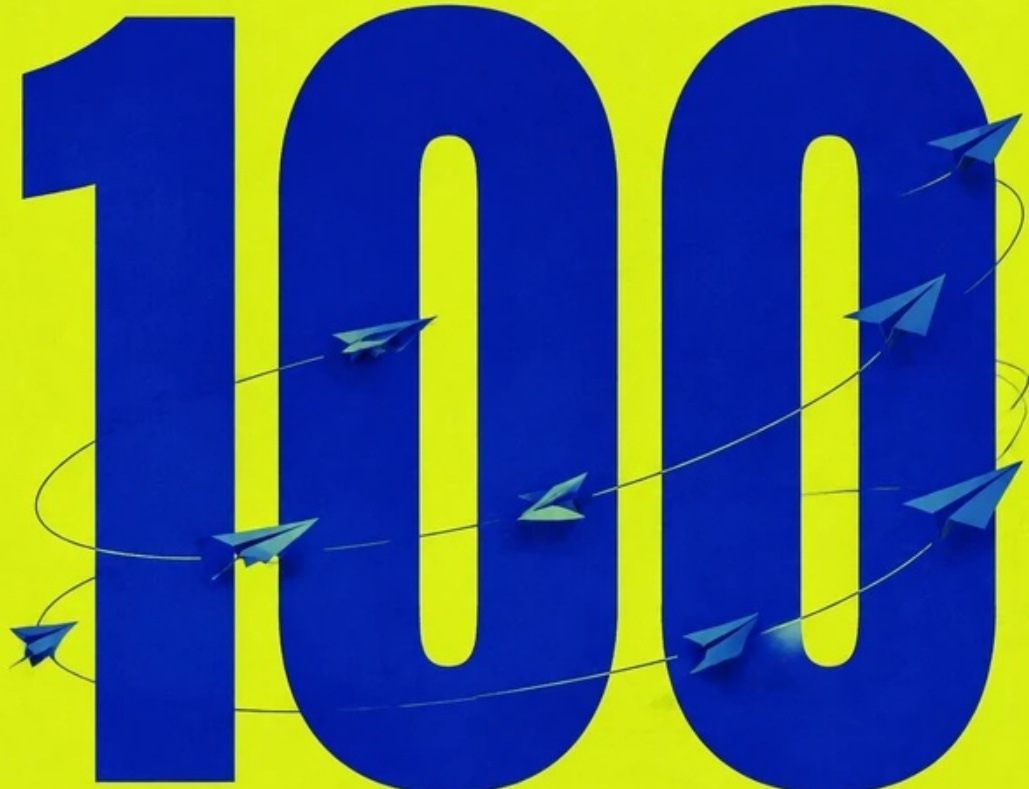


YOUR FIRST 100 SUBSCRIBERS

A graphic illustration featuring several blue paper airplanes flying in a curved path around the large number '100'. The airplanes are positioned at various points along the curve, suggesting movement and growth. The entire design is set against a bright yellow background.

Seven emails. One useful offer. An audience that stays.

ADAM MERCER

Useful to someone specific

Your first free resource does not need to explain everything you know. It needs to help one kind of reader do one useful thing. A short checklist for a first client call is clearer than a complete guide to freelancing.

Write down the question people already ask you. Then name the moment in which they ask it. Before a proposal? After buying their first camera? On the Sunday before a new job? That moment tells you what to include.

Build the smallest resource that helps them move forward: a worked example, a one-page template or a short guide. Show what a finished attempt looks like. Cut the background they do not need yet.

For [specific reader], this helps with [one task].

They will finish with [something they can use].

02 / MAKE THE INVITATION

One page. One clear offer.

Give the resource a plain, specific title. Tell readers what is inside, who it helps and how they will receive it. A preview page can explain more than a paragraph of adjectives.

Ask only for the information you need. Explain that signing up also adds them to your emails, describe what you send and make leaving straightforward. Never add people just because you have their address.

Before sharing the link, test the whole route yourself. Sign up with a different address. Open the delivery email on your phone. Download the file. Fix the awkward steps while the audience is still one person: you.

Headline: the task this resource makes easier.

Button: Send me the checklist.

03 / START A CONVERSATION

The first three emails

Email one delivers the resource immediately. Keep the download easy to find. Add one sentence about where to begin and invite a reply if something is unclear.

Email two, a few days later, shows a worked example. Explain a decision, a common mistake or a small improvement. Help the reader use what they already downloaded before offering something else.

Email three asks a genuine question: which part of the task is still difficult? Replies can show you what to write next. Track signups and useful conversations, but do not treat a target of 100 as a promise or a deadline. A small, interested list is a starting point.

Deliver it. Demonstrate it. Ask what is missing.

Write the first email before sharing your signup page.