

The 5-Day Email List Jumpstart

Go from zero subscribers to your first 100 — one simple step a day.

A sample build from the Research Studio
amauryrecommends.com/studio/

How to use this guide

Each chapter is one day of work — about 30 to 60 minutes. Do them in order. By day 5 you will have a working email list with a signup page, a welcome email, and your first subscribers. No budget required.

Day 1 — Pick your one topic

Your list needs a topic before it needs anything else. Not three topics. One.

Ask yourself: what is one problem you have solved (or are solving right now) that other beginners struggle with? That is your topic.

Write it down in one sentence: "I help [who] do [what]." Example: "I help busy parents plan cheap weeknight dinners."

Then list 10 questions beginners ask about this topic. These become your first 10 emails. Do not overthink — you can Google the answers you do not know yet.

Homework: Your homework: the one-sentence topic and the list of 10 questions.

Day 2 — Set up your free list home

You need two things: a place to collect emails and a page that asks for them.

Free options that work fine at the start: MailerLite, Brevo, or ConvertKit — all have free tiers that cover your first 1,000 subscribers.

Create one signup form with exactly three elements: a headline promising one clear benefit, two or three bullet points of what subscribers get, and the email box. That is the whole page.

Name your list something simple. "The Weeknight Dinner Letter" beats "Sarah's Newsletter #4."

Homework: Your homework: a live signup form you could send to a friend today.

Day 3 — Write your welcome email

The welcome email is the most-opened email you will ever send — open rates of 50% or more are normal. Do not waste it.

Keep it to three short parts: who you are (two sentences), what they will get and how often (one sentence), and one small win — a tip, a link, a checklist they can use today.

Write like you text. Short paragraphs. No banners, no logos, no "newsletter" in the subject line. Try "quick intro" as the subject.

Set it to send automatically the moment someone joins. Every email tool above does this in a few clicks.

Homework: Your homework: one welcome email, automated.

Day 4 — Get your first 25 subscribers

Forget ads. Your first 25 subscribers come from conversations, not campaigns.

Post your signup link in three places today: your social bio, one relevant online community (a Facebook group or subreddit where your topic fits — read the rules first), and a direct message to 10 people who might care.

The message is simple: "I started a free email about [topic] — I'm sharing what I'm learning as I go. Want in?" No pitch, no pressure.

Everyone who joins from a personal invite opens at double the normal rate. These are your best subscribers.

Homework: Your homework: 10 personal invites sent. Count your subscribers at the end of the day.

Day 5 — Send email #1 and make it a habit

Take question #1 from your day-1 list and answer it in 200 to 300 words. That is email #1. Send it to your list, however small.

Then commit to the only schedule that matters at the start: one email a week, same day, no exceptions. Consistency beats brilliance for the first six months.

Keep a running note on your phone. Every question someone asks you about your topic is a future email. You will never run out.

At 100 subscribers, revisit everything in this guide and tighten it up. At 1,000, start thinking about what you could sell them. But that is a problem for future you.

Homework: Your homework: email #1 sent. Calendar reminder set for next week.

What comes after day 5

You now own the hardest asset in online business: a list of people who asked to hear from you. Treat it well — one useful email a week, reply to everyone who writes back, and never buy a list or add people who did not ask. The list compounds. Most people quit before it does.

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