



Instant Bestseller Formula - Week 4 Worksheet

What is going to be on your website?

What sections and pages are going to be on your website?

Is blogging right for you?

Are you going to blog? If so, what kind of posts are you going to write? How are you going to share your adventure? If not, what are you going to use in its place?

How are you going to engage your email list?

The people on your email list are your true fans. How are you going to engage them in a way that builds loyalty and passion? How are you going to call them to a higher standard? How are you going to ask them to get involved?

What's your email content plan?

Are you going to use campaigns, autoresponders or a combination of both? What is your email schedule going to look like? What kind of content are you going to send out?

How are you going to get people to signup for your email list?

I listed out a bunch of different ways to get people to signup for your email list. Which ones are you going to do?