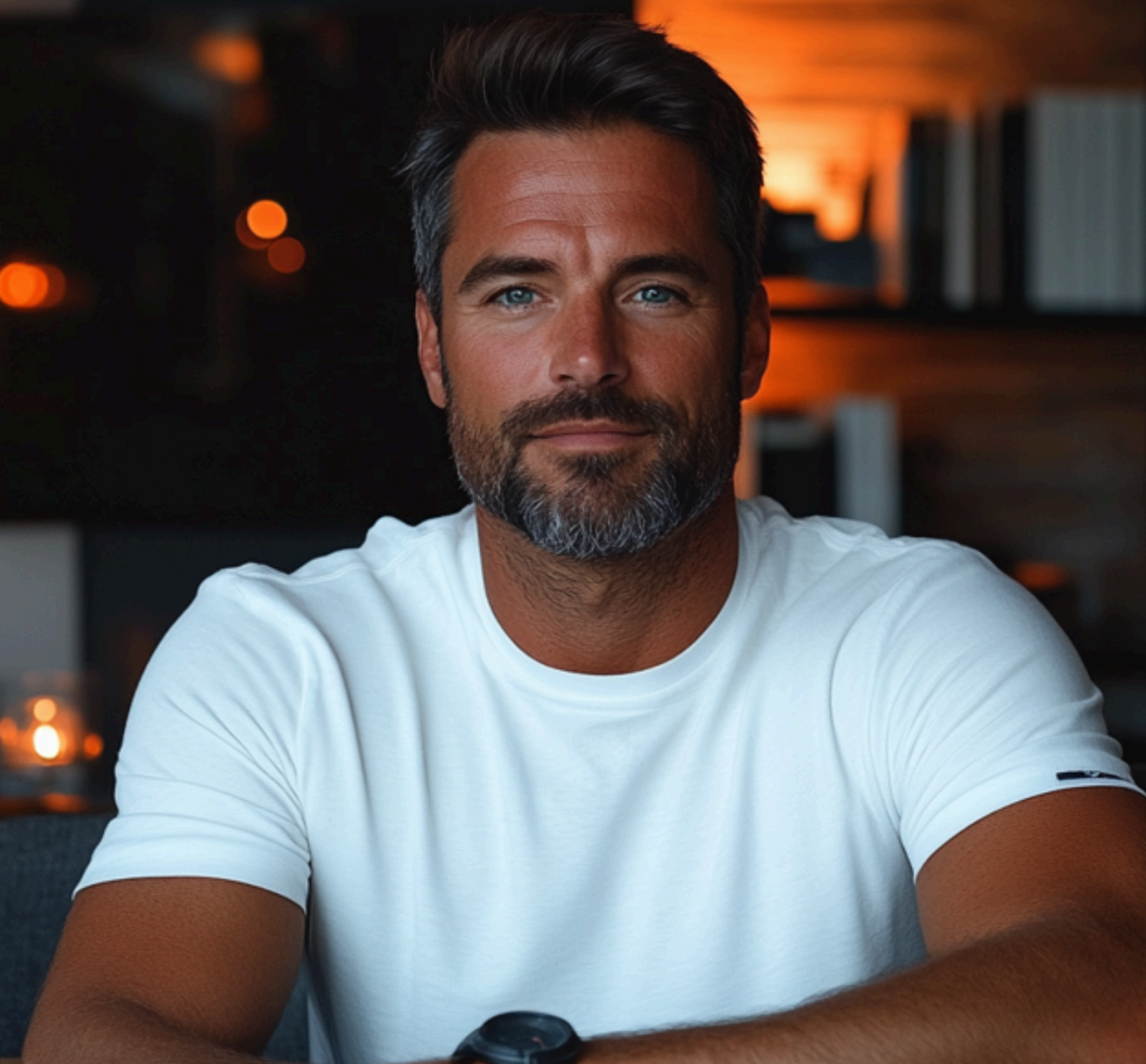


THE LOW-OFFER EMPIRE LIST BUILDER



INTRODUCTION

Hey rebel,

Let's get one thing straight—email isn't dead, it just doesn't scream on TikTok. But if you want a digital business that actually makes sales while you sleep? You need a list.

This planner is your fast-track to building one.

Inside, you'll find proven strategies to attract real subscribers—not just freebie hoarders—and turn them into buyers. Each step builds on the last, but don't stress: you don't need to do it all at once. Start with the strategy that clicks, then stack from there.

I've also made sure you're not juggling five platforms just to make this work.

[That's why I recommend Systeme.io](#)—it lets you build landing pages, automate your emails, and tag your subscribers all in one place (yes, even on the **free** plan).

Whether you're selling low-ticket offers, flipping PLR, or launching your first funnel—this planner will help you grow a list that buys.

Let's build your low-offer empire, one subscriber at a time.

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Step One: The #1 Thing You Need to Attract New Subscribers (Don't Even Try to Skip This Step!)

Wishful thinking that your website visitors will remember your URL once they leave your site is NOT how to market your business! How frequently have you walked into a room and forgotten why? With all of the internet's distractions, do NOT rely on people to remember you.

Instead, give those web visitors a reason to leave their email addresses with you to stay in touch. Once they grant you permission to contact them again, you can customize your offers and make more sales. The more you stay in touch with your email list, the more your audience will know, like, and trust you, thereby increasing your sales and overall revenue.

First, sign up with an email marketing provider. Gmail or Yahoo Mail isn't a professional look and those platforms won't allow you to email many hundreds or thousands of people at once; instead, you'll become known as a spammer and your email account may become disabled.

If you're looking for the simplest way to manage your list and send automated emails, [Systeme.io makes it easy](#)—tagging, scheduling, and automation are all built in, even on the free plan. No add-ons. No learning curve.

Tagging is how you segment your list based on what people signed up for or bought—so you can send more relevant emails. For example, someone who grabs a lead magnet about sales strategy might get tagged differently from someone who buys a mindset product.

An autoresponder lets you schedule pre-written emails to go out automatically—ideal for welcome sequences, free mini-courses, or evergreen promotions. This way, your subscribers get the right message at the right time, even while you sleep.

After you're signed up, it's time to brainstorm your opt-in offer. What value can you offer people before they hand over their email address? Take some time to think this offer through because simply saying, "Sign up for my newsletter" or "Get my updates" are not enough to warrant interest in joining your list. You need to attract the RIGHT people to your list, so customize your offer to the type of person you want to serve.

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Most importantly, think about how you can solve a specific problem with a short piece of content and provide your ideal clients with a quick win. Most frequently these offers are in the form of an eBook, but you can certainly offer an audio, a checklist, or templates. More important than your format is the solution you're offering. Identify your audience's struggle, supply 3-5 tips for resolving that struggle, and you'll attract subscribers who are hungry for more answers.

If creating something from scratch feels overwhelming, [done-for-you digital content](#) can be a smart shortcut. Look for a reputable source that offers high-quality, brandable lead magnets—ideally ones that come in themed collections or curated drops. That way, you can choose an offer that fits your audience and launch quickly without compromising value. Even a simple checklist or planner can become a powerful opt-in when paired with the right message and strategy.

Keep in mind, you're not giving away all of your trade secrets. Your 3-5 tips are simply a glimpse of what you have to offer. It's a way to bring new people into your circle of influence and woo them into your programs.

Exercise: Brainstorm a killer opt-in offer.

What value can you offer people?
Choose one SPECIFIC problem to tackle.
<i>Provide a solution via a piece of content that will give them a quick win.</i>
What 3 tips will you provide?
What information can you provide?
<i>i.e. "How to Write a Hot Headline" vs inspiration</i>
How will this offer benefit your audience?

Exercise: Decide what type of opt-in to create.

Which format will your audience use most?	
<ul style="list-style-type: none">● Educational guide● Checklist● Swipe file● Template● Video series● Mini trainings● Webinar● Livestream● Subscribers exclusive● Quiz● eBook● Audiobook/file● Challenge● Other:	
Which format is easiest for you to create?	
<p><i>You don't need to learn a new program or software to create your opt-in offer. Go with what you already know and can implement quickly.</i></p>	

Which programs/platforms do you need to use?

Are your versions up to date?

Do you have the budget to outsource this project?

Do you have a writer? Graphic designer? Will you need to purchase stock photos?

Exercise: Come up with a sexy title for your freebie. Brainstorm your ideas below.

Be specific with your title.

Who is it for? What will they learn?

Focus on the outcome.

What will your audience gain or achieve?

Think of enticing words that will add value.

“Cheat sheet” or “swipe file” can make your offer seem more valuable to—and pique curiosity within—your audience.

Keep it simple! Brainstorm title ideas here.

Step Two: Create a Landing Page That Makes People Want to Join Your List

Now that you know what you're offering, it's time to get people actually signing up for it. That starts with a clean, compelling landing page—and copy that gets straight to the point.

If you want the easiest path? [Use Systeme.io.](#)

It's a free, all-in-one platform that lets you build beautiful landing pages with a drag-and-drop editor—no plugins, no integrations, no cobbled-together tech. You can create your funnel, build your list, and send your emails—all in one place.

Key landing page tips no matter what platform you use:

- Keep it focused on one single offer (don't distract people with a menu bar and five other things)
- Use a strong headline that names the problem your freebie solves
- Add a quick benefit-driven subhead that tells them what they'll get and why it matters
- Include an opt-in form front and centre—don't make them scroll to find it
- Use images sparingly but strategically—mockups or visuals of the freebie work best

Pro tip: Add a short “About You” section or even a quick photo to build trust. This is especially important if you're building a personal brand alongside your product-based funnel.

Most importantly, don't overthink the copy. You're offering something valuable for free—make the benefit clear, show them how it helps, and invite them to say yes.

Exercise: Decide what will go on your freebie offer page.

Your Catchy Headline	Your Freebie Description
	<p>Keep it short & sexy.</p> <p>Who is it for?</p> <p>What's the "big benefit"?</p> <p>What outcome they can expect?</p>
Do you have your opt-in form code?	Are you GDPR compliant?
<p><i>Do you know how to add this code? If not, outsource to a VA.</i></p> <p>Check out this article on creating opt-in forms that convert.</p>	<p>Check out this article</p>
Images	Call to Action Button
<ul style="list-style-type: none"> ● Product ● You ● Other: <p>Invest in professional product images & headshots. Choose other images from trusted stock photo houses.</p> <p>Resources:</p>	<p><i>Be creative. Make it sexy. Add some urgency.</i></p> <p>Ideas:</p>

Exercise: Plan out a simple offer page.

Choose Your Platform	
<ul style="list-style-type: none"> • LeadPages • Systeme.io • Email service provider • Other: 	NOTES:
Learn the platform.	Big Questions:
<ul style="list-style-type: none"> • Video tutorials • Guidebooks • Other: 	<p><i>Do you WANT to learn the platform?</i></p> <p><i>Is this a task YOU should be doing, or should you outsource?</i></p>
Have you considered outsourcing? Why or why not?	
Outsourcing Notes	
<p><i>Who has experience in your chosen platform? Who has created landing pages before? Who has availability? Who is trusted or referred to you from a business friend or acquaintance?</i></p> 	

Step Three: Transform Your Website into a Subscriber-Generating Machine with a Few Simple Tweaks

You already have a website, but is it working for you around-the-clock to bring in new subscribers? It could—and should—be! It's time to up the ante on your current website and accelerate your growth. You can also easily add your opt-in to several other places on your site to ensure nobody misses out.

No matter which of these options you choose, you'll want them to be similar to your landing page: You'll need a headline, short description, opt-in form and call to action button.

Option #1: A pop-up opt-in form

You've seen these pop-ups: You're visiting a site and then like magic, a special offer appears. These pop-ups are attention-grabbing and have great conversions, depending on the relevance of your offer, of course.

This is one of the most popular and effective techniques, and many email service providers offer it built-in. If you're using [Systeme.io](#), you can create pop-ups directly inside your funnel—no extra tools or integrations needed. If you're on WordPress, there are plenty of [plugin options](#) too—just make sure to choose one that's easy to use and integrates smoothly with your email platform. Free plugins can get the job done, but they often have limited features compared to the premium versions, so weigh your needs before installing.

Option #2: Header opt-in form

Your website design and copy that appears “above the fold” – or before you have to start scrolling – is what will grab your visitors' attention first; therefore, make the best use of that space to draw subscribers to your free offer. One such way is to build an opt-in box into your website header. There's no scrolling or guessing as to what to do next: Sign up for your list.

Option #3: Below blog posts

So, you write a new blog post and you're publicizing it on social media. You're directing tons of traffic to your blog post but most of these people are new visitors. What do you want them to do AFTER they read your post?

Your answer should be: I want them to sign up to my list. Make that abundantly clear by inserting a simple opt-in at the end of each blog post. These visitors want the blog post first (that's why they clicked on your link in the first place) so they probably weren't ready to sign up when they saw your header opt-in. Capture them at the end of the post so you don't lose them forever.

Option #4: In the footer

Remember, you're making the most of your internet real estate and you never know when someone will actually scroll all the way down to your footer! Utilize this space with an opt-in form!

Option #5: Link in the main navigation menu

Even though this may seem like double duty if you also have a header opt-in, this is a smart move for those who enter your site via somewhere other than your home page (which is most likely where your header opt-in is located). Your navigation menu is visible on ALL your pages, so no matter where your visitor comes in, they will see your opt-in offer.

Pro note: Don't call it an "opt-in" or "freebie." That doesn't entice your visitors to click. Use the title (if it fits) or "Special Offer" or "Limited Time Offer" instead.

Option #6: Sidebar banner

Sidebars in WordPress were designed to house numerous widgets for ads and product endorsements. However, sidebars are often overlooked by those with internet experience, so don't rely completely on this placement to grow your list.

Pro tip: Start with one of these options and get it implemented; then track your results before adding another opt-in to another location.

Also, consider changing up the text if you want to implement more than one location OR insert different offers in each location once you have a process set for creating these opt-in offers.

Exercise: Design your pop-up in your email service provider.

Research + Choose an Email Provider
Tweak Your Headline + Copy
<i>Make it sexy and keep it short!</i>
Add Your Image(s)
<i>Do you need to purchase from a stock photo house? Are they stored on your computer?</i>
What's Your Button Say?
<i>Make it sexy!</i>
Add the Code to Your Chosen Location
<i>Do you know how to do that? Or should you outsource this task?</i>

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Exercise: Decide on 3-4 places on your website you want to highlight your new opt-in. Take note if you need a plugin, want to write different copy, or want to provide a 2nd offer.

Location	Notes
Header	
Below Blog Posts	
Footer	
Main Navigation Menu	
Sidebar	
In-content Opt-ins	
Other ideas:	

Step Four: Use Free Webinars to Explode Your List—and Your Know, Like, Trust Factor

Let's step away from the opt-ins for a moment and explore how free webinars can explode your list as well.

People love video because this medium is the closest thing to seeing you in person. Your audience members don't have to travel or leave the comfort of their home to see you in action. They will see your face, hear your voice, and learn about your coaching style. Couple all those things with a powerful message, and you'll have people eating out of the palm of your hand in no time.

With free webinars, you ask for registration ahead of time – similar to taking a head count or reserving their seats – because not all webinar platforms are the same in terms of the number of attendees allowed. So, you're presenting a fabulous webinar topic and directing those interested to a webinar registration page (landing page) where they will enter their email address to receive reminders as the date gets closer and to also receive the replay link.

NOTE: Most webinar platforms include these landing page features. However, if you prefer to have more control and ownership of your subscribers, set up a regular landing page on your site, complete with your opt-in box. Write a sexy headline, describe the purpose of your webinar, and start sending traffic to that page. Set up an autoresponder series of webinar reminders so they are sent automatically.

Webinar attendees are often more motivated to do the work and implement the tips you discuss in the webinar because they are willing to give up an hour of their time to hear you speak. You're speaking to their pain points and offering a solution, so you have their undivided attention. They don't want that time wasted so be sure to deliver actionable tips they can follow immediately.

Allowing them to interact with you in real time is not only one of the fastest ways to build know, like and trust factor with your audience—it's also super valuable for them because they're more likely to actually do the work and get the quick win. Also remember that once the live webinar is recorded, it's very easy to set that up as an on-demand evergreen webinar that you can continue promoting year-round.

What you need for a webinar:

Great topic ideas that speak to your audience's pain points. Make these DIFFERENT from your website opt-in so you can attract more people into your circle of influence. Think about the call to action at the end; attendees have already given you their email addresses upon registration so think of a paid offer – either your own or an affiliate offer – and don't be shy about making that offer at the end of the webinar.

A webinar platform, such as Zoom, GoToWebinar, or the built-in webinar function in Systeme.io.

You'll find a hundred other options, so do your research and compare features. How many attendees will you attract? Check for recording options. If there's a trial available, check out the dashboard for ease of use. Be sure there's a way to integrate your webinar room with your email provider so those registration emails aren't "stuck" inside the webinar platform with no way to export them.

If you're interested in running "on demand" evergreen webinars, check out platforms such as SystemeIO or EverWebinar. [Check out this guide on evergreen webinars.](#)

Check out the items mentioned above along with the price tag. With the number of webinar platforms available, you'll find one that suits your budget.

Remember, people will spend money with you if they know, like, and trust you; so, if appearing on a webinar makes your palms sweat, bite that bullet and get your face in front of your audience. Those who NEED to hear your message will find you.

Exercise: Plan out 1-4 live webinars you can offer this month.

Webinar Topic	Date	Pain Points You're Addressing	Offer at End
<i>Choose hot topics you know ideal clients want to learn more about.</i>			

Exercise: Require an opt-in to your mailing list.

Sexy Headline	Body Copy
Date/Time	Email Reminders

Step Five: Simple-Yet-Effective Tips to Nab Tons of New Subscribers from Facebook—Fast

Social media is an obvious—and easy—way to add new subscribers to your list. Facebook’s business page actually offers quite a few easy-yet-effective ways to grow your subscriber count.

Option #1: Add opt-in to your business page.

What better way to attract attention than to set your Cover Art with a photo of your free offer linked to the product’s opt-in page! Check out your email provider’s integrations capabilities as each provider will have different instructions for integrating with Facebook.

Option #2: Create a Facebook lead ad.

Lead ads are set up similarly to other ads that redirect to a landing page; however, when your prospect clicks your ad, a pre-populated form appears, making it very simple to enter their email without ever leaving the Facebook platform.

Go to your Facebook Ads Manager to begin creating your ad but choose Lead Generation as your objective.

Option #3: Add your opt-in to the Tabs section.

Consider your Facebook business page an extension of your website. From this one page you can add as much information as you have on your website and people don’t have to leave Facebook to visit.

Go to your Facebook page and click the Settings tab. Next, click the Templates and Tabs link in the left margin and choose your template; the Services template will work for most coaches.

After that, you can choose which tabs to incorporate on your page. After you have chosen your Tabs, go back to your page and click the individual tab link in the left margin. Here is where you can customize your offers and redirect visitors back to your subscription or webinar landing pages. Your subscription opt-in can be a one-time change but if you’re offering live webinars, be sure to update those whenever you have a new one to promote.

Option #4: Edit your call to action button on your Facebook business page.

Switch your call to action to redirect to your freebie's landing page. Again, use a strong phrase to catch people's attention instead of just "Subscribe."

When you hover over your button, a dropdown box will appear, giving you choices to edit or test the button. Make your changes and then test the button to be sure it works.

So many business owners don't use all of Facebook's options to get their name – and their freebie offer – out to the masses. Implement all these options for your best results; better yet, ask your VA to make these changes while you focus on your next method.

Exercise: Optimize your Facebook business page with opt-in links.

Customize Cover Art	Call to Action Button
<i>Use images & colors that match your branding.</i>	<i>Use strong words. What should visitors do next?</i>
Utilize Tabs	
Current Tabs	How can they be more enticing?
	<i>Where can you add your opt-in?</i>

Exercise: Write a quick Facebook post promoting your opt-in.

Write your post.

Who will benefit? What are you offering? Create urgency so people will sign up NOW. Tell a story. Include the link to the opt-in landing page.

Promote this post.

- Publish on your business page at LEAST 1-2x a week.
- Use Buffer or another auto-scheduler.
- Or delegate to your VA.
- Share the post on your business page.
- Go Live on your Facebook page, talking about your opt-in.
- Ask others to share.
- Write a new post every few weeks.
- Boost the post to get in front of more eyes. (paid advertising)
- Other (get creative):

Step Six: Offer Your Irresistible Opt-in on Instagram and Watch Your Subscriber Numbers Soar

Instagram isn't new on the scene, but it has become more and more popular with business owners and coaches over the years. The good news: There are almost as many ways to direct people to your mailing list right from your IG page as there are cute photos to scroll through. You can use your IG profile, IG stories and even IG highlights to add subscribers.

Option #1: Change your “link in bio” to your freebie URL.

Your link in bio is the clickable URL that visitors click on to learn more about you from your Instagram profile. This link can easily be customized to link to your opt-in freebie or webinar landing page.

Option #2: Create a post and/or Story all about your freebie.

You should have a beautiful product graphic for your freebie so start sharing that with the world! With your Story, utilize the Swipe Up feature to send them to your landing page. With a regular post, connect with your audience so they want to find your link in bio to sign up. You've worked hard on this opt-in offer; don't be afraid to share it.

Option #3: Consider alternative ways to get people on your list from Instagram.

Keep talking up your free offer but instead of relying only on your link in bio, try asking your followers to DM their email address so you can manually add them to your list. Your VA can easily monitor your account and add them as the requests come in.

Option #4: Create lead ads for Instagram.

In case you didn't know, Facebook owns Instagram so you can utilize the lead ads process in the same way for Facebook. First, create your Facebook business page AND an Instagram business profile. When you have both, login to the Facebook Ads Manager and create your lead ads.

Option #5: Go Live on Instagram

Much like Facebook Lives, Instagram allows you to chat with your audience live with a simple click of a button. Talk up your freebie offer. Encourage engagement with your viewers. But one HUGE difference about Instagram Live is THERE'S NO REPLAY! So, announce your Lives in advance to build buzz and tell them during the live that there's no replay so you better direct them to your freebie or link in bio quickly.

Option #6: Takeover a JV partner's Instagram Story.

This method can be fun if you have a plan of action AND a supportive JV partner who believes in your offer. The takeover generally involves a lower-level brand taking over a more well-known brand for a certain period of time. During that time, the newer brand makes Story posts to further their reach and to promote their freebie offer. It's another way to tap into someone else's market, provided you have strong content to offer.

Let your creativity soar and have fun! Stick with what works and ditch the methods that don't yield results.

Exercise: Update your Instagram profile and put the focus on your freebie.

<p>Change your link in bio</p>	<p>Create a post specifically about your freebie</p>
<p><i>Optimize your profile description, too.</i></p>	<p><i>Who is it for? What will they gain from it? Why do they need it?</i></p>
<p>Create a Story using Swipe Up feature</p>	<p>Create lead ads</p>
<p>Go Live on Instagram</p>	<p>Do an Instagram Story takeover</p>
<p>Topic:</p> <p>Points to mention:</p> <p>Mention URL:</p>	<p><i>Whose account would you want to take over? Do you have a relationship with them already? Do you have the same audience? Practice your pitch.</i></p>

Exercise: Consider alternative ways to get people on your list from IG.

Brainstorm Creative Ways to Get New Subscribers

Step Seven: Get in Front of Fresh Audiences (and New Ideal Clients) with Just-Right JVs and Partnerships

It's all well and good to dangle your mailing list in front of people who already know, like and trust you—but partnerships and other Joint Ventures are an incredibly effective way to find NEW ideal clients and subscribers hungry for what you have.

Like anything else in marketing, you need to make a concerted effort to market yourself and your business. We're not in the "hoping people will find me" business; we're in the "I solve problems for people and I'm awesome" business!

First, think of people you admire who have a similar market that you would like to reach. How can you help their audiences? How can you prove your worth to these inspiring people who are very protective of their subscribers?

Understanding your own message is a key point. Know what problems you're solving. What is your superpower and how will you appeal to these new audience members? You'll have to prove yourself in your pitch that you're not just out to poach subscribers or customers. Prove that you have an authentic desire to help others and be sure YOUR message is on point with the JV's audience. You're only wasting everyone's time if you're not targeting JVs with similar demographics and messages.

Also, aim BIG for the biggest impact. Want to be on Ellen's show or the Today Show? Landing one of those gigs will bring you traffic for years and that's how you should consider how to make JV pitches. Smaller business owners can also become your biggest affiliates but having a mix of bigger and smaller is important so you're not putting all your eggs in one basket.

When you're doing research, keep a spreadsheet to stay organized with potential names, URLs, and contact info. Also include the dates and number of times you reached out to these JV prospects. If you're hearing crickets after two or three attempts, move on to the next name. Also set yourself a goal to reach out to a certain number of people each day or week. You may not have control over who wants to partner with you, but you DO have control of how much energy you put into finding those partners.

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Lastly, make each pitch personal. Even if you start off with a general template for a JV pitch email, really make changes for each recipient. Have you done your research on each JV prospect? Do you know anything about their business? If they have a podcast or YouTube channel, have you listened or watched to know what they talk about? Are you sure your markets are a fit? Lazy JV pitches will get tossed and potentially ruin reputations. Put your best foot forward by doing your research.

Another fun way to gain subscribers is to run a giveaway or contest using your favorite social media platform (be sure to check their terms of service first, so you're following all the rules properly). Choose something fun and exciting that your subscribers WANT, set the rules for the giveaway, and then keep promoting the contest to drive traffic to your social platform or a landing page where contestants can enter their email address.

It's not enough, however, to promote the contest once and then sit back and wait. Interact with these new subscribers both on social media and via emails. Prove to them that you have great content to share and build up lots of buzz for when you choose the winner of the giveaway.

Exercise: How can you get organic traffic by leveraging other people's audiences?

Where can you get more visibility?		
Podcasts		<i>Contact Info:</i>
Guest Blogging Opps		<i>Contact Info:</i>

Instagram Story Takeovers		<i>Contact Info:</i>
Others in your industry		<i>Contact Info:</i>
Others in adjacent industry		<i>Contact Info:</i>

Exercise: Host a giveaway or contest that requires signing up for your freebie or mailing list.

Giveaway Prize	Which social platform?
Giveaway Rules	Terms of Service
	<i>Check your chosen social media platform to avoid getting your account suspended.</i>
Giveaway Dates	Other Notes

Step Eight: Reach Thousands of Potential Subscribers (Literally) Overnight

Organic traffic is amazing, and you should always optimize your website so the search engines consistently bring new visitors to your website. However, paid ads are another way to increase your reach if you're ready to put a little cash in the game.

If your opt-in has proven successful with minimal promotion within your social circles, consider running paid ads on Facebook and/or Instagram. The good news is you already have (almost) everything you need—and most of the time, the leads you receive from paid advertising are people you wouldn't have been able to reach otherwise.

First, decide which opt-in you'd like to run an ad to. Do you have a freebie PDF, upcoming live webinar, or automated on-demand webinar? Direct your ads to one of those landing pages to gather email addresses.

Second, decide how much money you want to spend on this campaign. You can set a daily budget or a total budget; when the campaign meets its maximum, your ad campaign will stop.

Third, choose your demographics. Knowing your target market is imperative to gaining the most ROI from this advertising effort. What's the point of showing your ads to a million people if 999,000 of them don't care about what you have to offer? Don't be afraid to drill down deep to reach your target audience. Those are the people who will purchase your services or products.

Fourth, write a captivating and sexy headline. Headlines are what capture attention first so go bold and don't settle for boring.

Fifth, write your ad copy. Again, make it exciting and work to entice your audience to keep reading. Play to their pain points and struggles. Talk about your own story and how you can relate to your audience. Reassure them that you have the answer they've been searching for.

Lastly, choose an image that is eye-catching to draw your audience in. Make a purchase from a stock photo house but make sure the photo also makes sense coupled with your copy. If your audience senses a disconnect between the two, they'll lose faith that you have the answers.

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Once your ad campaign begins, visit your insights page in your ad manager dashboard. You'll see the number of impressions and how many people have seen your ad. You can also check your email provider to see how many have actually signed up for your offer during the campaign timeframe. Take these notes and use them to plan your next campaign and make tweaks to improve your overall ad performance.

To make tracking easier, consider creating an individual landing page for each ad campaign. That way you can still promote your offer while the campaign is running but you'll have distinct data about how your ad converted to opt-ins. The landing pages would look identical except for the URL.

Exercise: Choose which opt-in you'd like to run an ad to.

What's your offer?	Is your landing page created?
	<ul style="list-style-type: none"> • Sexy headline • Enticing copy • Opt-in box • Images
Write your ad copy	
Headline	
Ad Copy	
Image(s)	<i>Never copy/paste from Google Images or elsewhere online. Make a purchase from a reputable stock photo house.</i>

Exercise: Choose your budget & set up a Facebook and/or IG ad campaign that runs straight to a landing page.

Social Network	Budget	Landing Page/Offer
Facebook	Daily:	
Instagram	Weekly:	
Other	Total Campaign:	

Brainstorming Notes

What worked?

What didn't?

How many subscriptions did you get?

Ways to tweak your campaign:

You've got the strategies. You've got the tools. Now it's time to move.

Growing your list isn't about doing everything perfectly—it's about showing up consistently with value your audience actually wants.

Start simple. Launch one opt-in. Tweak as you go. And remember: this isn't just about collecting subscribers—it's about building relationships that fuel your low-offer empire.

You've got this.

And if you're using [Systeme.io](https://systeme.io), you've got one less excuse not to hit publish.

YOUR LICENSE AGREEMENT

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