

10K Subs: Course Syllabus

Module 0: Getting Setup

- ❑ Welcome to the course (video overview)
- ❑ How to join the community
- ❑ What to do if you have a problem
- ❑ Let me get to know you
- ❑ Overview of the entire course (plus syllabus)
- ❑ Mindset Prep

Module 1: The Foundation

- ❑ Module 1: Introduction
- ❑ Lesson 1: What is an email list?
- ❑ Lesson 2: Why do you want an email list?
- ❑ Lesson 3: Examples of what you can do with an email list
- ❑ Lesson 4: The Big Picture
- ❑ Lesson 5: Pick the topic you'll focus on
- ❑ Lesson 6: Brainstorm 3 product ideas for your list
- ❑ Lesson 7: Get your very first email subscriber
- ❑ Lesson 8: Module 1 Recap

Module 2: Your first 100 subscribers

- ❑ Module 2: Introduction
- ❑ Lesson 1: Eager Sneazers
- ❑ Lesson 2: Using email to get your first 100 subscribers
- ❑ Lesson 3: Using Facebook to get your first 100 subscribers
- ❑ Lesson 4: Using Twitter and LinkedIn to get your first 100 subscribers
- ❑ Lesson 5: Using Twitter and LinkedIn to get your first 100 subscribers (Part 2)
- ❑ Lesson 6: Case Study: How Anna got 400+ subscribers in 24 hours
- ❑ Lesson 7: Take a Break
- ❑ Lesson 8: The Reply Signature Technique
- ❑ Lesson 9: Using Your Social Profiles To Generate Subscribers
- ❑ Lesson 10: Forum Outreach Formula
- ❑ Lesson 11: Using In-person Meetups To Grow Your List
- ❑ Lesson 12: Merge Existing Lists / Finding Leads In Old Places
- ❑ Lesson 13: Module 2 is Finished

Module 3: From 100 to 1,000 subscribers

- ❑ Module 3: Introduction
- ❑ Lesson 1: Setting up your email service provider
- ❑ Lesson 2: Inputting your first 100 subscribers
- ❑ Lesson 3: Write 250 words per day (and press publish on Friday)
- ❑ Lesson 4: Email your first blog post to your list (and ask for referrals)
- ❑ Lesson 5: What Is A Lead Magnet
- ❑ Lesson 6: Create Your First Lead magnet (Tool Guide)

- ❑ Lesson 7: Exit Intent + Welcome Mat
- ❑ Lesson 8: UDHP Technique
- ❑ Lesson 9: Passive Signature Technique + Social Profiles
- ❑ Lesson 10: Your First Marketing Giveaway (Part 1)
- ❑ Lesson 11: Your First Marketing Giveaway (Part 2)
- ❑ Lesson 12: Your First Marketing Giveaway (Part 3)
- ❑ Lesson 13: Your First Marketing Giveaway (Part 4)
- ❑ Lesson 14: Content Upgrades (Part 1)
- ❑ Lesson 15: Content Upgrades (Part 2)
- ❑ Lesson 16: Content Upgrades (Part 3)
- ❑ Lesson 17: Content Upgrades (Part 4)
- ❑ Lesson 18: Write Epic Blog Posts (Part 1)
- ❑ Lesson 19: Write Epic Blog Posts (Part 2)
- ❑ Lesson 20: Write Epic Blog Posts (Part 3)
- ❑ Lesson 21: Write Epic Blog Posts (Part 4)
- ❑ Lesson 22: Write Epic Blog Posts (Part 5)
- ❑ Lesson 23: Write Epic Blog Posts (Part 6)
- ❑ Lesson 24: Traffic Generation (Part 1)
- ❑ Lesson 25: Traffic Generation (Part 2)
- ❑ Lesson 26: Traffic Generation (Part 3)
- ❑ Lesson 27: Traffic Generation (Part 4)
- ❑ Lesson 28: Traffic Generation (Part 5)
- ❑ Lesson 29: Traffic Generation (Part 6)
- ❑ Lesson 30: Traffic Generation (Part 7)
- ❑ Module 3: Review

Module 4: Scaling to 10,000 subscribers

- ❑ Module 4: Introduction
- ❑ Lesson 1: What everyone overlooks when scaling their list
- ❑ Lesson 2: Meet Steve your personal magic list building genie
- ❑ Lesson 3: Reverse engineer your way on to a major platform
- ❑ Lesson 4: Want to be the poster boy?
- ❑ Lesson 5: Real world examples of testimony hacking
- ❑ Lesson 6: The completely obvious way to grow your list
- ❑ Lesson 7: How to find pre-qualified blogs to guest post on
- ❑ Lesson 8: Two things to look for in the perfect guest post
- ❑ Lesson 9: How to get your guest post accepted
- ❑ Lesson 10: How to pitch your guest post
- ❑ Lesson 11: Ever been to a 3rd world country?
- ❑ Lesson 12: Freelance Barter (Workshop)
- ❑ Lesson 13: Setting up the schedule
- ❑ Lesson 14: Advanced On-site Optimization
- ❑ Lesson 15: Optimizing the sidebar of your website
- ❑ Lesson 16: A BRAND-NEW kind of pop-up
- ❑ Lesson 17: A new type of thank you page (Upgrade Share Page)
- ❑ Module 4: Conclusion