LoftyBiz 079 · Build an Email and WhatsApp List That Sells · loftybiz.net

List Builder Planner

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How to use this sheet (this week)

Write one free offer that is worth a sign-up. Put the link in three places customers already see. Write a four-email welcome series, or a short WhatsApp welcome message with a clear promise. Then message your existing customers who have agreed to hear from you, and ask if they would like to stay in touch. Keep the free offer, the welcome series and the list in Systex at loftybiz.net, so you can find them when you send.

1. A reason to sign up (email)

"Join my newsletter" is not a reason. Offer one useful page, clearly linked to what you sell, that is worth something on its own. The right free offer attracts future clients, not just people collecting freebies.

Field	Write this here
The free offer (one page, useful on its own)	
How it links to what you sell	
Place 1 for the sign-up link (for example your profile)	
Place 2 (for example a card at the desk)	
Place 3 (for example the end of a booking confirmation)	

2. Clear permission

Every sign-up form should say what people will get and how often, with a tick box they choose themselves. Do not add anyone who has not asked. For old contacts, send one friendly message asking if they would like to stay, and remove the rest.

Field	Write this here
What people will get, and how often	
The exact permission wording on the form	
How you will ask old contacts if they want to stay	
Date you will remove names that did not say yes	

3. A short welcome series (four emails over about ten days)

Email	Purpose (from the video)	Your draft / date
1	Deliver the free offer	
2	Tell the story of why you started	
3	Answer the three questions clients ask most	
4	One simple welcome offer, with a clear end date	

4. A newsletter that rewards every read

A simple pattern from the video: one useful tip, one short story shared with permission, and one small offer. If a reader would not miss it, do not send it.

Issue date	Useful tip	Story (with permission)	Small offer

5. Keep the list clean

Every three months, send one last "Do you still want these?" message, then remove people who have not opened anything in six months. A smaller list of people who read is worth more than a big list of people who do not, and it helps your emails land in the inbox, not spam. Keep the list and the permissions in Systex.

Date of last clean	How many still on the list	How many removed	Next clean date

6. A WhatsApp list: ask, promise, and keep it rare

Ask at the right moment (when people are happiest). Use a business account with a clear promise: what they will get, how often, and a way to stop. Start with people you already know. Mix text, a short video, a photo and a voice note, and always end with one next step. Keep it personal and rare: one message a week at most, and a person on the other end.

Field	Write this here
The right moment to ask	
The exact ask (and how they join by choice)	
The promise (what, how often, how to stop)	
Groups (for example locals / returning visitors)	
This week's first message to people who already know you	

7. This week's kit

	Item	Notes / date
	One free offer written, worth a sign-up	
	Sign-up link in three places customers already see	
	Four-email welcome series, or a short WhatsApp welcome with a clear promise	
	Existing customers who agreed were asked if they want to stay in touch	
	Permission wording written down	
	Free offer, welcome series and list stored so I can find them (for example in Systex)	

Three email mistakes to avoid: buying or scraping lists; only sending offers; going quiet for months, then sending a big promotion. Three WhatsApp things to watch: adding people without asking; sending too often; no human on the other end.

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