

# THE RAPID LIST BUILDING ASSAULT CHEATSHEET

(You have a blog site)

- ☐ Write “epic blog post” that includes a content upgrade.
  - ☐ Email your list with a link to the blog post.
- ☐ Create a 1 minute video about your blog post and run a FB ad to your blog post.
- ☐ Do a Facebook Live or Periscope session about the topic and drive traffic to your content upgrade.
- ☐ Post the video you just did on Facebook/Periscope to your YouTube channel.
- ☐ Post that same video on your Facebook page.
- ☐ Instagram Ideas
  - ☐ Create a 15 second video to post on Instagram.
- ☐ Take a few powerful quotes from your blog post and create quote images to post on Instagram.
- ☐ Post any image on IG that will spotlight your content well. Sometimes “real life” images will work even better than quote images!
- ☐ Create 3 tweets that drive traffic to your epic blog post.

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Pinterest: Create an image that represents your blog post and drive traffic from Pinterest to your post.



(You like to create videos)



Create a video that is value-rich and includes a content upgrade and post it on YouTube.



Take that video and edit the audio to turn it into a podcast episode with a shout out to your content upgrade.

Take your video and turn it into an “epic blog post” and include your content upgrade. You may want to include your video in your blog post or make it text only - your call! Email your list with a link to your “epic blog post.”



Create a 1 minute video about your video or blog post and run a FB ad to your blog.



Do a Facebook Live or Periscope session about the topic.



Post your FB Live/Periscope video to your Facebook page.



Instagram Ideas

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Create a 15 second video to post on Instagram.

Take a few powerful quotes from your video and create quote images to post on Instagram.



Post any image on IG that will spotlight your content well.



Create 3 tweets that drive traffic to your video or blog post.



Pinterest: Create an image that represents your blog post and drive traffic from Pinterest to your post.