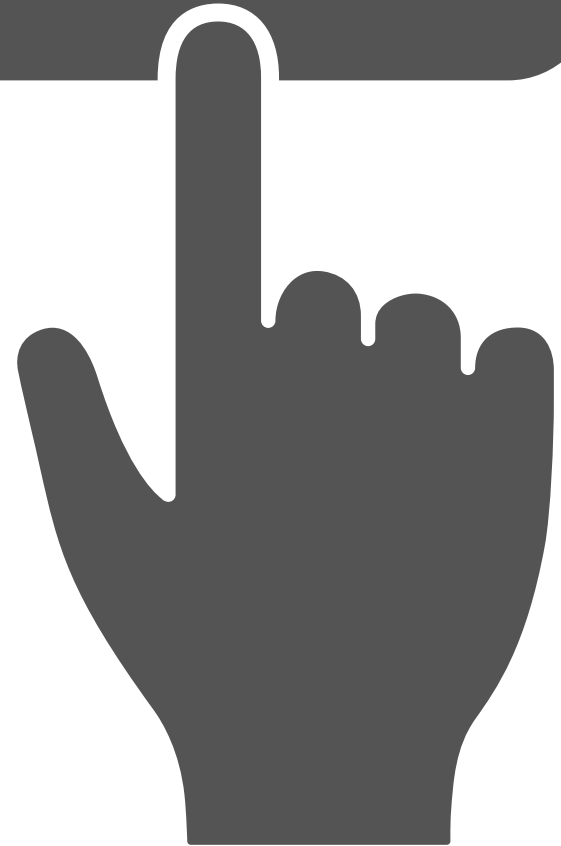


WWW.SELFPUBBOOTCAMP.COM

## Five-Star Book Launch



Subscribe



# COMPELLED TO CLICK

HOW TO TURN READERS AND  
INFLUENCERS INTO SUBSCRIBERS,  
BETA READERS, AND REVIEWERS WITH  
SURVEYS

*Carla King*

## HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

**WONDER** what they want.

**CREATE** the survey.

**REWARD** with a promise of results & solution / gift.

**ASK** influencers if you can share in groups.

**SEND** to everyone you know and beyond.

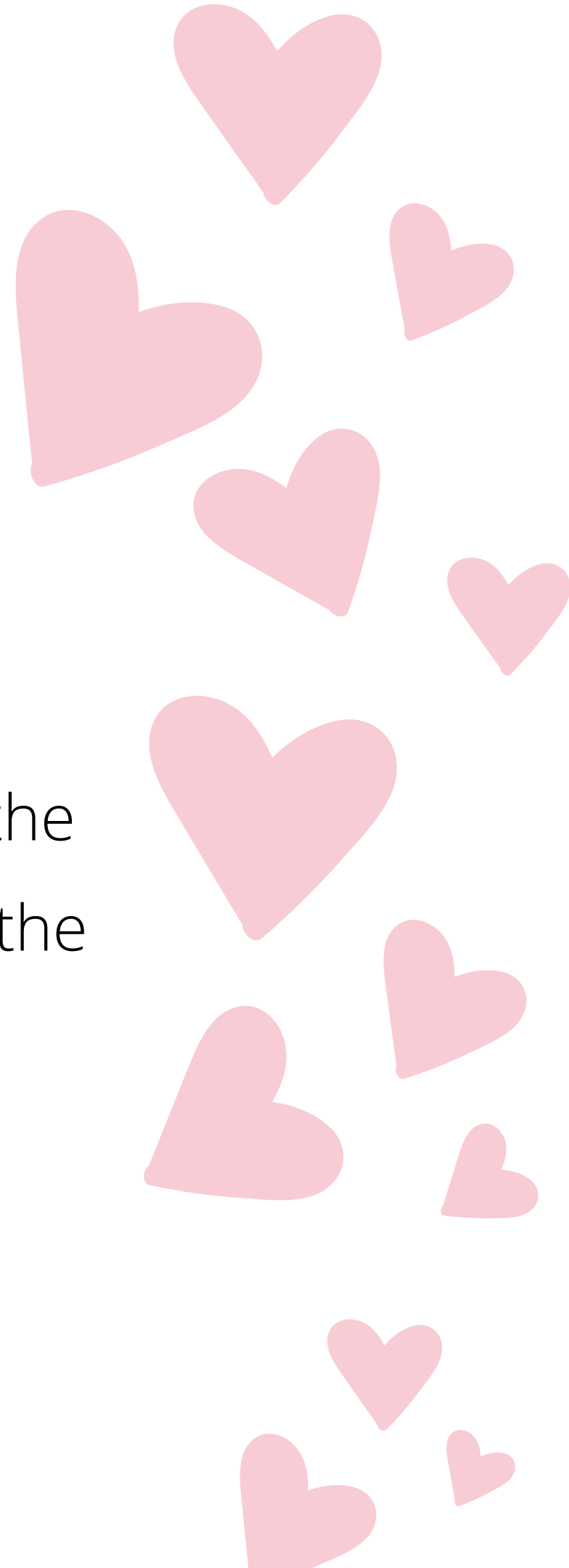
**RESPOND** by delivering what you promised and more.



## HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

# WHY SURVEYS?

- Validate or discover what your audience really wants.
- Opportunity to create interest and social sharing.
- Delivers information to influencers, too!
- Creates the opportunity to create 7-12 touch points you need to sell: the ask, the survey, the thank you, the delivery of reward, the followup on the reward.
- Fosters conversation and engagement.
- Directs your content marketing.
- Segments your email list.
- Can you think of more reasons?



# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## THE ASK

Formulate goal

Formulate questions

Don't be shy

Use your intuition

Test with a small group

Don't wait for perfect

Use "other" in every question for insights

Use casual, human language



# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## CREATE

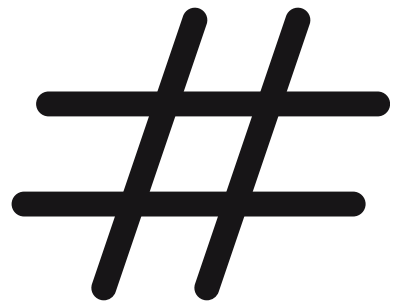


Google Forms



*Demo available soon!*

# TARGET STRATEGICALLY



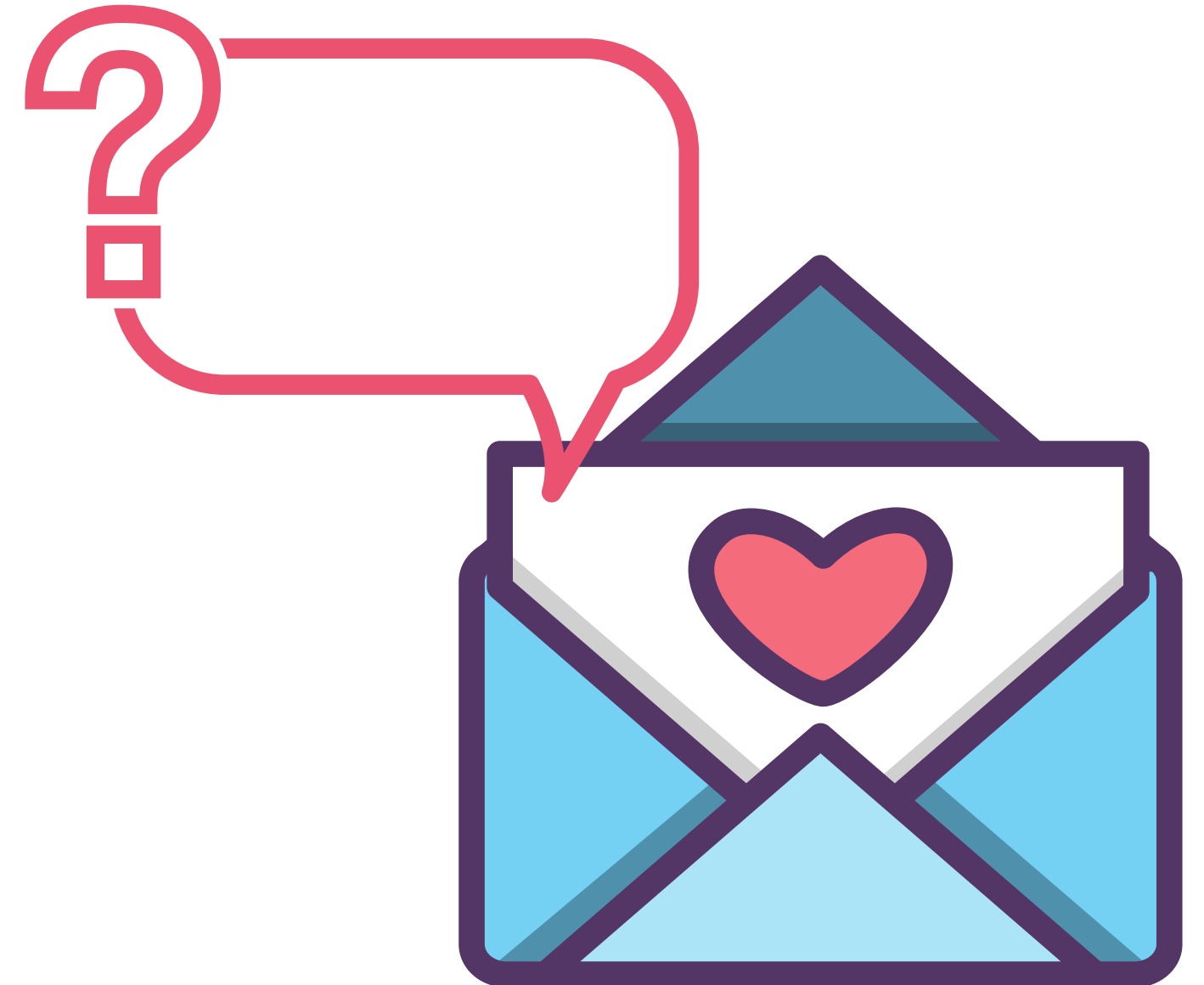
- Current List
- Friends
- Family
- Socials
- Groups
- Forums



# INVITE STRATEGICALLY

**CRAFT DIFFERENT ASKS FOR DIFFERENT AUDIENCES AND DIFFERENT SOCIAL PLATFORMS**

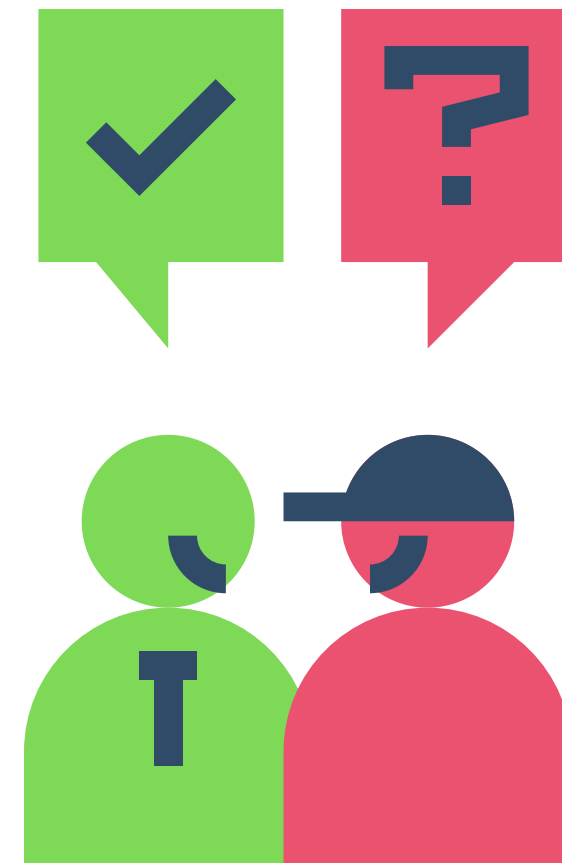
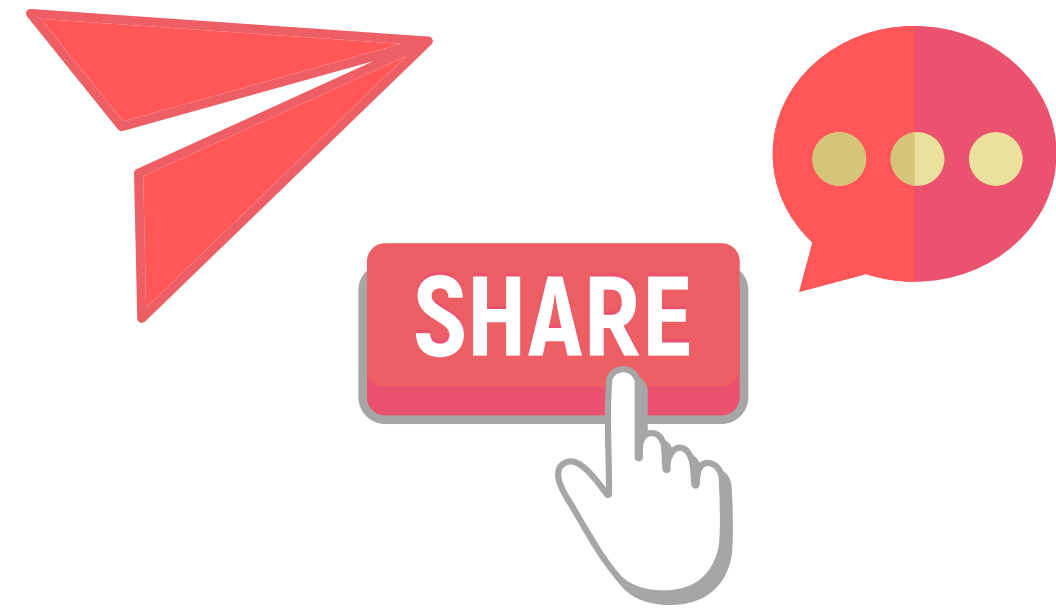
Your ask, or invite to participate, will be different in an email to your subscribers than it will be to a niche group on the socials.



# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## SEND & SHARE

- **1st (+) touchpoint**
  - Current List
  - Friends
  - Family
  - Socials
  - Groups
  - Forums



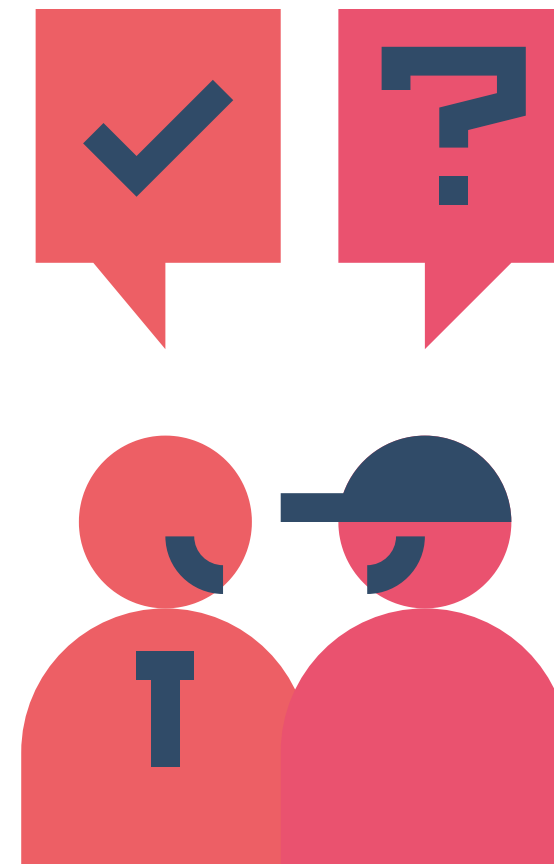


# WHAT'S A TOUCHPOINT?

INDIRECT



DIRECT

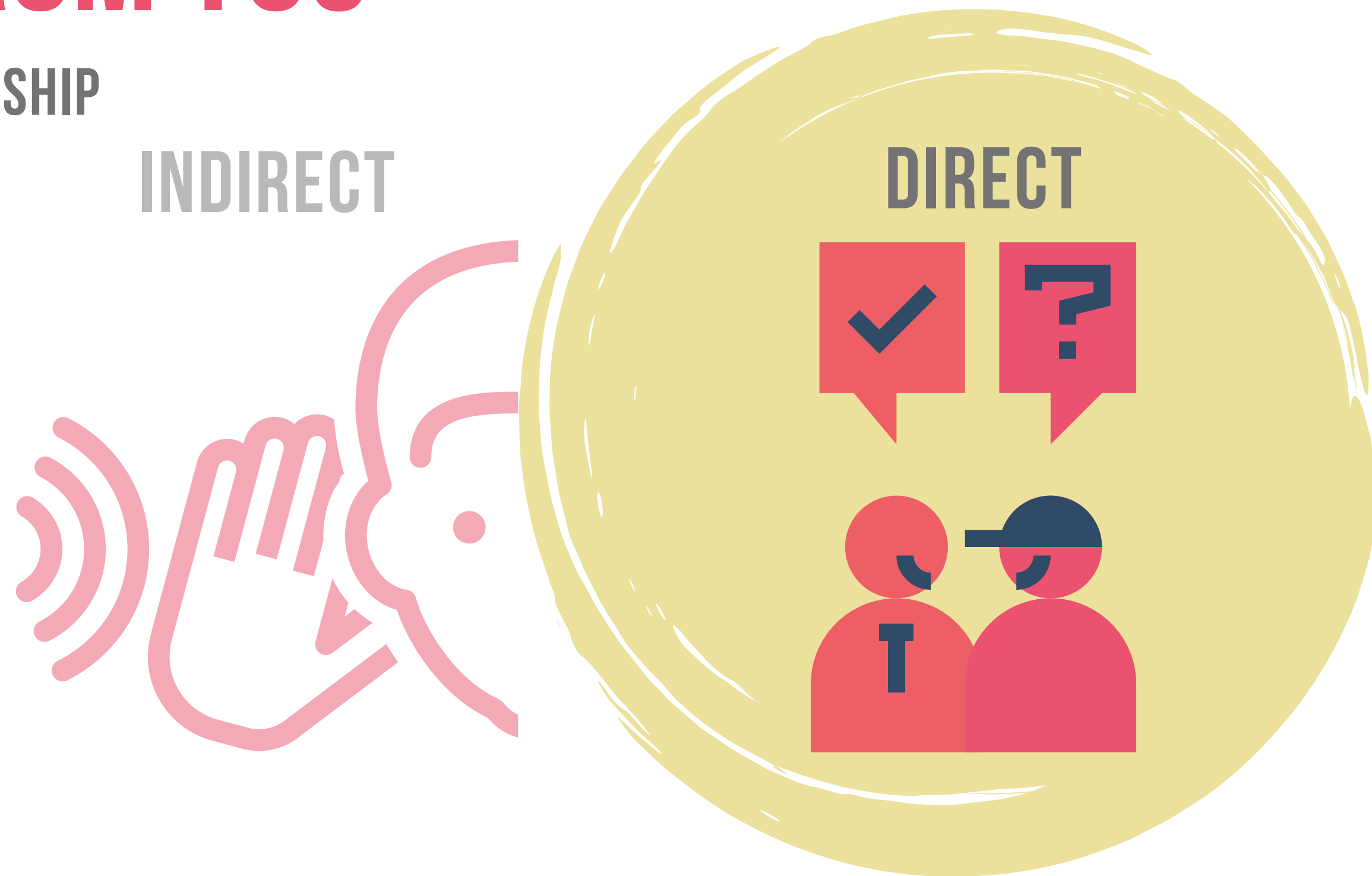


# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## DIRECT FROM YOU

BEGINS THE RELATIONSHIP

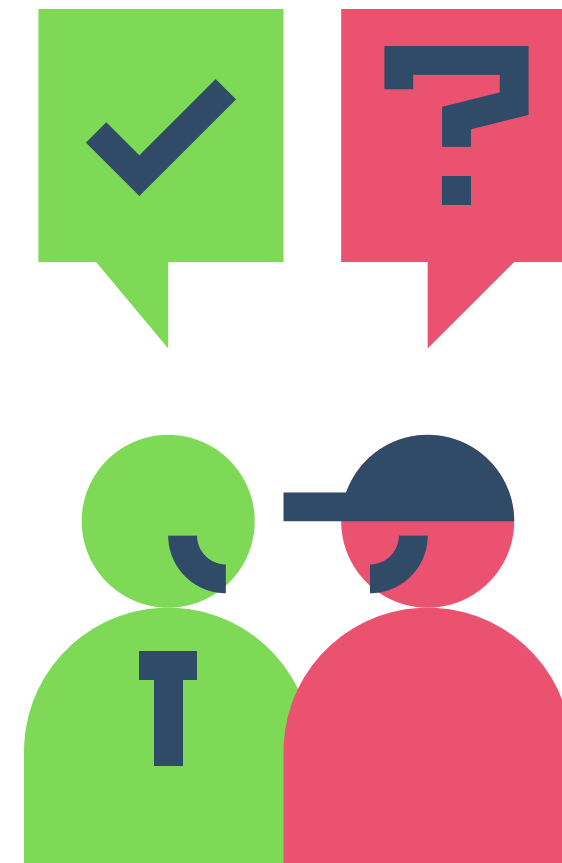
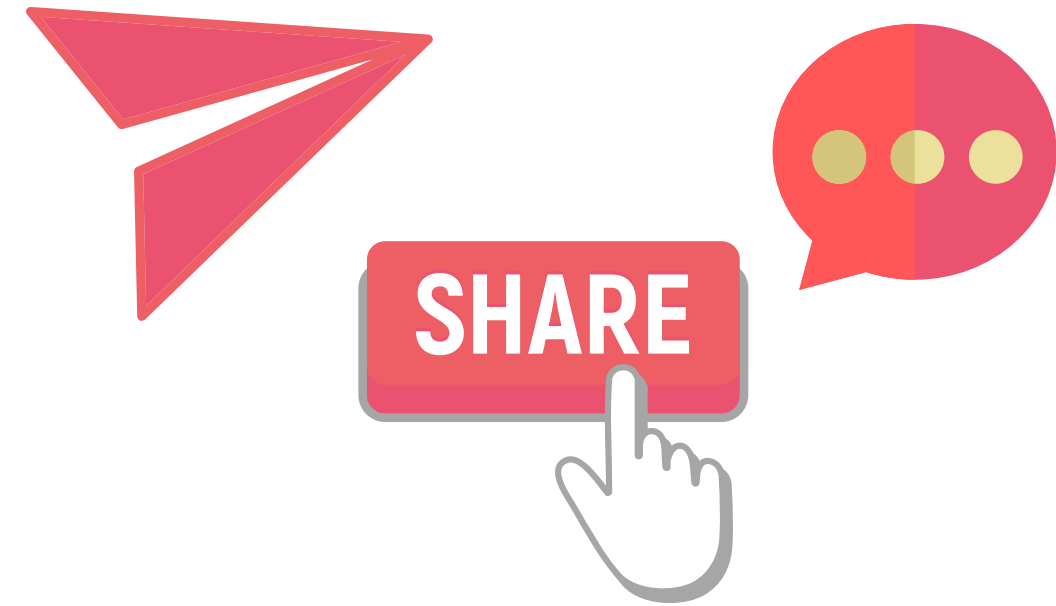
INDIRECT



# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## SEND & SHARE

- **1st (+) touchpoint**
  - Current List
  - Friends
  - Family
  - Socials
  - Groups
  - Forums

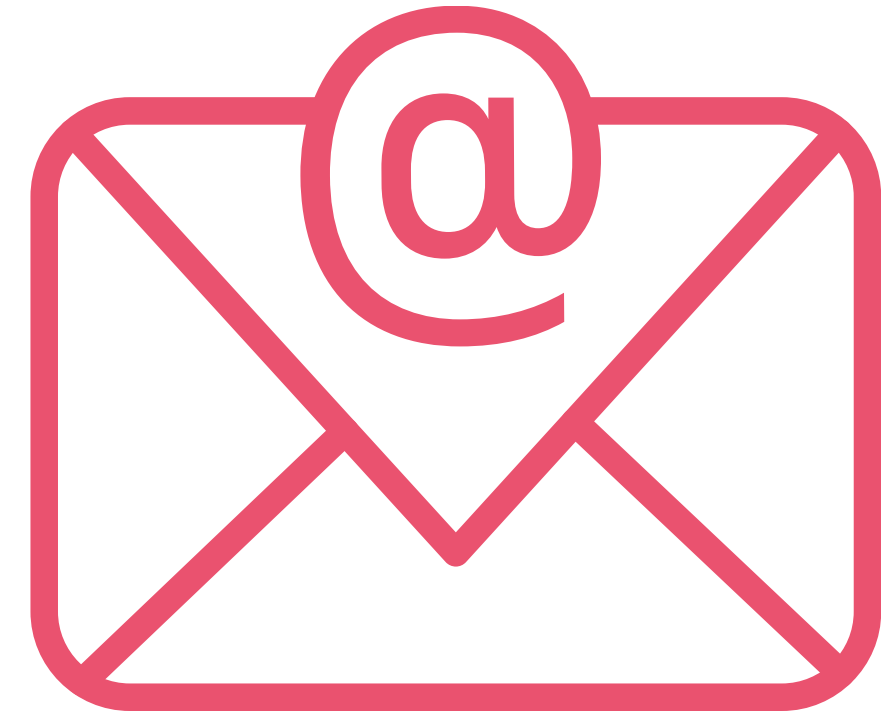


## HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

# SAY THANK YOU

*like a real human*

- Email 1
- 2nd touchpoint

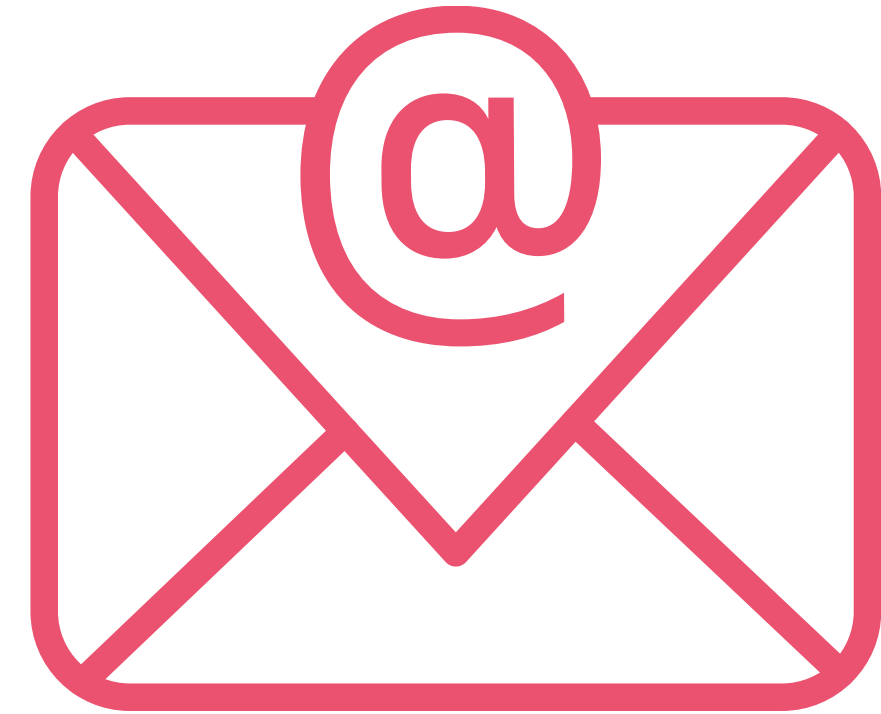


# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## DELIVER RESULTS

### RESULTS ON SURVEY

- Email 2 - survey results, freebie coming!
- 3rd touchpoint



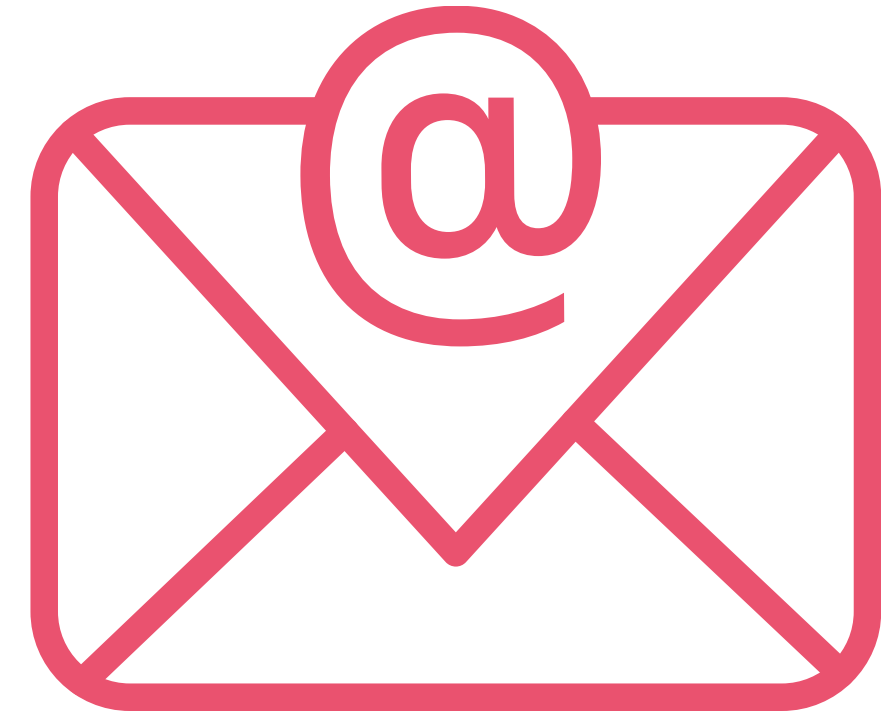
# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## DELIVER GIVEAWAY

BASED ON RESULTS OF SURVEY

CREATE WITH CANVA

- Email 3 - here's the freebie. Enjoy!
- 4th touchpoint

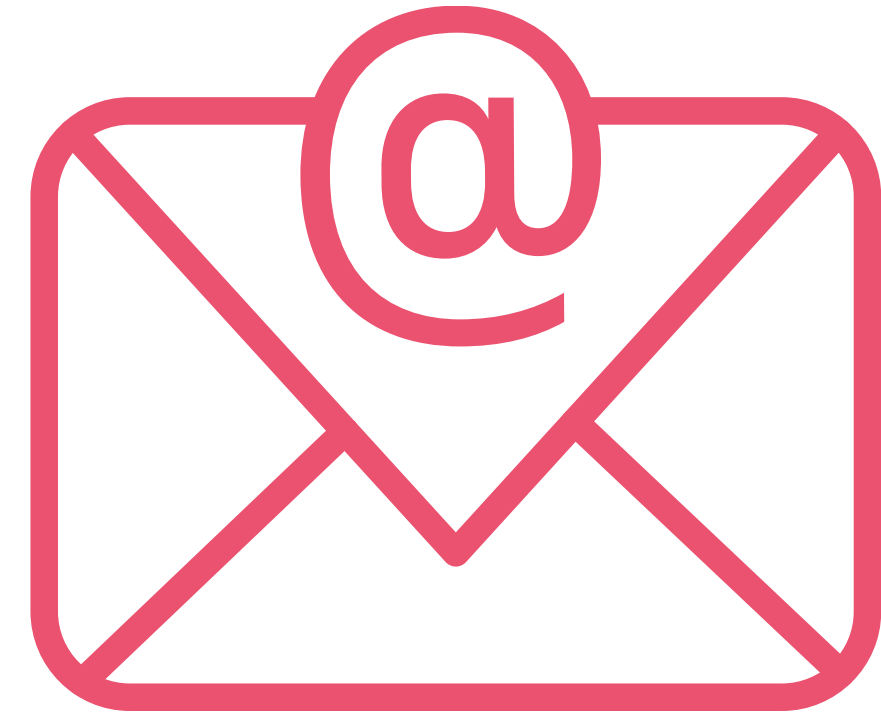


## HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

# ASK FOR FEEDBACK

## ON GIVEAWAY

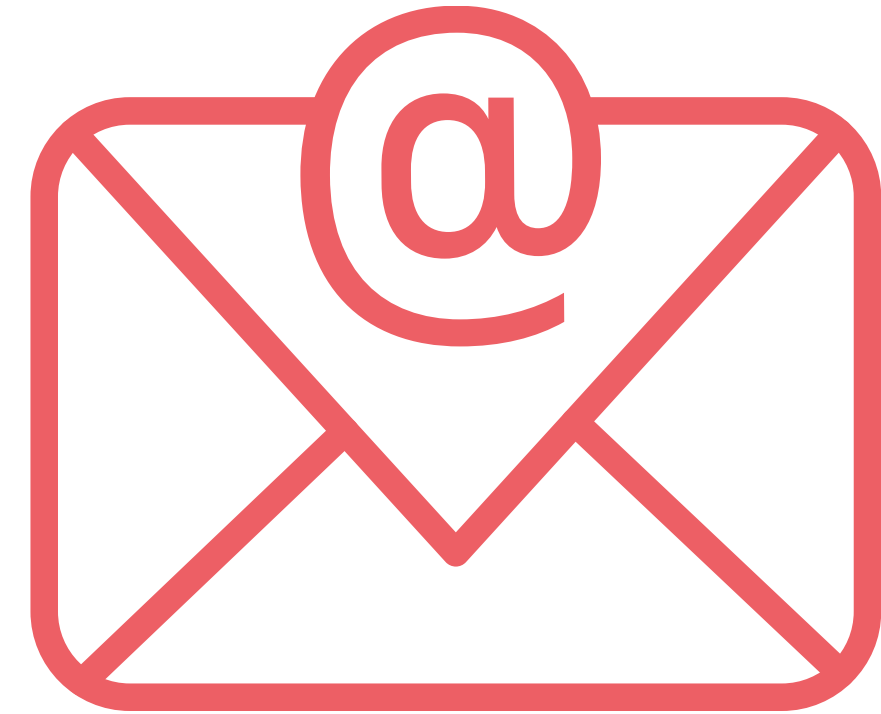
- Email 4 - what did you think?
- 5th touchpoint



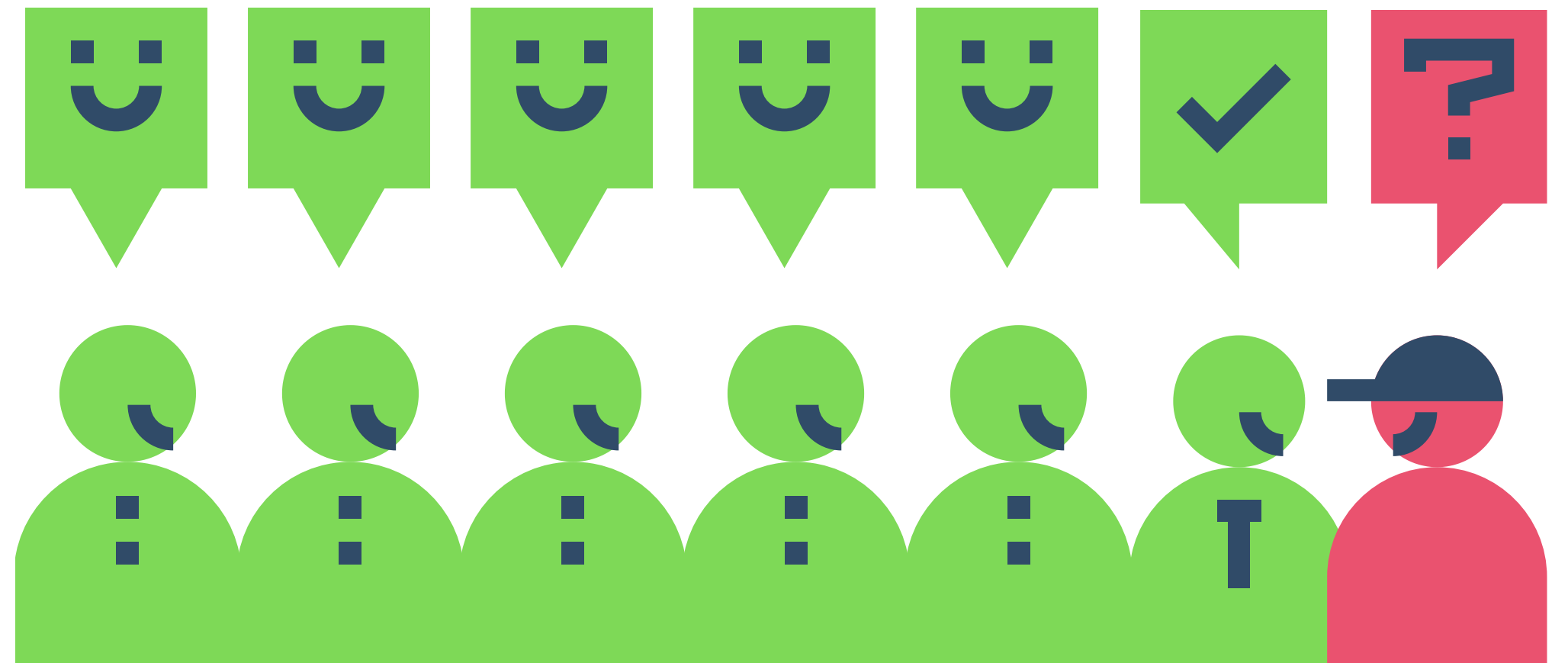
## HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

# INVITE TO SOCIAL MEDIA

WHEREVER YOU ARE MOST ACTIVE



- Email 5 - news, updates, and invite to connect on the socials
- 6th touchpoint

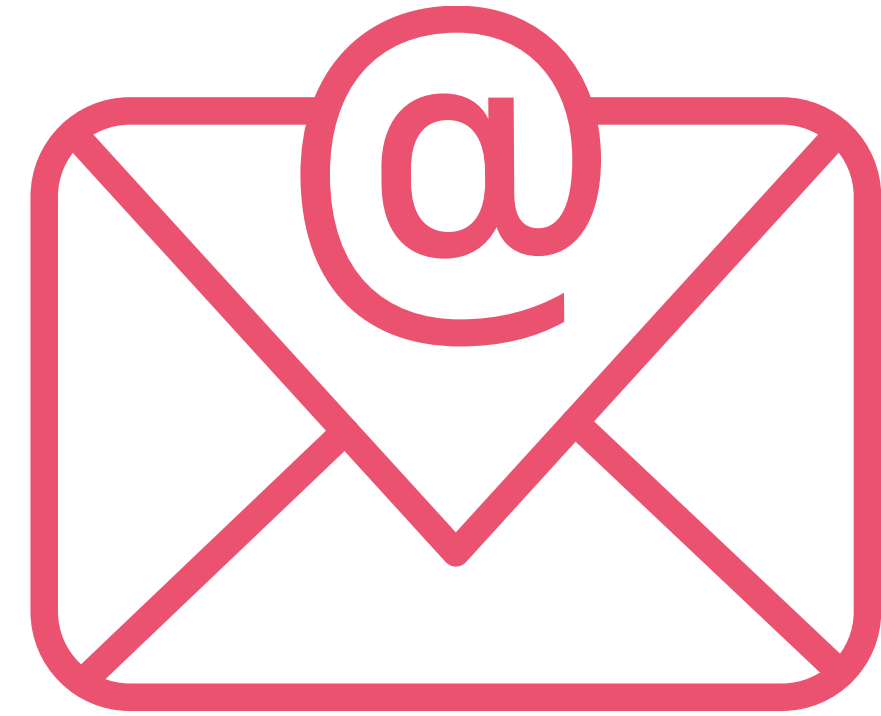




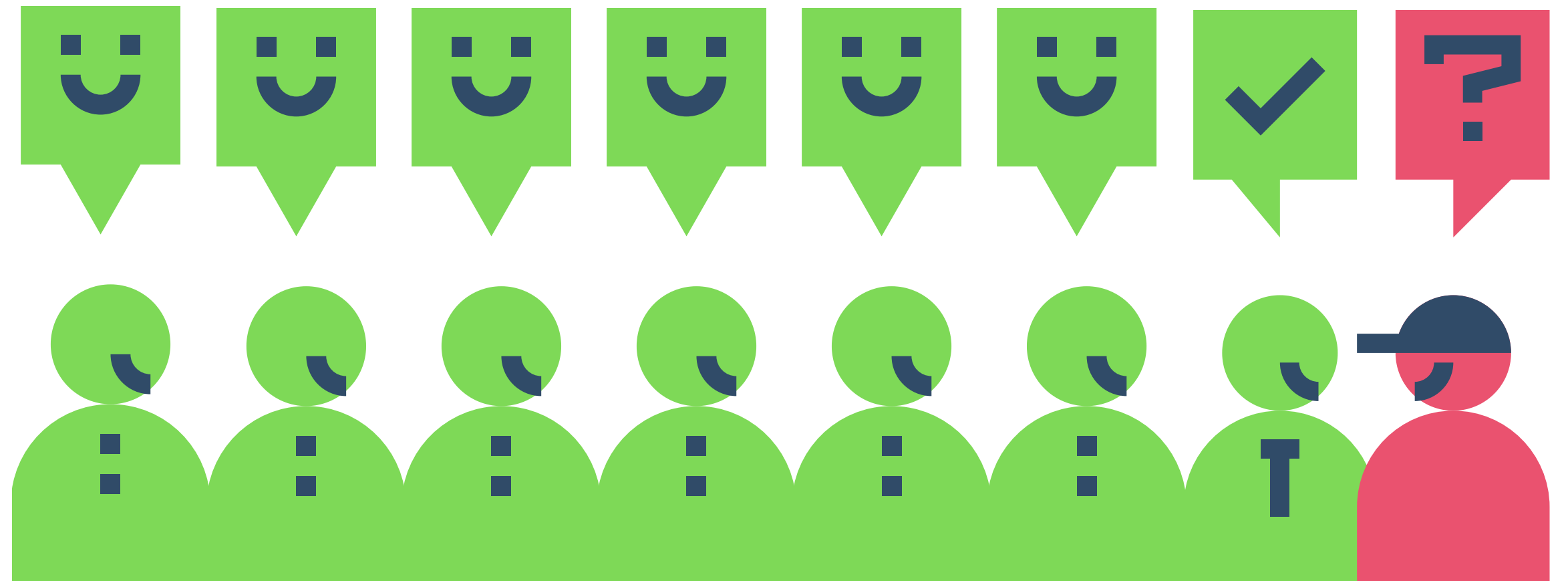
## HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

# INVITE TO BETA READ

## ON GIVEAWAY



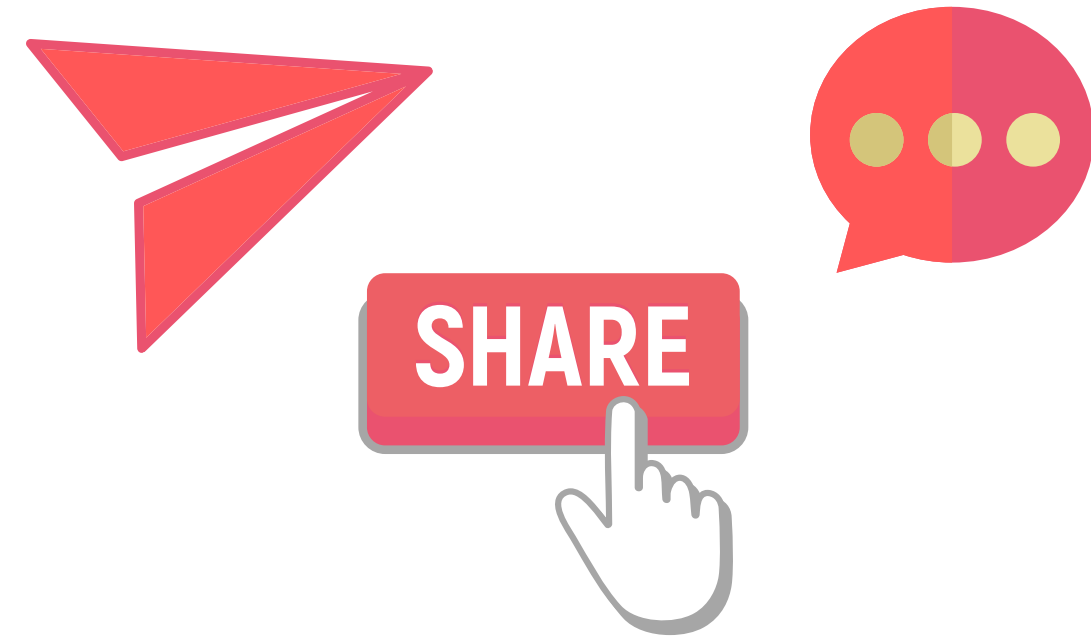
- Email 6 - news, updates, and invite to be a beta reader
- 7th touchpoint
- Create new Google Form to screen beta readers



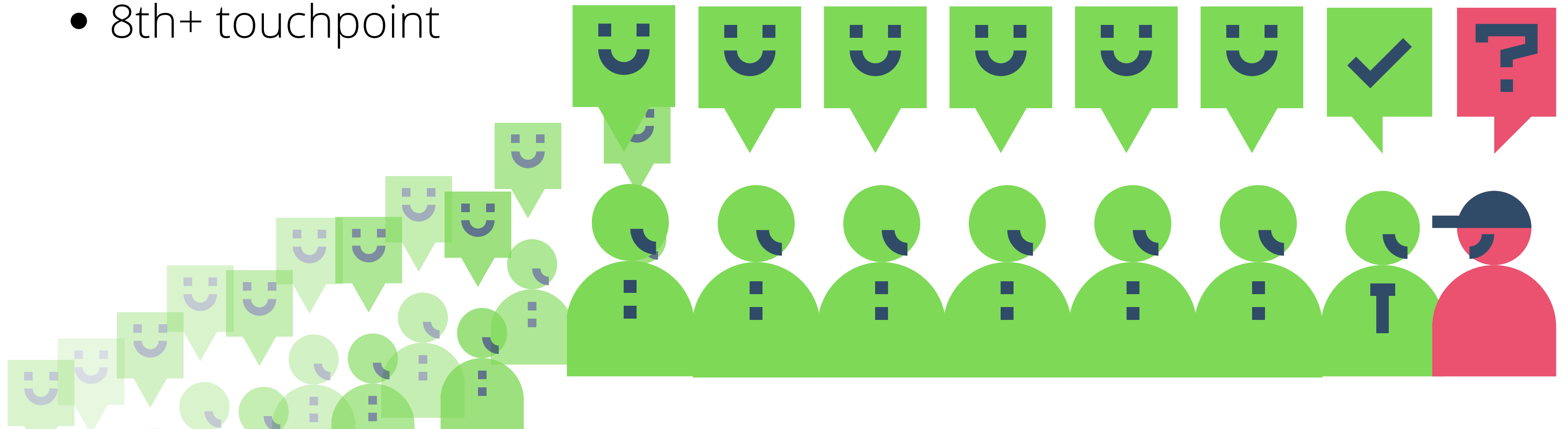
# HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

## CONVERSE!

AT EVERY OPPORTUNITY - VIA EMAIL & THE SOCIALS



- Every followup conversation, no matter how short
- 8th+ touchpoint



HOW TO ATTRACT EMAIL SUBSCRIBERS WITH SURVEYS

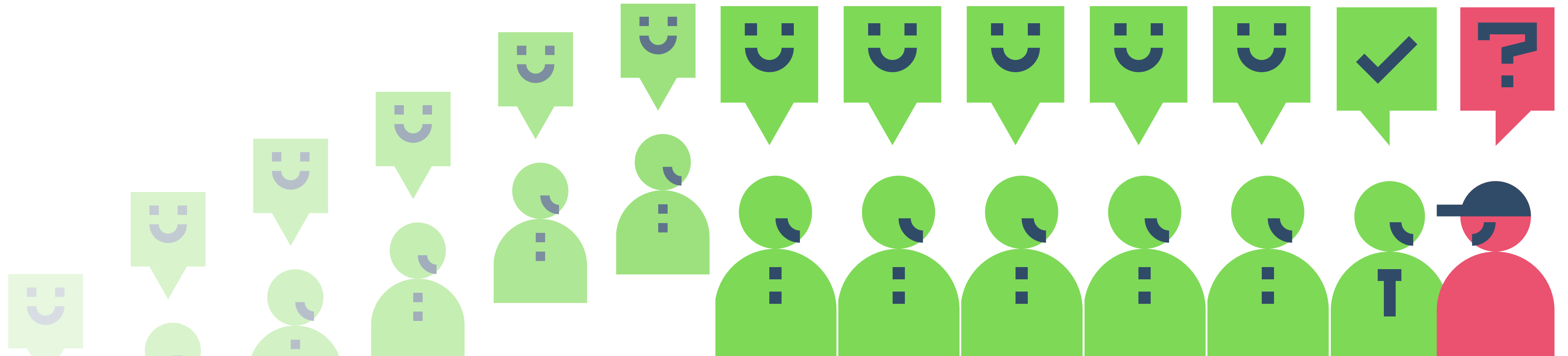
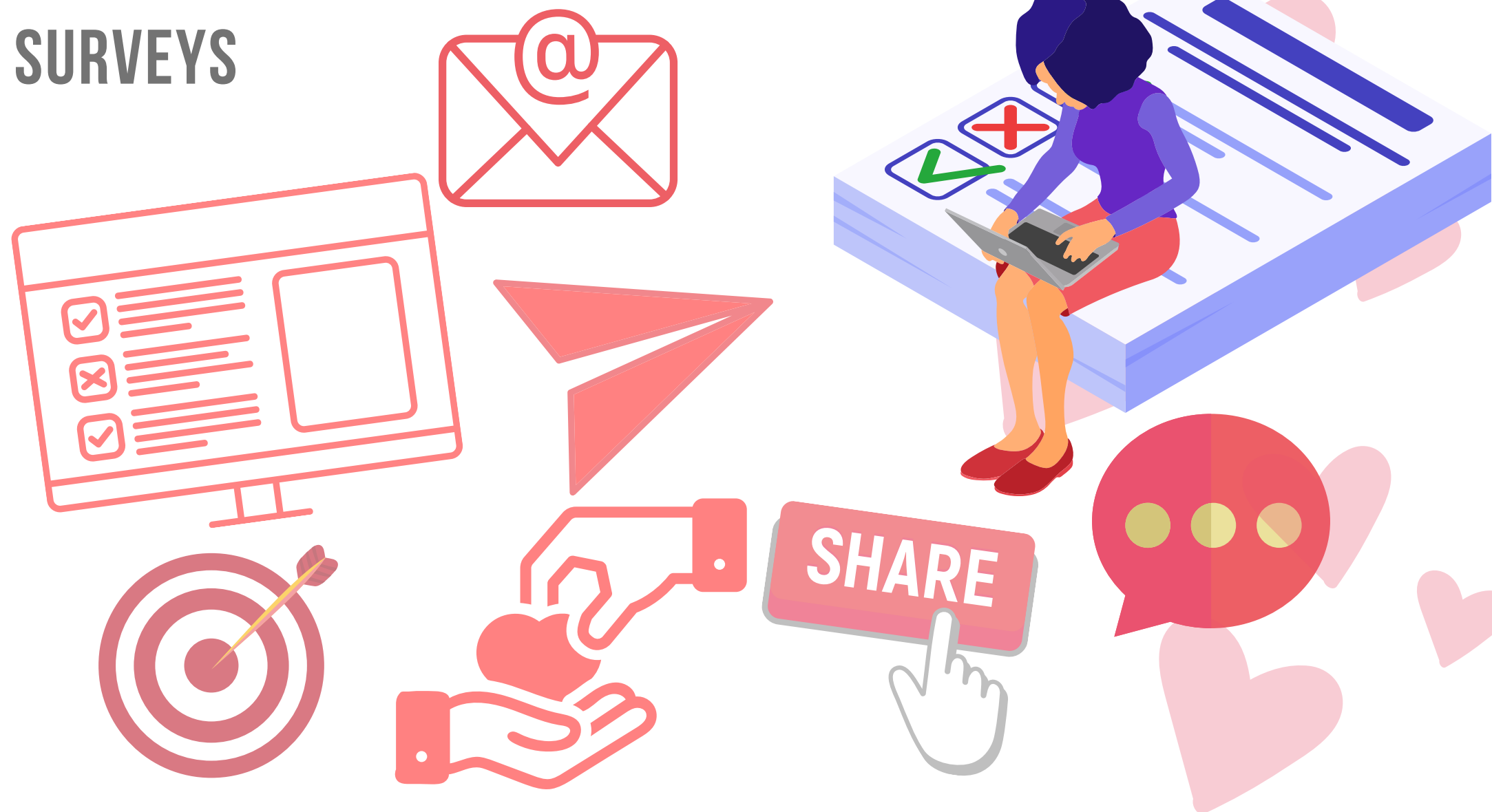
# REPEAT & ENJOY

AT EVERY OPPORTUNITY

SURVEYS WORK!

EXPAND YOUR INFLUENCER NETWORK

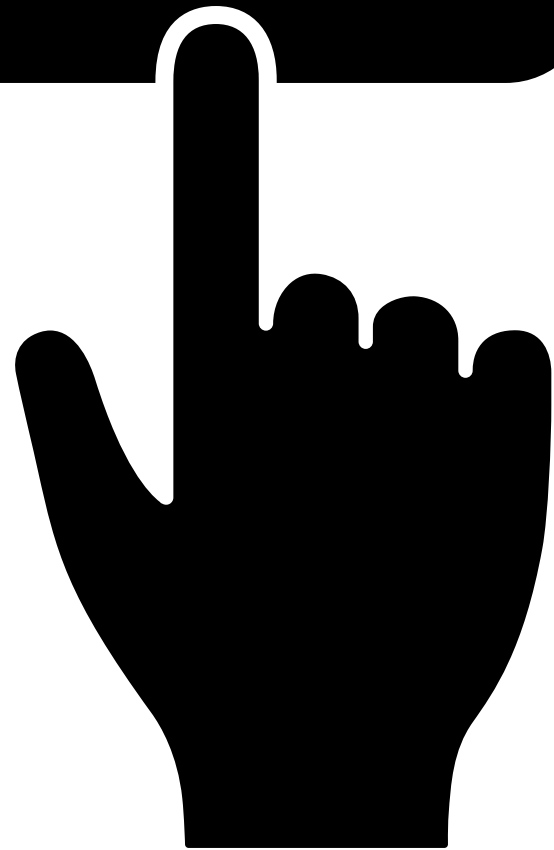
EXPAND YOUR READERSHIP



*Self-Pub Boot Camp*  
**Five-Star Book Launch**



**Subscribe**



*Thank you!*

**COMPELLED  
TO CLICK**

**YOUR COMMENTS & QUESTIONS WELCOME!  
JOIN ME AT [WWW.SELFPUBBOOTCAMP.COM](http://WWW.SELFPUBBOOTCAMP.COM)**

**EMAIL: [HELLO@SELPUBBOOTCAMP.COM](mailto:HELLO@SELPUBBOOTCAMP.COM)**

*Carla King*