

Checklist: Build E-mail List

How to Grow Your Email List from Scratch

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Build Trust First

How to Grow Your
Email List from Scratch

A Beginner-Friendly
Funnel Guide for Creators

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1 PHASE 1: FOUNDATION OF TRUST

- Define your audience's biggest fear or hesitation
- Choose a guide topic that solves one clear problem
- Write a warm, beginner-friendly intro that builds empathy
- Use your brand colors (purple + green) to signal consistency

2 PHASE 2: LEAD MAGNET CREATION

- Design a cover that feels personal and professional
- Add a subtitle that promises clarity and ease
- Include 3–5 actionable tips or steps inside the guide
- End with a soft CTA that invites—not pressures—sign-up

3 PHASE 3: FUNNEL SETUP

- Create a landing section with badges and microcopy
- Add a form with minimal fields (name + email only)
- Use trust-building language around privacy and value
- Test mobile layout for clarity and flow

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● Phase 4: Promotion & Repurposing

- Break guide into a carousel series (5 slides max)
- Create a checklist version for download and sharing
- Add the guide to your homepage navigation system
- Share with a story post that highlights your “why”

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♠ Best Regard, Team Desplinia ♠