



10,000

Subscribers

in

10

Months

My Story

Brand New Blogger Gets 10,000 Subs in 10 Months











HI, I'M CHRIS PEACH!

I was once living paycheck to paycheck, completely broke,
and without a plan for my life & money.

Then I paid off \$52k in only 7 months.

It all started with THIS Budget.

[GRAB THE BUDGET](#)[MONEY PEACH TV](#)

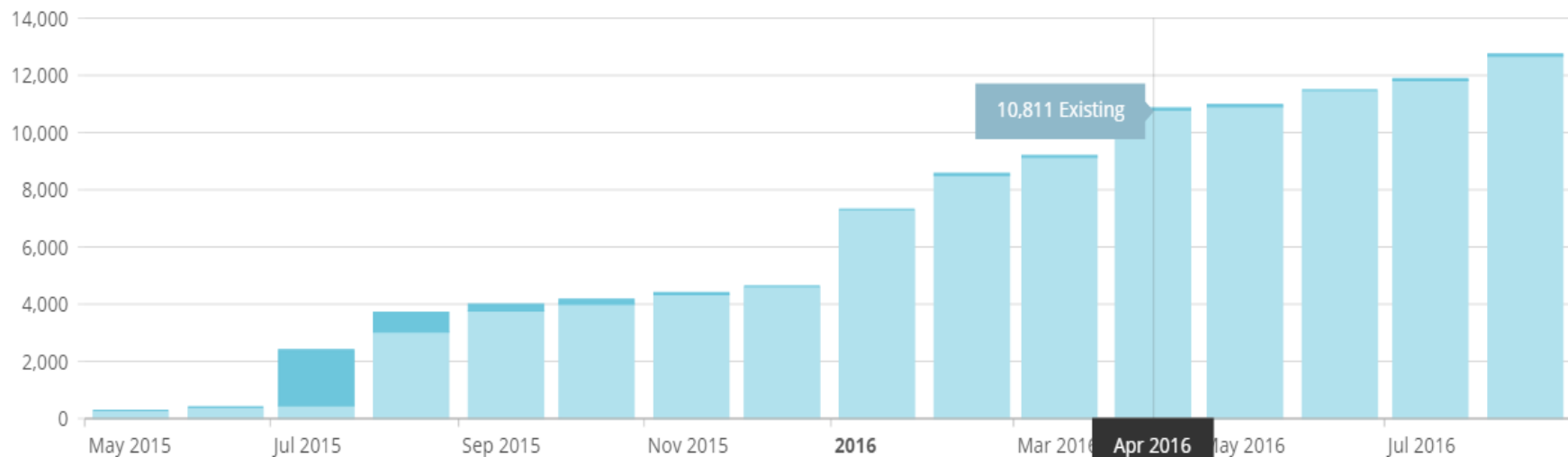
[Campaigns](#)[Templates](#)[Lists](#)[Reports](#)[Automation](#)

Chris
Money Peach LLC

[Help](#)

List growth

☐ Subscribes ☒ Import ☒ Existing



A Lot to Learn in a Little Bit of Time...

Why an Email List?

The Super 7 Opt Ins

Email Service Providers

Who Wants to Be On Your List?

Auto Responders

Lead Magnets

Newsletters

The Bonus of Your List

Resources & Guides



Why an Email List is so Important

It's 100% Yours!

**You Get to Decide How
Much of You they Get**

The KLTF



Which Email Service Provider?





Log In

Sign Up Free

Pricing

Features

Resources

Support

Blog

Search



Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free

Need convincing?





ConvertKit





GetResponse



ActiveCampaign >



ONTRAPORT

PLUG IN YOUR BUSINESS





7 TOP SPOTS FOR YOUR SIGN UP FORMS




1.Top of Side Bar



The screenshot displays the top section of the MoneyPeach website. On the left, a featured article titled "The Top 68 Side Hustles for your life and money" is shown with a man holding cash. A large red arrow points from this article to a newsletter sign-up form on the right. The form includes fields for "Email Address*", "First Name", and "Phone Number", followed by a "Sounds Good!" button. The website's navigation bar at the top includes links for Home, About, Money Peach TV, Categories, Tools, and Products, along with a search icon.

 [Home](#) | [About](#) | [Money Peach TV](#) | [Categories](#) | [Tools](#) | [Products](#) 

The Top
68 Side Hustles
for your life and money



LOVIN' THE CONTENT? GET A NEW UPDATE EVERY WEEK!

Sounds Good!



2. Bottom of Post



More and more people are cutting the cable cord because it's getting pretty ridiculous to keep paying when you no longer have to. Let a friend, family member, or *your favorite Uncle Joe* know about Sling by using the sharing buttons above. Bada-bing-bada-boom!

Make your money fun again!

-Chris Peach

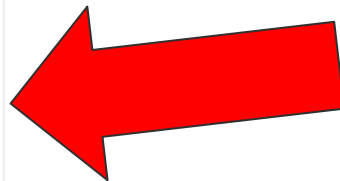
Remember When They Taught Us About Money? Neither Do I.

Don't Miss Another Episode of Money Peach TV & the Latest Blog

Let's Do This

And don't worry, I can't stand spammy crap! You can unsubscribe at anytime.

powered by MailMunch



3. Footer Everywhere

FOLLOW ME HERE

About
Contact
Financial Coaching
Awesome Money Course

FOLLOW ME THERE

Facebook
Twitter
Youtube
Snapchat
Linkedin
Pinterest

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Money Peach LLC

6635 W Happy Valley Rd, Ste. A104 PMB 142

Glendale, AZ 85310

JOIN THE OVER 12,000 MONTHLY SUBSCRIBERS!

Sign Up!

CAN'T FIND WHAT YOU'RE LOOKING FOR?



4. About Page



[Home](#) | [About](#) | [Money Peach TV](#) | [Contact](#)



I'm **Chris**, but my friends call me **"Peach"** - Since you landed at [Money Peach](#) and then made it all the way to the page about ME, you probably guessed that I like to talk about money. Well, I don't like talking about money, I **LOVE** [talking about money!](#)

My passion is sharing ideas and creating products for people who are looking for a better way to handle their

Start off by grabbing the [Budget](#) I use everyday and signing up for the Tuesday Newsletter below.
Boom-Shaka-Laka!

Remember When They Taught Us About Money? Neither Do I.

Don't Miss Another Episode of Money Peach TV & the Latest Blog

Let's Do This

And don't worry, I can't stand spammy crap! You can unsubscribe at anytime.

powered by [MailMunch](#)



248



9



6



2



3



26



294
SHARES



5. Feature Box

Supercharge Your Finances. Learn how to save more, make more, fight debt, and invest. **Change Your Mind** to **Change Your Life!**



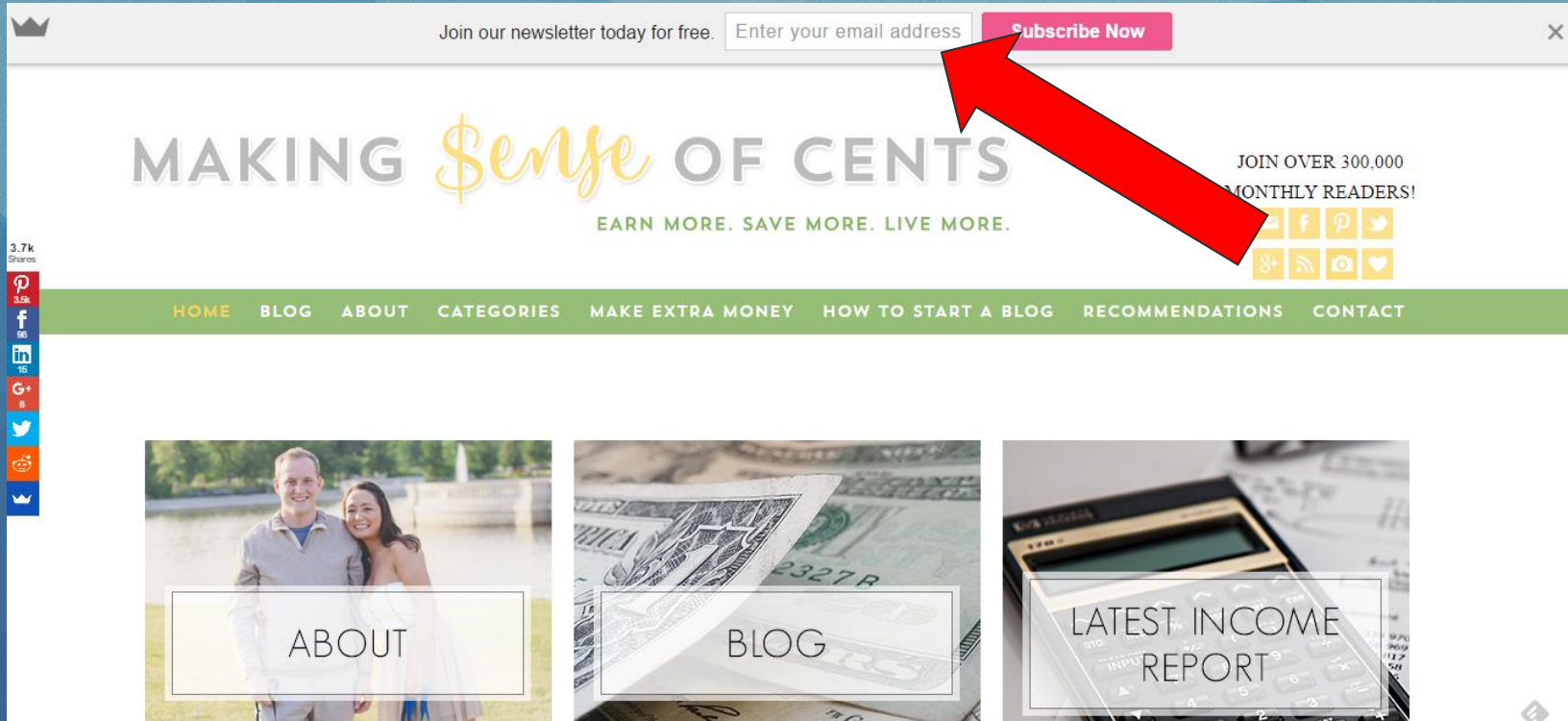
After four years of paying off over \$75,000 in consumer debt, I'm sharing the tools that helped me along the way. This **free guide** contains the **5 financial tools that turned my life around**. Since paying off debt, I've quit my job to pursue my passion. Join me!

Sign up below to get my free resource guide.

Give Me the Free Guide!



5. Top Bar




6. Pop Up Box

Budgets are \$exy.

"A personal finance blog that won't put you to sleep." - Benjamin Franklin

[home](#) [about](#) [free budget templates](#) [challenge everything!](#) [money experiments](#) [my net worth](#) [best apps & tools](#)

[millionaire club](#) [60+ side hustles](#) [early retirement plan](#) [rockstar finance](#) [blogroll](#) [archives](#) [press](#) [contact](#)




WELCOME TO MY MONEY BLOG! If you like talking about saving, early retirement, getting out of debt, hustling, and my personal favorite - growing your net worth (I share mine here monthly), you will probably like this site. If you think money is lame, you probably won't. XOXO, J. Money

Get my posts emailed to you:


HOOK ME UP!

As Seen In...

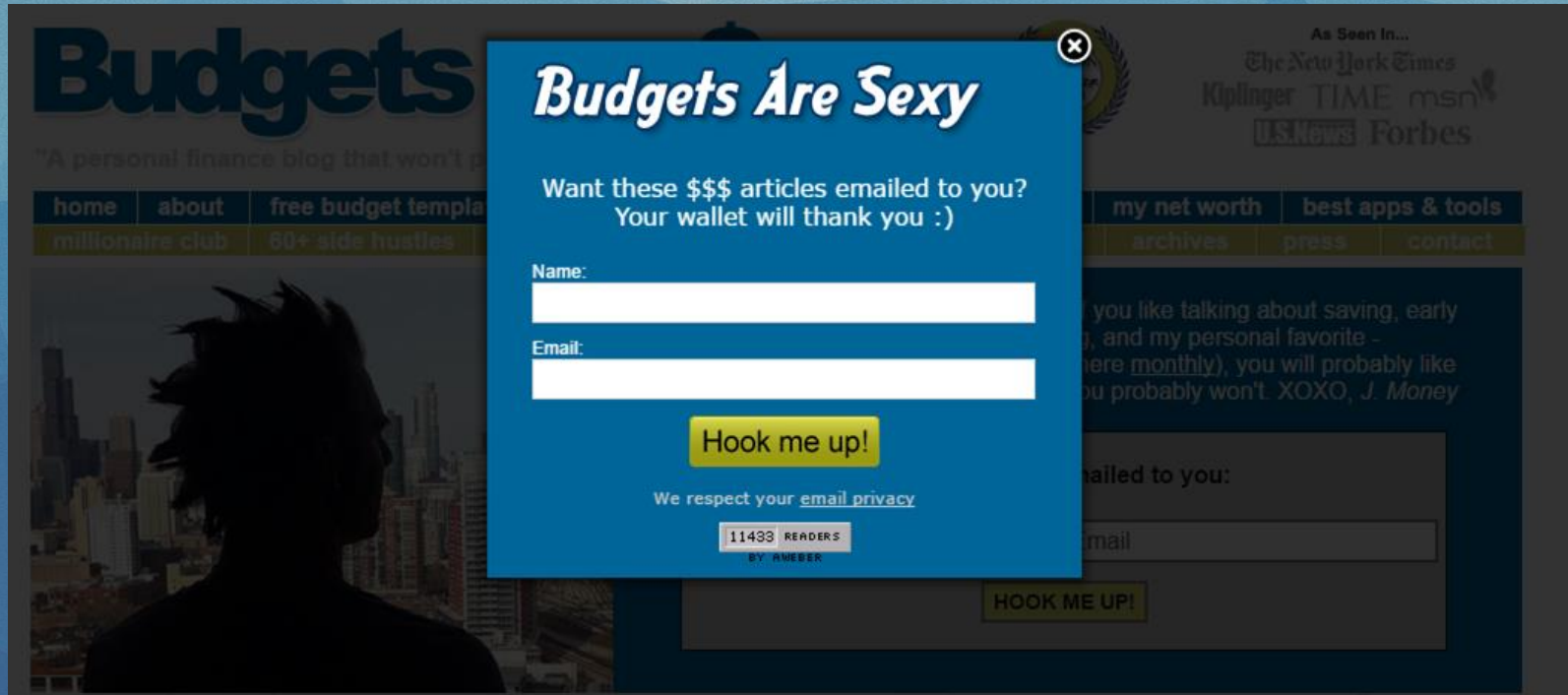
The New York Times
Kiplinger TIME msn
U.S. News Forbes



Forbes BUSINESS INSIDER The New York Times U.S. News TIME HUFF POST Los Angeles Times msn Kiplinger



6. Pop Up Box



7. Welcome Mat

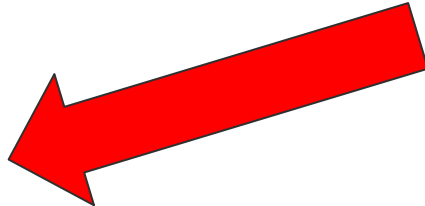
Ready to be Debt Free?

You CAN live a debt-free life!

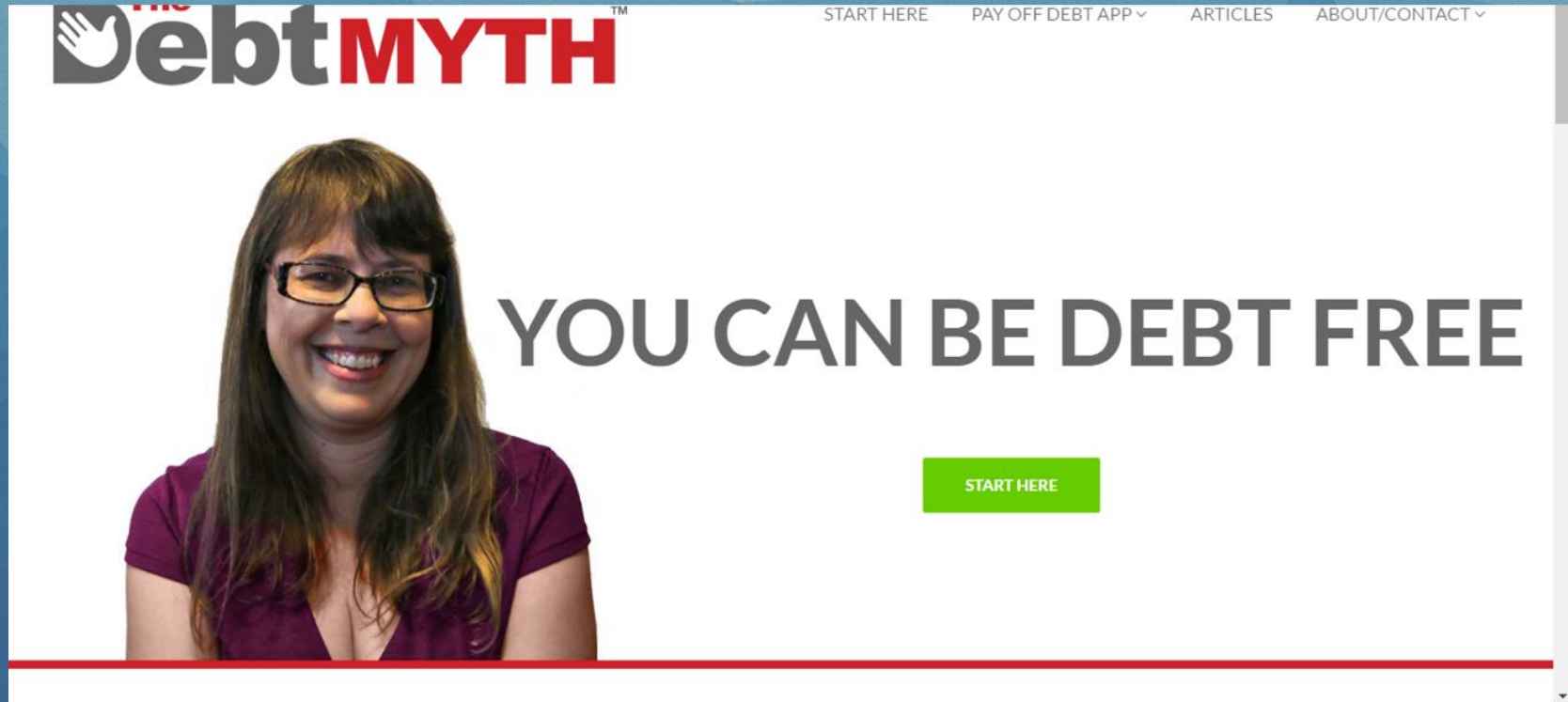
Yes, I'm Ready

Maybe Later

POWERED BY  SumoMe



7. Welcome Mat





AUTO RESPONDERS



Top 4 Auto Responders

- 1.Biggest Struggles**
- 2.Best of Me**
- 3.What Do You Want
to Know**
- 4.Free Lesson**



1. Biggest Struggles Email

Open Ended but GOOD Feedback for you

Ask them to “Reply to this email”

Look for Common Key Words from them

Great for initial list building

You Still Have to Respond!





Thank-you so much for subscribing Alice!

I'm excited to send you more information to help you gain a better handle on your money. After all, this is the reason you subscribed, right? :)

So that I can better help you, I'd love to hear from you.

What are the biggest struggles you have with your money?

Yes, I'm actually asking you to respond to this email! Hit reply and share with me some of your biggest struggles you have with your money. This way, I can make sure that I'm delivering emails that actually matter to you in the future.

I want to help make your Money Fun Again!

Thanks so much, and I look forward to reading your reply.

-Chris Peach



2. Best Of Me Content

Look at your Analytics and find your BEST posts

Send your *Best of Me* dripped out over a few days, 1 week, etc.



2. Best Of Me Content

Have a Call to Action in Each of them

Share this

Click on this link to Save 25% on _____

Your Resource Page?



3. What Do You Want to Know More About?

For Once Your List Starts to Really Grow

You can create Groups (Saving Money, Debt Payoff,
Investing, etc.)

Best in Convert Kit and Active Campaign (Not great w/
Mailchimp)



3. What Do You Want to Know More About?

Create Landing Pages on Your Site for Each Type of Group

Inside Convert Kit and Active Campaign, those clicks will

“Tag” People on your list



4. Free Lessons (Sequence)

Can be Blog Posts, Video Lessons, Audio Only, Infographic,
#whatevs

You are Providing a TON of Value

You are Building the KLTF

You are Becoming the Expert





Lesson #2 is Live!

Monica, a few days ago I sent you Lesson #1 of a four part series to help you gain control of your money now and for the rest of your life! And, HOLY MOLY, it did not disappoint! Thank-you for all the emails and for sharing your virtual fist bumps with me after creating your very first budget! It's so much fun seeing so many people getting ready to make some giant strides in the right direction with their money. Awesome!!

Did you Miss Lesson #1?

No worries at all. You can go back and take the lesson here:

[Lesson 1 Replay](#)





LEAD MAGNETS



You Get a Sub and They Get Something Awesome!

PDF

Blog Post

Favorite Tool

Infographic

Audio File

Video Tutorial

Show Notes (Podcast)

Free Budget :)



How to Set this Up?

1. First Create Your Lead Magnet
2. Store it Somewhere (Amazon S3)
3. Create a Thank-You Page with Link to Lead Magnet
4. Optional (Welcome Email with Link to Lead Magnet)



Your Budget is on it's way!

...But first, let me introduce myself



A little bit about Money Peach

STEP
1

Like us on Facebook

STEP
2

Check Out the Best of Money Peach

[Click Here](#)



Mail ▾



Move to Inbox



More ▾

COMPOSE

INBOX/Trash (2)

Kayla (22)

Notes

Pinterest eBook (2)

▶ Requesting Help (...)

Test Emails (1)

Travel (2)

UpWork (14)

Less ▲

Important

Chats

All Mail

Spam (23)

Trash

▶ Categories

◀ Simple

The Simple and "Old School" - because you're just old school

[Paper & Pencil Budget \(PDF\)](#)



or

The Simple Spreadsheet (and My Favorite)

[Online Spreadsheet Budget \(XLS\)](#)



If you're going to use the Online Spreadsheet Budget, I put together a short how-to video to get you started.

[Creating Your Spreadsheet Budget \(Video\)](#)





NEWSLETTER

How Often Are You Sending Out Your Newsletter?

Never?

Randomly?

Once a Month?

Once a Week?

Everyday?



Weekly Newsletter

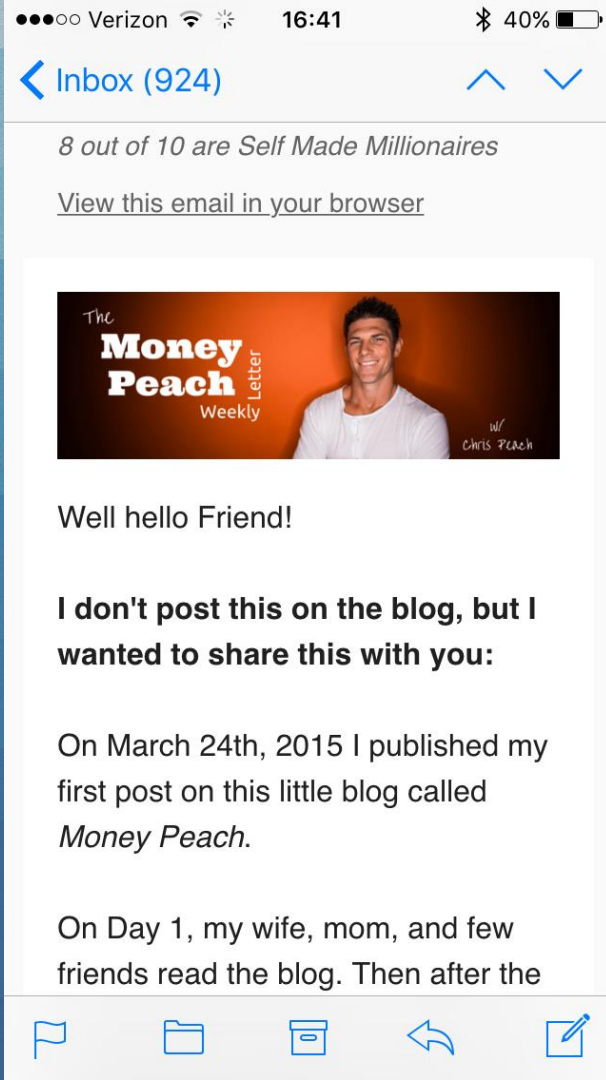
Every Tuesday (Blog Post)

Every Thursday (Podcast)

Branding

Consistency

Consistency



Weekly Newsletter

Every Tuesday (Blog Post)

Every Thursday (Podcast)

Branding

Consistency

Consistency



You Pick What Works Best

Big News! The SPI Pro Theme is here! Inbox x



Related Google+ Page

 **Pat Flynn** <newsletter@smartpassiveincome.com> [Unsubscribe](#)
to me ▾

4:32 PM (16 minutes ago) ☆



Pat Flynn

[Follow](#)

Hi Christopher Petriel

I hope you're doing well today! I have an exciting announcement to share with you...

Here's a quick summary in case this isn't relevant to you. I don't want to waste your time:

This email is about a brand new SPI Wordpress Theme now available to anyone using the Wordpress platform. If you're completely happy with the look of your website and/or are not using Wordpress, then don't worry about the rest of this email.

If you *are* looking to upgrade, or perhaps you just started your Wordpress site and want to begin your entrepreneurial journey with a great and reliable design that works, then read on or [click here to check out the theme already!](#)

For years I've been wanting to develop my own Wordpress Theme that I could easily offer to those wanting to update the look of their websites and blogs. The theme that was used on SmartPassiveIncome.com before the current design (2013 to early 2016) was *perfect* for a project like that.

Hundreds of people asked me for it, but I always had the same reply:

"Sorry, but it's not available."

The reason for this response was not because I wanted it all for myself, but because in order to

Text Only

You Pick What Works Best

Thank you so much for reaching out and getting this incredible freebie,
"The Anatomy of a High-Converting Testimonial."

When your sales start going up, you will be so thankful that you found out
the secrets to creating a high-converting testimonial!



The Anatomy of a

HIGH-CONVERTING TESTIMONIAL

When you are building your audience, you want them to take a journey with you—to first know who you are, then like you, then ultimately trust you. To secure that trust, you need others vouching for you and your services, raising their collective hands to let others know that you played a crucial role in getting them results in the form of testimonials.

Below we track the progression of a sample testimonial (from one of my superstar students, Carrie!) from bad, to good, then outstanding, then dissect the anatomy of

Lead Magnet
Example

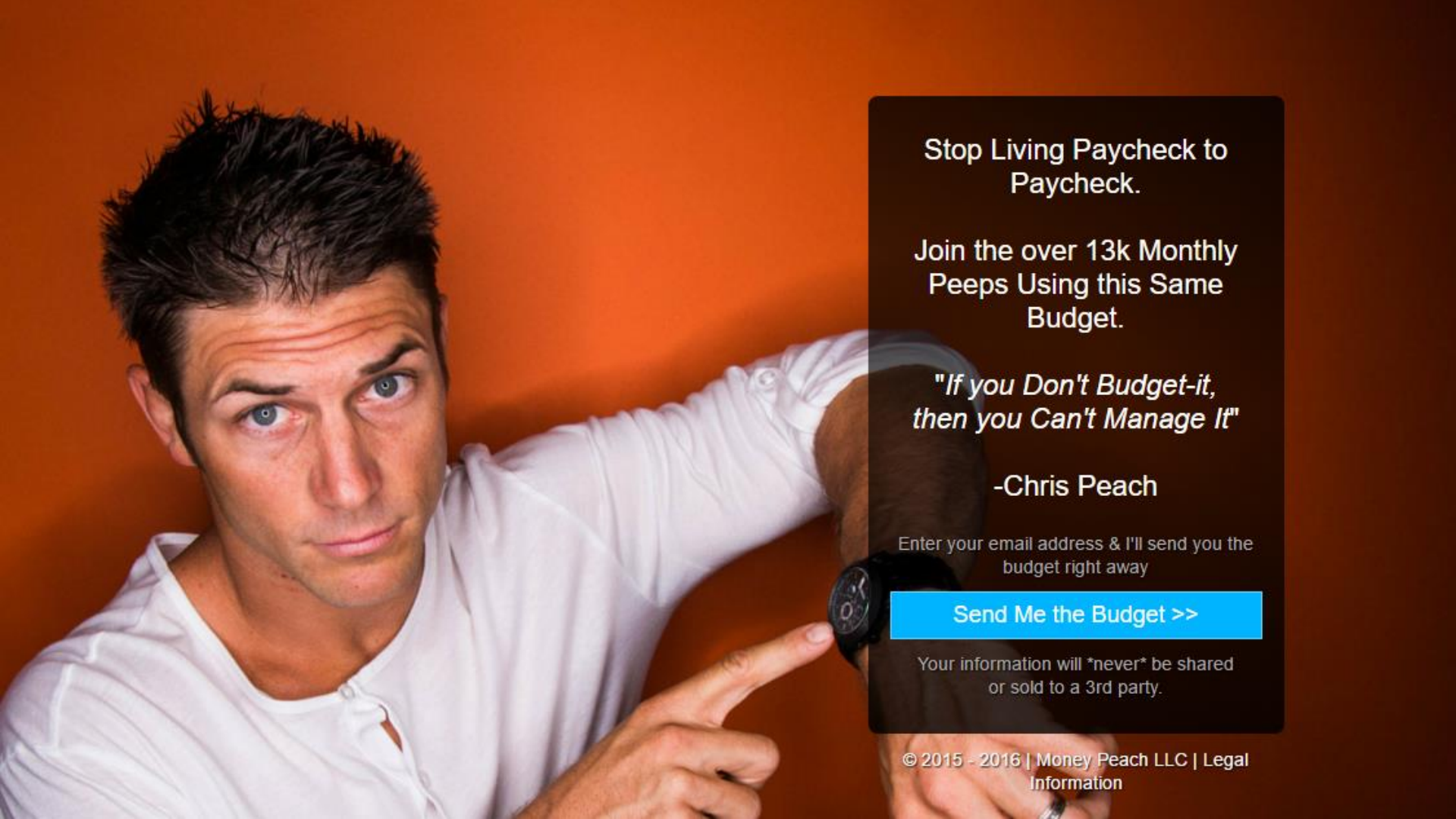


Pro Tip: Email Signature

Add Call to Action to bottom of email signature:

“Rich people use [this tool to manage their money](#)”





Stop Living Paycheck to
Paycheck.

Join the over 13k Monthly
Peeps Using this Same
Budget.

*"If you Don't Budget-it,
then you Can't Manage It"*

-Chris Peach

Enter your email address & I'll send you the
budget right away

[Send Me the Budget >>](#)

Your information will **never** be shared
or sold to a 3rd party.

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Information

BONUS!!

**Your Email List
+
Facebook Ads**




Upload Email List to Facebook


Create a Custom Audience

How do you want to add customers to this audience?

You can use your own file to upload one or more kinds of customer information, or import email addresses directly from MailChimp.



Choose a file or copy and paste data
Use a file with one or more types of customer information to match your customers with people on Facebook



Import from MailChimp
Import email addresses directly from this third-party connection by providing your login credentials.

Back



Upload Email List to Facebook

Account: Money Peach Fac...

Create New

Open

Save

More

Create Ad

CREATE AUDIENCE

Custom Audience

Money Peach Email List

+ Custom Audience

Location

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18 — Any

Gender

All

Men

Women

Interests

+ Interest

Connections

(New Audience)

7.2K monthly active people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

Activity

Household

Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

90% Women

55% All Facebook

10% Men

45% All Facebook

15%	45%	25%	15%	5%	0%
18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +
15%	50%	25%	15%	0%	0%

Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personixx

Request audiences here from Acxiom Data Guru.



Great Resources & Tools





LeadPagesTM

www.moneypeach.com/leadpages



Leadpages Pricing

Join 40,000 customers and start growing your business.

Monthly

Annual

2-year

» SAVE 38% WITH ANNUAL BILLING

Standard

For Home Businesses
and Solopreneurs

\$25 /mo
paid annually

GET STARTED

MOST POPULAR

Pro

For Small Businesses
and Professional Marketers

\$49 /mo
paid annually

GET STARTED

Advanced

For Marketing Teams
and Agencies

\$199 /mo
paid annually

GET STARTED

Contact or Call Sales: (855) 835-3877



Quick Setup w/ Leadpages

Work Backwards

**Start with Thank-You
Page**





Would You Mind Helping Me Spread the Word?!



FACEBOOK



TWITTER



LINKEDIN



GOOGLE+



Thanks for sharing Money Peach w/ your peeps! It's means the world to me :)

Chris Peach

The "Guy" Behind Money Peach

Create an Optin Page or “Leadbox”

The #1 Thing You Need to do
w/ Your Money is
Get on a Budget




Where Should I Send Your
New Budget?

chris@moneypeach.com

Chris

Phone Number

GET YOUR BUDGET NOW »

 We hate SPAM and promise to keep your email address safe.



Your Budget is on it's way!

...But first, let me introduce myself



A little bit about Money Peach

**STEP
1**

Like us on Facebook

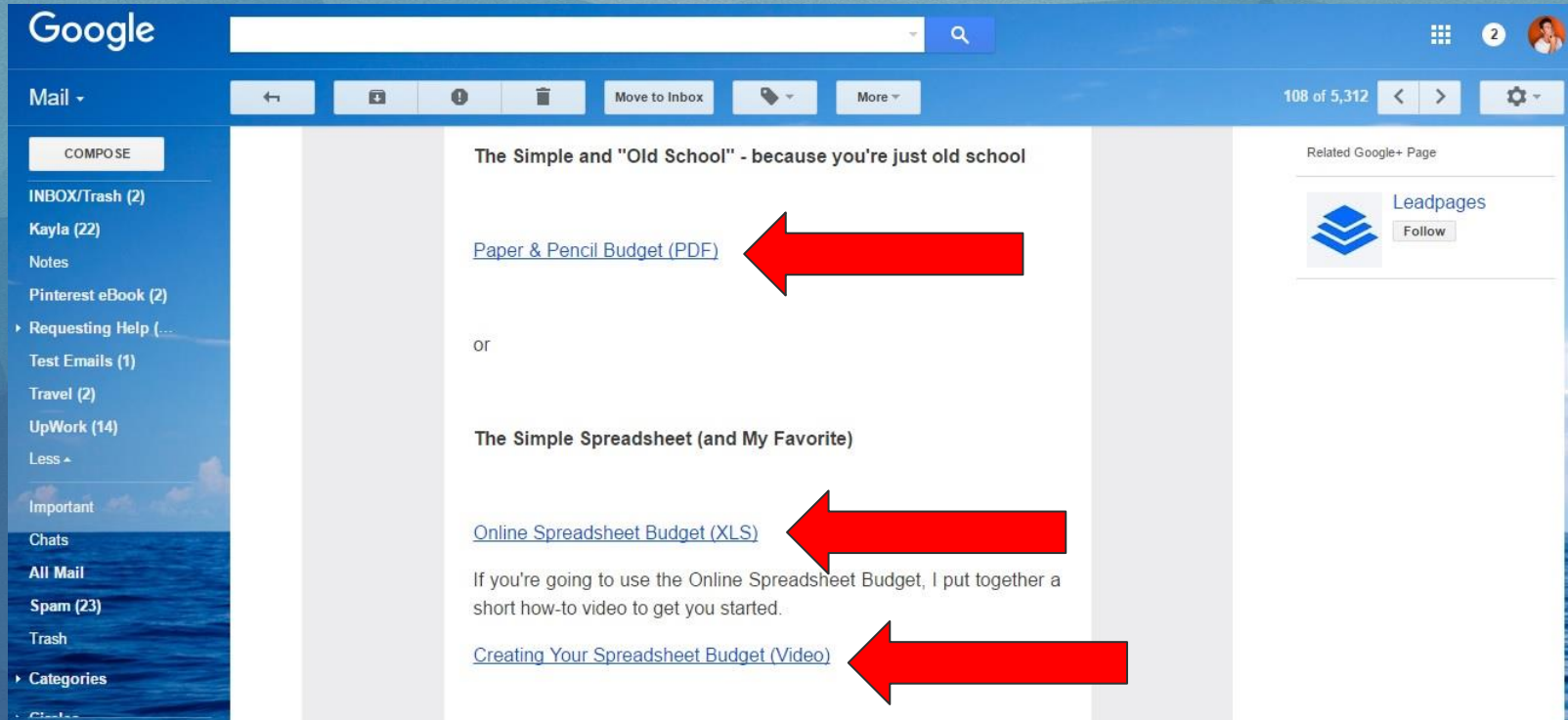
**STEP
2**

Check Out the Best of Money Peach

[Click Here](#)



And Then This...



The screenshot shows a Gmail interface with a blue header. The left sidebar lists folders like INBOX/Trash (2), Kayla (22), Notes, Pinterest eBook (2), and others. The main content area displays an email titled "The Simple and 'Old School' - because you're just old school". The email body contains three links, each highlighted by a red arrow: "[Paper & Pencil Budget \(PDF\)](#)", "[Online Spreadsheet Budget \(XLS\)](#)", and "[Creating Your Spreadsheet Budget \(Video\)](#)". The email also includes the text "or" and "The Simple Spreadsheet (and My Favorite)". On the right, there is a "Related Google+ Page" section for "Leadpages" with a "Follow" button. The top of the interface shows the Google logo, a search bar, and navigation icons.

Google

Mail ▾

COMPOSE

INBOX/Trash (2)

Kayla (22)

Notes

Pinterest eBook (2)

▸ Requesting Help (...

Test Emails (1)

Travel (2)

UpWork (14)

Less ▾

Important

Chats

All Mail

Spam (23)

Trash

▸ Categories

←

📎

!

🗑️

Move to Inbox

🏷️ ▾

More ▾

108 of 5,312

<

>

⚙️

The Simple and "Old School" - because you're just old school

[Paper & Pencil Budget \(PDF\)](#)

or


The Simple Spreadsheet (and My Favorite)

[Online Spreadsheet Budget \(XLS\)](#)

If you're going to use the Online Spreadsheet Budget, I put together a short how-to video to get you started.

[Creating Your Spreadsheet Budget \(Video\)](#)

Related Google+ Page

 Leadpages

Follow



Case Study



Getting 5 subscribers per
day

Newsletter Opt In Form

Attached Lead Magnet

Used Leadpages



Case Study



4 Different Lead Magnets

Inside Existing Posts

30 Second Pop Up

Exit Pop Up



Case Study



RESULTS?

25-30 Leads
per Day



Case Study



RESULTS?

500%

Increase



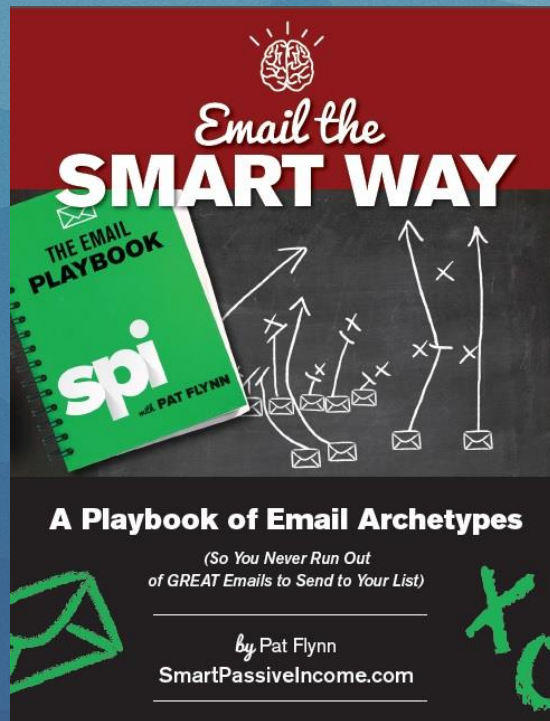
Best Resources I've Seen to Learn More

Email the Smart Way

by Pat Flynn

(version 2 just released)

<http://patflynn.leadpages.co/email-the-smart-way/>



Best Resources I've Seen to Learn More

Launch

by Jeff Walker

<http://jeffwalker.com/books/>

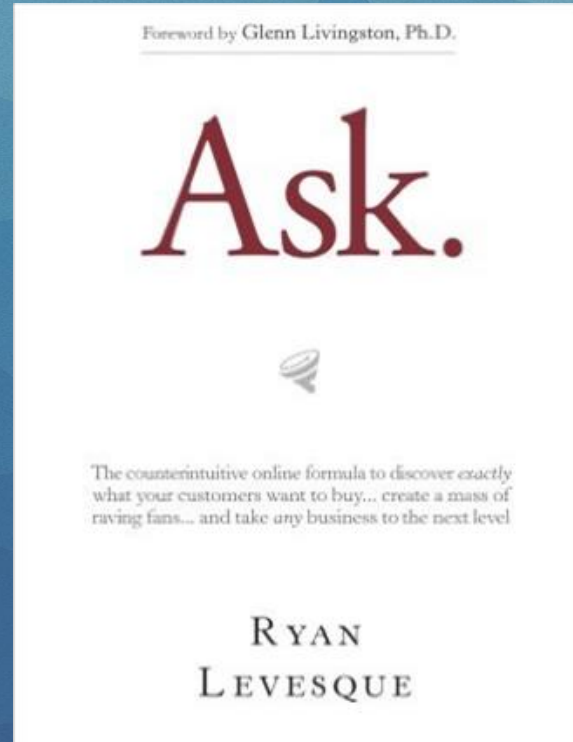


Best Resources I've Seen to Learn More

Ask

by Ryan Levesque

<http://gettaskbook.com/>



"Everything Worthwhile in Life is Uphill"

-John Maxwell



Questions?



#BoomShakaLaka



www.moneypeach.com/awesome



Chris Peach



chris@moneypeach.com



@themoneypeach



@themoneypeach

