going to be much less excited about your idea than you are right now.

Capitalize on that excitement and build momentum by executing **QUICKLY**.

When you see the first seeds of your idea taking root, that will generate more momentum and give you the jump-start you need to stay focused and grow that idea into a business.

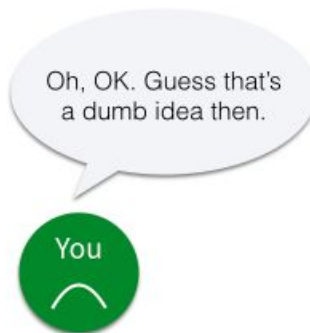**Mistake #2: Asking people what they THINK about your business idea**

This is how it typically goes…

You have a brilliant business idea, like Uber for groceries (or whatever).

You go and tell your BFF about your new idea.

You ask them "Well, what do you THINK?"

They respond half-heartedly and you become dejected.

Then you lose motivation, your idea dies and it takes you months to recover.

STOP ASKING PEOPLE WHAT THEY THINK!!

What they THINK doesn't matter.

The only question that matters is "Will they buy it?"

Instead of asking your friends what they think, do this...

Ask them to PayPal you money to pre-order the first version of your product (or service) at a discounted rate.

Once you get three people to do that...

Start making it!

Mistake #3: Trying to do everything by yourself

Look...

I would be happy moving off into a cabin in the woods, not talking to people and only emerging every three months for supplies.

I'm an introvert.

The problem with being an introvert AND trying to start a business is that you think you can do everything by yourself.

Reading blog posts...
Listening to podcasts...
Reverse-engineering what other people are doing...

That stuff will only take you so far.

You need more.

You need accountability and direction from someone who has been where you are trying to go.

Don't try to be a lone wolf.

You aren't a wolf.

You're a human.

And humans need help.

When we were trying to get out of debt, that person was Dave Ramsey (for advice) and our friends Mike and Angie (for accountability).

Who is helping you?

Who is holding you accountable?

If your answer is "no one," then stop and go get someone right now.

Get a mastermind group. Start one if you need to.

Hire a coach. Get a mentor.

It's VITAL to you reaching your goal.

Avoid fatal mistakes and do this instead

Most people believe they have to get lucky or spend years trying a bunch of different ideas in order to start a business that allows them to have more time, freedom and money.

Instead, I've discovered that building a list full of people who trust you and are eager to buy from you is far more important if you want to reach your #1 goal.

A list gives you the ability to bring clients to you instead of you constantly having to reach out to them (which completely changes the dynamic of your relationship).

A list gives you the freedom to create products and launch them to a group of people who will instantly buy.

A list gives you the ability generate income by sending an email. (I've made $10,000 with a single email.)

A list gives you time by releasing you from the grind of HAVING to work 60 hours a week to make ends meet.

Your action items for today are...

Action Item #1: Write down your #1 goal on a piece of paper (you picked your #1 goal in Lesson #1).

Action Item #2: Now tape that piece of paper to the wall in front of your computer monitor.

Action Item #3: [Then complete the Lesson 2 worksheet here.](#)

-Bryan

…

Your goal should be your guidepost.

Every time you spend 10 minutes on Twitter...

Every time you waste 2 hours on Facebook...

Every time you listen to another podcast or read another blog post...

Your goal will be staring you in the face and asking you, "Why aren't you spending time working on me instead of doing whatever else you're doing?"

The final product should look like this…

In the next lesson I'm going to show you how to start building your list by using the Testimonial Hack. This strategy can get you featured to thousands of potential subscribers and single-handedly jump start your list.

Chat soon.

Here's a recap of the class so far:

Lesson 1 - The very first step to building your list
Lesson 2 - How to know the exact product to create
Lesson 3 - Behind the scenes of a $32,000 per month email list
Lesson 4 - How to get featured to 750,000 readers
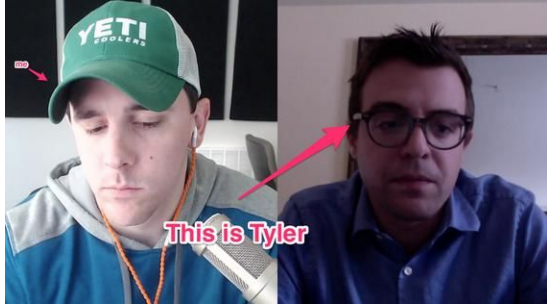Lesson 5 - Two examples of how to use the Testimonial Hack strategy
Lesson 6 - The exact technology stack you need to use to jumpstart your list growth

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Day 3: Solve

Subject: Behind the scenes of a $32,000 email list

Meet Tyler.

Say "Heyyyyyy, Tyler!"

Last January, Tyler had an idea.

He wanted to sell websites and marketing services to real estate agents.

Being a Videofruit reader, he followed the exact process we've laid out over the past few weeks.

After a few months of tweaking his approach, he finally started selling a few here and there. But he eventually hit **The Wall.**

He got stuck and couldn't figure out how to get more clients.

Then in October, he decided to change his approach completely. Instead of cold-calling prospects, he decided to start building a list of people who knew him, liked him and trusted him.

Guess what happened next?

He got past The Wall!

Over the next few months, his revenue went from $4,000 per month to **$32,000 per month.**

All from doing one thing…

BUILDING A LIST.

Now, any time Tyler creates a new product, offers a new service or just wants to get more customers to his existing service, all he has to do is send an email.

No cold-calling.

No crazy pitches.

Just an email.

That is the power of building a list.

So how do you start building your list?

Building an email list is straightforward. You need two key ingredients:

Thing #1: Traffic (people seeing an invitation to join your list)
Thing #2: Conversions (some of the people who see your invitation need to actually join)

Here is the rub…

Most list-building advice focuses on conversions.

"Install this pop-up box here."

"Put this widget there."

That kind of thing.

But when you are just starting out, all of that stuff is a waste of time because you're missing one of the key ingredients: **TRAFFIC.**

That's why when I see blog posts like "How I Got 30,000 Email Subscribers in 2 weeks," I cringe. Because they are ALWAYS written by people who have millions of existing readers.
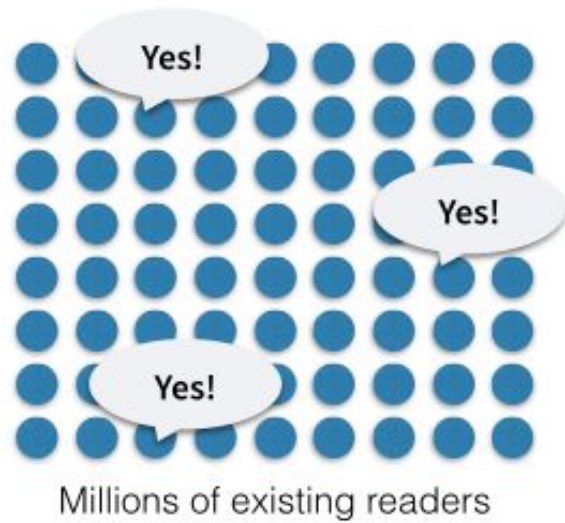
OF COURSE all they have to do is put a basic invitation out and their list will explode.

What about everyone else?

When you try to mimic these same basic strategies, your results pale in comparison and you get discouraged.
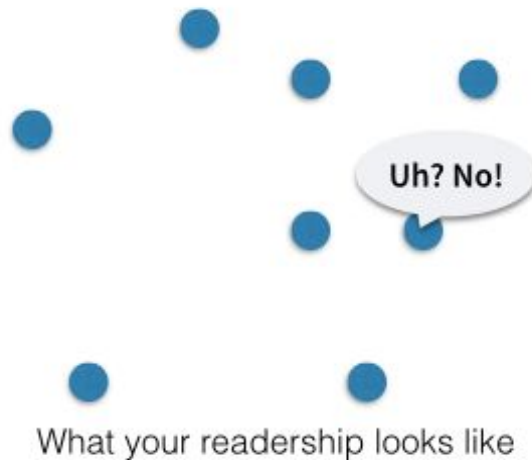
Why?

You don't have millions of readers!

So I'm going to give one strategy you can use to fix that problem.

It's called the Testimonial Hack.

In the very early days of Videofruit I used this strategy to get featured on the homepage of AppSumo (which has over 750,000 subscribers).

And the best part?

I had never published a blog post before.
I had no product.
I was a complete nobody.

But I used this strategy to turn that opportunity into my first 250 email subscribers.

It's super simple and you can do the same thing.

Tomorrow I'm going to give you the step-by-step instructions.

Today I want you to prep to use the strategy by answering these three questions…

Question #1: What 5 products or services have you purchased in the past year?

Question #2: What 5 blogs do you regularly read?

Question #3: What 5 podcasts do you actively listen to?

Fill out your answers to these 3 questions in today's interactive worksheet.

The goal of this assignment is to identify businesses with people in their audience who would be a good fit for your list.

Don't over-think this step.

Set your timer for 10 minutes and GO.

See you tomorrow.

-Bryan

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In the next lesson, you'll use the research you do today and learn leverage the audiences of other people in your industry and get them to tell their subscribers about you.

If you've already joined the **Rapid List Building Course**, you'll want to revisit the course sections "Doubling the conversion rate of your most important page" (Module 2 Lesson 10) and "How to create your upside-down homepage" (Module 2 Lesson 11). This will give you a jump start on Lesson #4 & 5.

Here's a recap of the class so far:

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Day 4: Action

Subject: Want to be featured to 750,000 readers?

Yesterday you made a list of 5 products, blogs and podcasts that you follow closely.

That was the first step to implementing the Testimonial Hack strategy.

Here is the high-level overview of how the Testimonial Hack works:
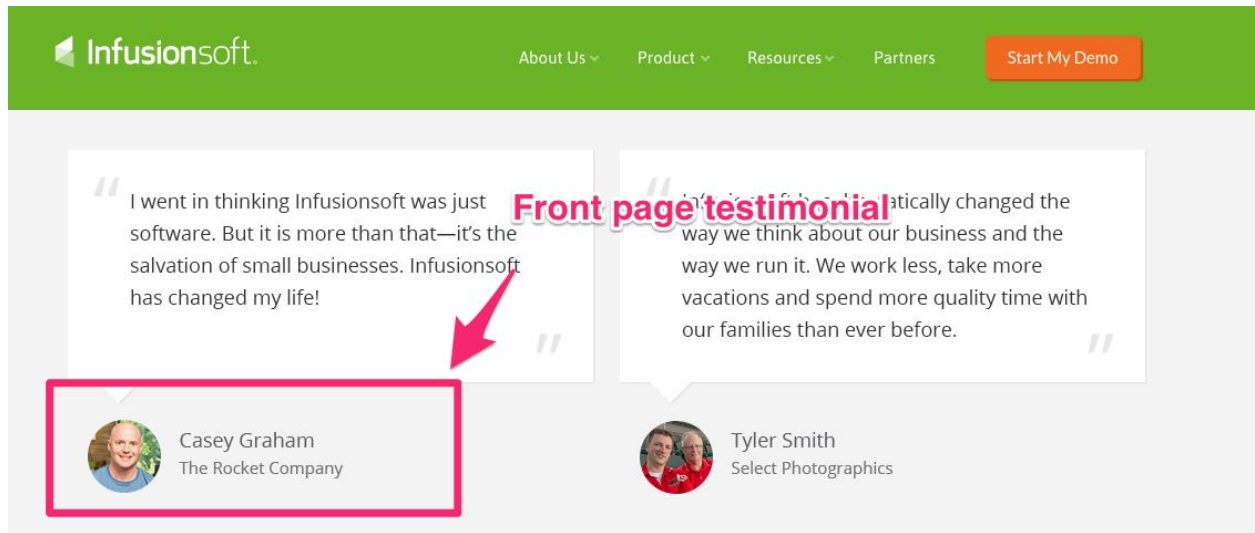
Step 1: Make a list of 5 products or services that you've purchased (related to your business).
Step 2: Write a short testimonial documenting one small win you've had with each product.
Step 3: Send that testimonial to the owner of the product and tell them "Thank you!"

This strategy works because all product owners are looking for success stories. They want to feature people (like you!) who have used their product and have had success as a sales tool to get more people to buy their product.

Here is an example...

You can take advantage of this by using your success story to introduce yourself to that product owner's audience.

Let's walk through each step in detail.

Step 1: Make a list of 5 products, blogs and podcasts that you are familiar with.

(You did this in the previous lesson, but I'll offer it again here as a quick review.)

Think broadly here.

What books have you bought?
What courses have you purchased?
What blog posts have you read?
What podcasts have you listened to?

The goal of this step is to identify 5 companies in your industry, with websites, that have people in their audience who would be a good fit for your list.
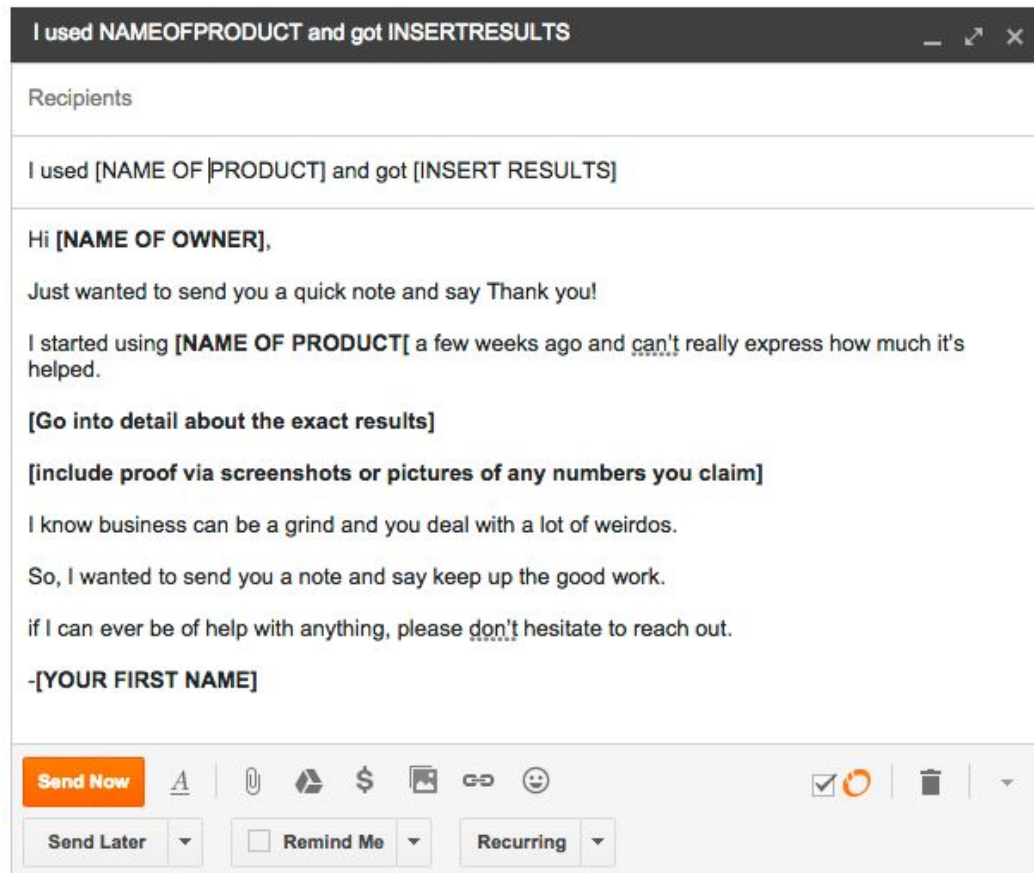
Step 2: Share a Win

Next share a small (or big) win you've had after taking their advice and acting on it.

Don't over-think this step.

Review back over their instructions they gave, then dig into what you've done since.

Then write a short testimonial sharing your results.

Here is the template I use as a general guide.

Step 3: Send that testimonial to the owner of the product and tell them "Thank you!"

The last part is the easiest.

Share your results.

This is the fun part. This is where you get to brag on yourself and on them for helping you.

Here is an example of a short conversation I had with Clay Collins (the owner of LeadPages).

After this conversation, my website was featured in numerous blog posts and 100s of webinars that LeadPages put on in 2014.

It also helped me land a guest post later that year which directly added 500 subscribers to my list.
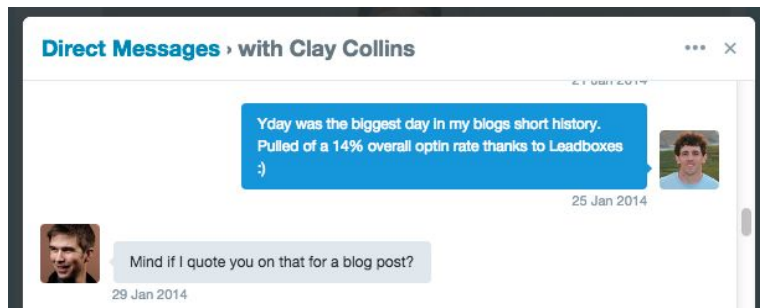
Whether you are just starting out or are a little further along, the Testimonial Hack is a great way to get free traffic and grow your list as a result.

Note: The exact payoff will vary based on the company you are supplying your testimonial to. Sometimes your testimony will pay off in the form of a guest post or front page link on their website. Other times it will serve as an introduction to the owner of the company and a relationship with them.

Don't get caught up in obsessing about immediate payoff here. Focus on serving the needs of the company you are supplying your success story to. The results will come.

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OK. It's time to get to work...

Your action items for today are:

Action Item #1: Brainstorm one website you could use the testimonial hack on.
Action Item #2: Hit reply and tell me who you are thinking of targeting and why.
Action Item #3: Use the template above to write out your first testimonial.

Once you've completed these, fill out the worksheet

-Bryan

PS: Repeat this process once a day until you've exhausted all 15 products/sites/podcast that you listed out in Lesson #3.

When you finish
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In the next lesson, I'll show you two examples of the Testimonial Hack in the wild. Real examples of people who have used this strategy to get regular recurring traffic to their websites and grow their list as a result.

Here's a recap of the class so far:

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[Lesson 2 - How to know the exact product to create](#)
[Lesson 3 - Behind the scenes of a $32,000 per month email list](#)
[Lesson 4 - How to get featured to 750,000 readers](#)
Lesson 5 - Two examples of how to use the Testimonial Hack strategy
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Day 5: FAQ

Subject: Lesson 5: Two examples of how to use the Testimonial Hack strategy

Yesterday I taught you how you can use the Testimonial Hack to get in front of 100s of thousands of potential subscribers.

Quick review of that strategy…

Step 1: Make a list of 5 products or services that you've purchased (related to your business).
Step 2: Write a short testimonial documenting one small win you've had with each product.
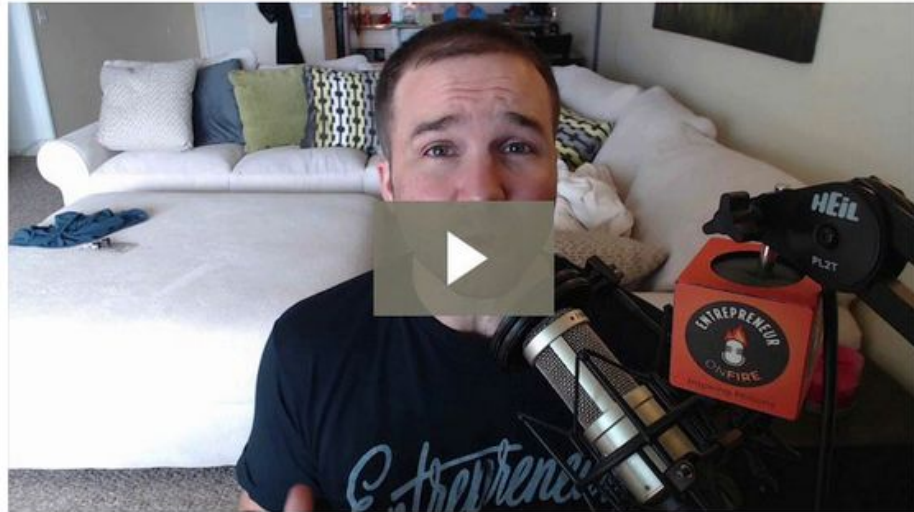**Step 3:** Send that testimonial to the owner of the product and tell them "Thank you!"

Today I thought I'd send you a few examples of this in action to help you along…

Example #1: John Lee Dumas is featured on the homepage of [WP Curve](#) in a video testimonial

Damian Thompson
Linchpin Founder

Chris Ducker
Author and entrepreneur

More customer stories

According to SimilarWeb, WP Curve has 250,000 visits per month to their website.
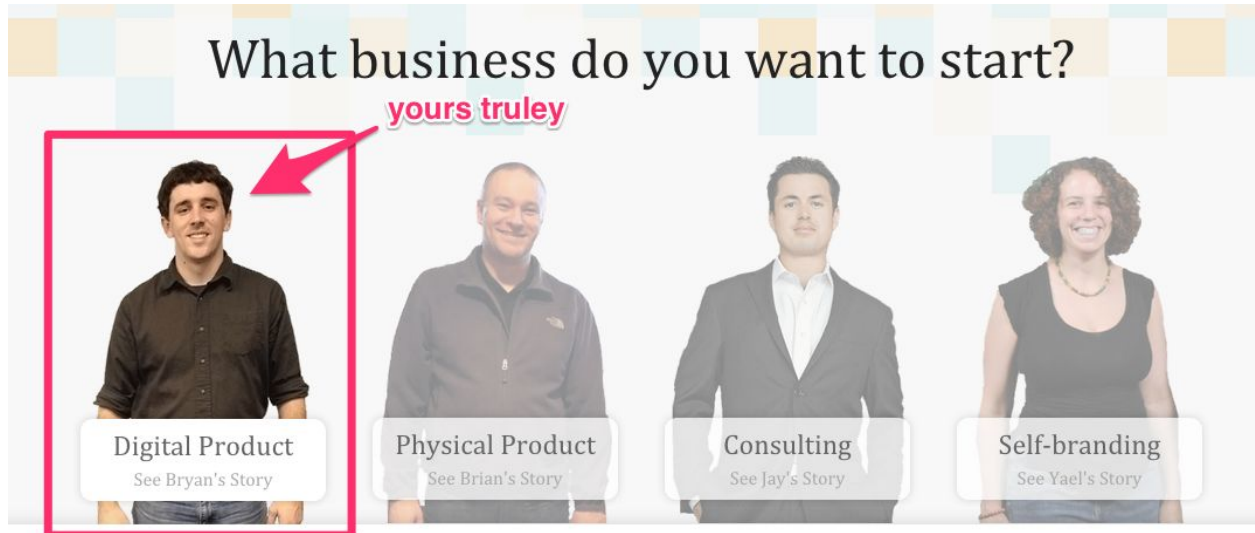
Engagement
for last month

🖥 Estimated Visits	280.0K
⏱ Time On Site	00:01:49
📄 Page Views	1.76
➡ Bounce Rate	71.64%

That means John is getting 100s (if not 1,000s) of free visitors to his site from his testimonial on their homepage.

Could you do the same?

Absolutely!

Example #2: I am featured on the homepage of [AppSumo](#) in a written testimony about their course.

AppSumo is estimated to get 850,000 visits per month, according to Similar Web.

And I directly receive over 2,000 unique visitors per month from my case study on their homepage.

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Now it's your turn.

Take the next 5 minutes to brainstorm out a list of 5 products, blogs and podcasts that you are follow closely.

Then write a short note describing a small success you experienced as a result of their product.

Lastly, send that note to the person, telling them about your win.

(Note: For the exact email template you can use to do this, refer back to Lesson #4.)

Quit procrastinating.

Set a timer for 5 minutes.

Then EXECUTE.

-Bryan

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There is a lot more to growing a list than just the Testimonial Hack.

Once you've used this strategy, there are still questions like…

1. How do I get traffic to my website when I'm just starting out?
2. How do I turn my traffic into email subscribers?
3. How do I actually make money from my list?

Want answers to these questions? The next lesson will help you. I'll be answering several popular questions about how to get traffic if you are just starting out, what tools you should be using and how to actually make money from your list.

If you've already joined the **Rapid List-Building System**, you'll want to revisit Module 1, "The Foundation" and Module 2, "Getting your First 100 Subscribers" to immediately access this training.

Here's a recap of our training so far:

Lesson 1 - The very first step to building your list
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Day 6: Tools

Subject: How do I make money from my list?

Today I'm going to answer three of the most common questions I get when people are just starting to build their email lists. You'll learn…

1. What tools you need to use to grow your list
2. How to monetize your list and create your first product
3. How to get traffic to your website (even if you are just starting out)

Then at the end, I have a little surprise. So be sure through to the end to catch it

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Question #1: What tools should I use to build my list?

There are 5 primary tools I use to grow and maintain my email list…

Tool #1: LeadPages

[LeadPages](#) allows you to quickly set up beautifully designed and high converting pages for your website. I use LeadPages for my homepage, to deliver lead magnets and for my thank-you pages.

For example…

My homepage is a LeadPages template. When I started using it, my conversion rate went from 9% to 26%. That means for every 100 visitors on the old version I would get 9 people to become a subscriber. With the LeadPages template, 26 people become subscribers.

Here is what that page looks like:
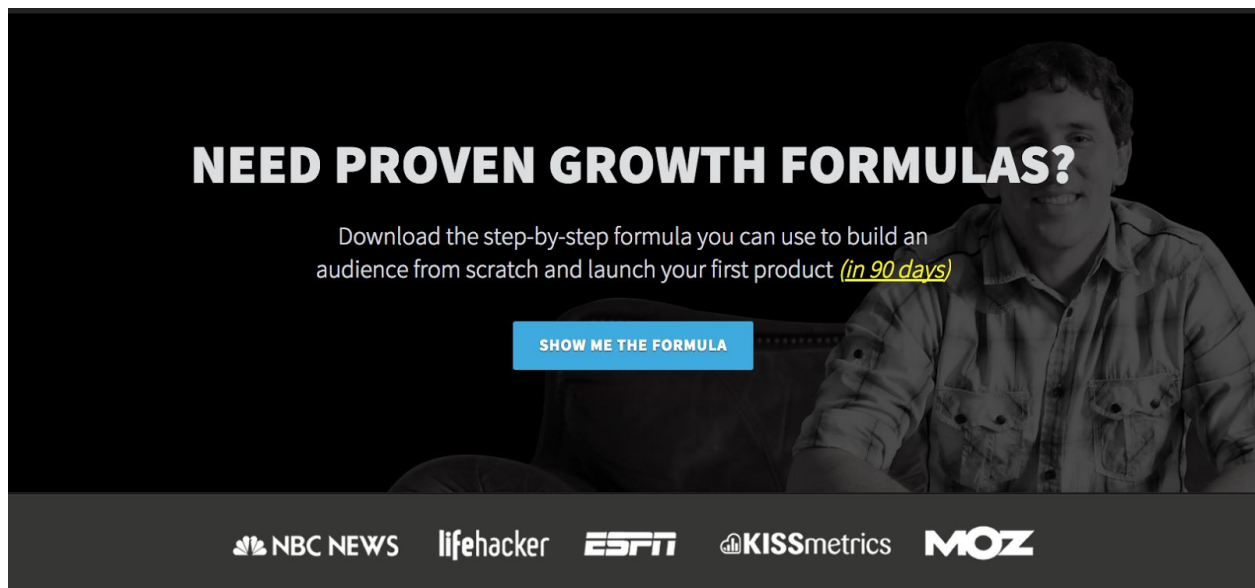
Tool #2: Scroll Box

Everyone hates pop-ups. But the weird thing is that pop-ups work really well.

In 2014, I added over 4,000 new subscribers through pop-ups.

The neat thing about scroll boxes is that they give you all the upsides of a pop-up without the annoyance of interrupting your content.

Instead of interrupting your reader's experience, a scroll box casually slides on the lower right-hand side of the screen and gives your reader a call to action.
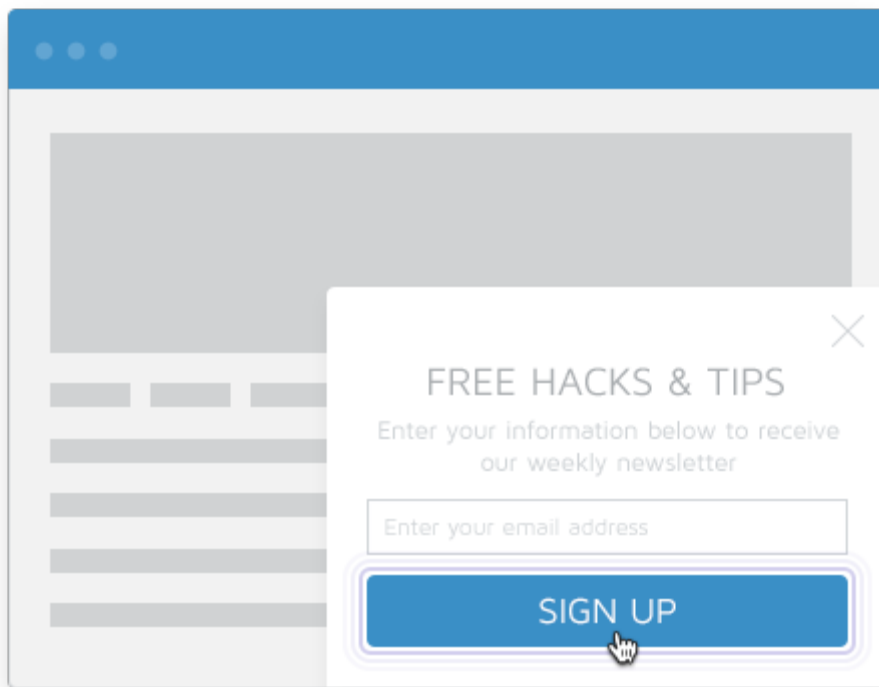
Tool #3: Share

One of the two things you MUST have in order to grow a list is traffic to your website.

Without traffic you are dead in the water.

Share gets you more traffic by allowing your existing readers to tell their friends about your content.

It installs in less than 15 seconds and gives you mobile optimized sharing buttons from a variety of services

I routinely get 1,000+ visitors per month simply by using Share to ask my existing readers to send their friends my way.

Tool #4: Infusionsoft (or MailChimp)

Once you have your first subscriber, you need to start building a relationship with your list.

Like all relationships, that requires you to carry on a conversation with them on a regular basis. I use Infusionsoft (or MailChimp, when I first started out) to do this by emailing my list some helpful information once a week.

There are tons of email service providers out there, but I recommend starting out with MailChimp and then graduating to Infusionsoft once your list is over 10,000 subscribers.

Tool #5: List Goal

You can't grow what you don't measure.

There are all types of shiny objects that will vie for your attention. RESIST the urge to play with the shiny objects.

List Goal helps you do this by keeping you focused on your #1 goal: growing your list.

Every time you open a new tab in your browser, it shows you your goal and gives you 1 tip to build your list.

It also stays in contact with you once a week to make sure you are on track and aren't stuck. If you get stuck, it will personally work with you to get unstuck and back on track.

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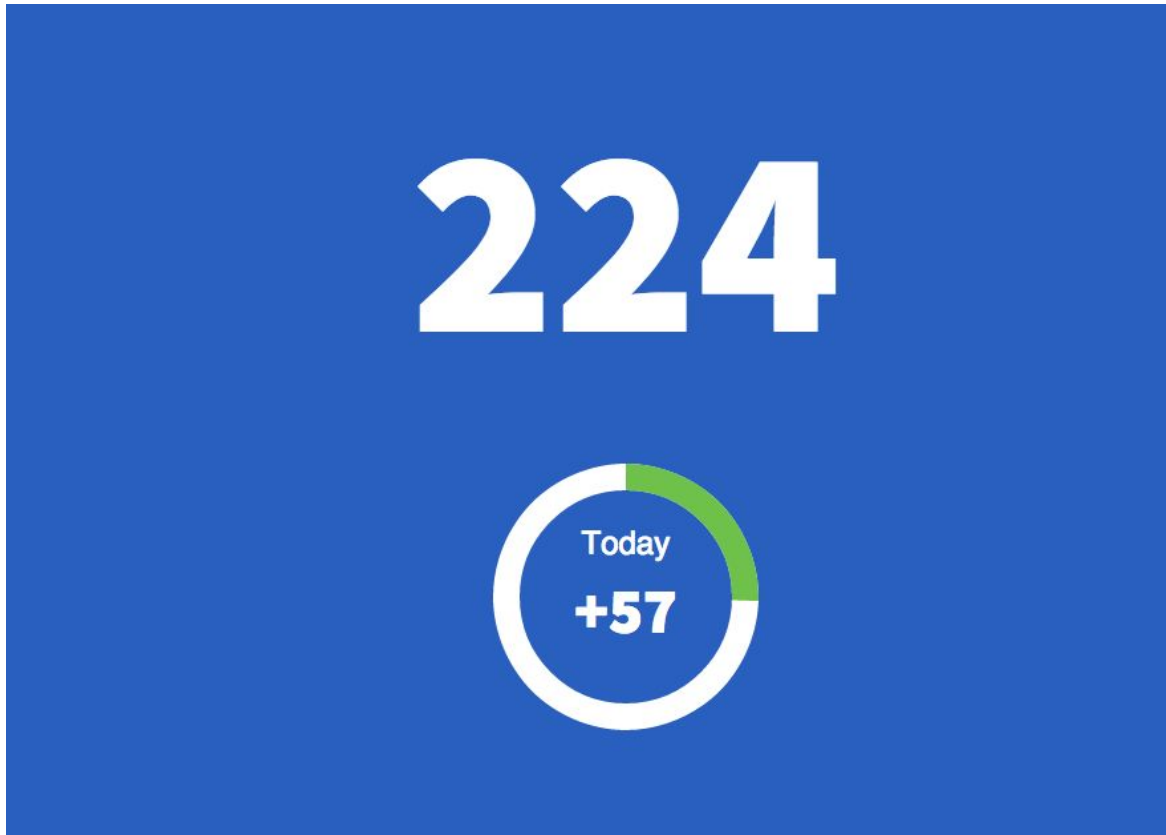
Question #2: How do I make money from my list?

There are three steps to monetizing your list.

Step 1: Pick your niche and get your first 100 subscribers.

Step 2: Grow your list to 1,000 subscribers.

Step 3: Create your first tiny product and launch it to your list.

If you follow this framework, you won't have to make wild guesses about what product to create or if your subscribers will buy from you. You can simply ask them what they want to buy and then sell it to them.

[More about in this extensive guide](#).

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Question #3: How do I get traffic to my blog if I'm just starting out?

In lessons 3,4 & 5 of this course I showed you how to use the Testimonial Hack to get your first 250 subscribers.

There is one other key strategy you can use to get traffic in the early days as well.

It's called the EGP Formula, or the Expanded Guest Post.

Here is the basic gist:

Step 1: Find a website that has subscribers who would be a good fit for your list.

Step 2: Get an epic blog post published on that website.

Step 3: Insert strategic links in that post where readers can get bonus content in exchange for subscribing to your site.

[Here is an example of that in action](#).

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This concludes the Jumpstart Your Email List class.

It was fun!

If you enjoyed this crash course and are ready to start taking your business seriously...

if you are ready to grow an email list that will enable you to live the life you want, on your own terms, working on projects you enjoy...

I've created a **step-by-step system** that will take you by the hand and show you every step of the process.

It's called the Rapid List Building System.

Enrollment for RLB will open in TWO days. I'll be sending more details as well as a behind-the-scenes walkthrough of the course tomorrow morning.

So stay tuned!

-Bryan

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While you are waiting, review back over the Jumpstart class. Finish any lessons you left incomplete.

Here's a full recap of the class:

[Lesson 1 - The very first step to building your list](#)
[Lesson 2 - How to know the exact product to build for your list](#)
[Lesson 3 - Behind the scenes of a $32,000 per month email list](#)
[Lesson 4 - How to get featured to 750,000 readers](#)
[Lesson 5 - Two examples of how to use the Testimonial Hack strategy](#)
[Lesson 6 - The exact technology stack you need to use to jump-start your list growth](#)