



ConvertKit

Grow Your Audience Challenge

WORKBOOK

WELCOME!

How the challenge works

1

Create

Create a landing page with one of our templates, customize it to fit your brand and hit save.

2

Learn

Watch our on-demand list building workshops to learn and develop strategies to start owning your audience.

3

Grow

Share your landing page with the world and get as many subscribers as you can in 30 days.

CHALLENGE CHECKLIST

Follow the below checklist to help set you up for success throughout the challenge

- 1. GET FAMILIAR WITH THE GROW YOUR AUDIENCE CHALLENGE HUB**
 - Review the hub page to see how the challenge works
 - Review official rules
 - Review FAQ's

- 2. ENGAGE IN THE CONVERTKIT COMMUNITY**
 - Join the [Grow Your Audience Challenge Collaborative Group](#)
 - Introduce yourself (Where are you from? What do you do?)
 - Follow the [Grow Your Audience Challenge](#) topic to stay in the loop
 - Check back daily for challenge updates and resources

- 3. ADD ALL ON-DEMAND CHALLENGE WORKSHOPS TO YOUR CALENDAR TO WATCH EACH WEEK**
 - Workshop 1: The strategies top creators use to build high-converting landing pages
 - Workshop 2: How to create and share you landing page in less than 24 hours
 - Workshop 3: 20 ways to grow your list with a landing page
 - Workshop 4: How to set your future sales up for success

[CLICK HERE TO START WATCHING WORKSHOP #1!](#)

STEP 1

**Plan your landing page content
(Note taking worksheet for Workshop #1)**

STEP 1A:

AVOID THE BIGGEST MISTAKE CREATORS MAKE WHEN BUILDING LANDING PAGES.

Based on the workshop, what mistakes will you avoid and how will you avoid them? Write them down!

STEP 1B:

IMPLEMENT STRATEGIES TOP CREATORS USE TO BUILD LANDING PAGES THAT HELP THEM EARN A FULL-TIME LIVING ONLINE

Based on the workshop, where will you do your research? What conversion drivers will you add to your landing page after doing that research? Plan it out!

STEP 1C:

CREATE A HIGH-CONVERTING LANDING PAGE OFFER IN LESS TIME

Based on the workshop, How will you “test” your landing page offer?

UP NEXT

Grow Your Audience Challenge Workshop #2:

How to create and share your landing page in less than 24 hours

[CLICK HERE TO WATCH!](#)

STEP 2

**Create and share your landing page in less than 24 hours
(Note taking worksheet for Workshop #2)**

STEP 2A:

CREATE A HIGH-CONVERTING LANDING PAGE IN CONVERTKIT

Based on the workshop, what landing page template will you choose? Feel free to write down some template names of your potential landing pages!

Here are some articles to help you get started

- [Landing page templates for specific niche](#)
- [How to create a landing page](#)

STEP 2B:

**SEAMLESSLY DELIVER YOUR OFFER TO EVERY SUBSCRIBER
AUTOMATICALLY**

Based on the workshop, what offer will you give away for free? What will you write in your automated incentive email? Write down your ideas!

STEP 2C:

SET UP AND SHARE YOUR CUSTOM LANDING PAGE LINK SO YOU CAN START GROWING YOUR LIST IN LESS THAN 24 HOURS

Based on the workshop, where will you initially start sharing your landing page right away? Write down those places, and plan on sharing your landing page in those places TODAY!

UP NEXT

Grow Your Audience Challenge Workshop #3:

20 ways to grow your list with a landing page

[CLICK HERE TO WATCH!](#)

STEP 3

Grow your email list with your landing page (Note taking worksheet for Workshop #3)

STEP 3A:

IMPLEMENT THE LIST-BUILDING STRATEGIES TOP CREATORS WILL BE DOING IN 2021 TO GROW AN EMAIL LIST OF FANS AND BUYERS

Out of the 20 ways to grow your email list discussed in the workshop, which strategies will you implement? How will YOU grow your email list? Write out your ideas!

STEP 3B:

**KNOW WHICH LIST-BUILDING STRATEGIES ARE THE BEST FOR YOU
SO YOU CAN IGNORE THE REST AND DOUBLE DOWN ON WHAT WILL
CREATE THE BIGGEST IMPACT**

Based on the workshop, what steps will you take to implement your list-building strategies?

STEP 3C:

SHARE YOUR LANDING PAGE WHERE YOUR PEOPLE HANG OUT ONLINE

Based on the workshop and the research strategies discussed in Workshop #1, where do your people hang out online? What channels will you share your landing page on without being “pushy”?

UP NEXT

Grow Your Audience Challenge Workshop #4:

Set your future sales up for success with a product landing page

[**CLICK HERE TO WATCH!**](#)

STEP 4

**Set your future sales up for success
(Note taking worksheet for Workshop #4)**

STEP 4A:

**PLAN YOUR EMAIL CONTENT AND EMAIL SCHEDULE SO YOU CAN
TURN SUBSCRIBERS INTO FUTURE BUYERS**

**Based on the workshop, what will you write about in your emails? When will you
send those emails to your audience? Plan it out!**

STEP 4B:
SELL WITHOUT BEING "PUSHY" OR "SALESY"

Based on the workshop, how will YOU sell in your emails?

STEP 4C:

**CREATE A PRODUCT LANDING PAGE WHEN YOU'RE READY TO LAUNCH
A PRODUCT OR SERVICE**

**Based on the workshop, what will you implement on your product landing
pages? What future products or services do you plan on selling?**

UP NEXT

Keep growing your email list!

Remember, the future belongs to creators like you.

You dream of the difference you'll make in the world. Of how you can help your audience. Of the life you'll create for you and your family. And of the products and services you'll build to make it all happen. That's a lot of dreaming, and we know the work that goes into every newsletter, product launch, and landing page published to build those dreams. That's why **we want to celebrate you and all your hard work by helping you kickstart those dreams and supporting you all along the way. You got this!**

Keep going, and keep creating!

