THE BACKUP PLAN.

5 steps to an audience no app can take away.

Build trust and sell through email and text, not only the feed.

IOWNMYAUDIENCE.COM

READ THIS FIRST

I lost four accounts in one year.

Two on Instagram. One on Facebook. One on TikTok. The industry I worked in was one the platforms did not like, and that was enough.

Every time, the audience went with the account. The followers, the conversations, the momentum. All of it lived on someone else's platform, so when the account went, the business behind it took the hit.

The part nobody warns you about is what it does to your motivation. Starting over once is hard. By the fourth time, I did not want to start at all.

What changed things was simple. I stopped treating followers as the asset. **Followers are rented. A contact list is owned.** This guide is the plan I wish I had before the first account went down.

Rented vs. owned

	Rented	Owned
What it is	Followers, reach, your handle, your DMs	Email list, phone numbers, your domain, your content files
Who controls it	The platform	You
If your account disappears	It disappears too	It goes wherever you go

You do not need to leave social media. You need to stop letting it be the only place your audience exists. Five steps, about a week of focused work.

You can do this. You do not need a big following or a tech background. If you can post a video, you can build a list you own, earn its trust, and sell to it by email and text.

START HERE | 5 MINUTES

The risk check.

If your main account vanished tonight, what would you still have tomorrow? Tick every statement that is true right now.

- [ ] I can contact at least 100 of my followers without opening a social app.
- [ ] I have a freebie people can get in exchange for their email address.
- [ ] A new follower can join my list in under a minute.
- [ ] New subscribers automatically get emails from me, without me doing anything.
- [ ] My best content is saved somewhere other than the app it was posted on.
- [ ] I have emailed my list in the last 30 days.

Your score

5 to 6	**Protected.** You own your audience. Skip to Step 5 and tighten your routine.
3 to 4	**Exposed.** You have pieces but not a system. Find the unticked boxes in the steps ahead.
0 to 2	**Renting everything.** This is exactly where I was. Start at Step 1 and go in order.

STEP 1 OF 5 | 20 MINUTES, TODAY

Save what you have.

Before you build anything new, protect what already exists. This is the only step that cannot wait.

- [ ] **Request a download of your account data.** On Instagram this lives in Accounts Center, under your information and permissions. Facebook and TikTok have the same option in settings.
- [ ] **Save your 10 best posts and videos** as original files, without watermarks, in a cloud folder you control.
- [ ] **List the 20 people who matter most.** Clients, collaborators, warm leads. Get an email or phone number for each one this week.
- [ ] **Buy your name as a domain** if you have not already. It is the one address online that is yours.

> **WHY THIS IS NOT ENOUGH**
> A data download gives you usernames, not email addresses. You cannot message a username from a banned account. That is why the next four steps exist.

STEP 2 OF 5 | 1 TO 2 HOURS

Make one freebie worth an email.

People will not hand over their email for nothing. They will for something that solves a problem they have right now.

A good freebie does three things

Specific	It solves one problem for one kind of person. Not a little of everything.
Fast	They can use it and get a result in about 15 minutes.
Connected	It leads naturally to what you sell. The freebie is step one, your offer is step two.

Fill in the blanks

> **YOUR FREEBIE**
> The **[checklist / template / guide]** that helps **[who]** get **[result]** without **[the thing they hate]**.

Examples: a welcome email template for coaches. A pre-launch checklist for product founders. A pricing calculator for freelancers.

Give yourself a deadline of two days. A simple freebie that is live will grow your list. A perfect one still in drafts will not.

STEP 3 OF 5 | 2 TO 3 HOURS

Build the path from post to inbox.

This is the engine. Once it is built, every post you make can turn viewers into contacts while you sleep.

1. Post	2. Comment	3. DM	4. Inbox
Your content ends with one keyword to comment.	They comment the keyword.	An automated DM replies and asks for their email.	The freebie arrives by email. They are on your list.

What you need

- [ ] A DM automation tool connected to your account. ManyChat is the most common one.
- [ ] An email and text platform to store contacts and send messages.
- [ ] Your freebie, saved as a link.
- [ ] One simple opt-in page on your own domain, linked in your bio, for people who never comment.

The DM script

"Hey [first name]! Got the guide ready for you. What is the best email to send it to?"
"Sent! Give it a minute, and check promotions if you do not see it."

> **THE RULE THAT MATTERS**
> Ask for the email in the DM, then deliver by email. If you drop the link straight into the DM, you get a download. You do not get a contact.

STEP 4 OF 5 | 2 HOURS, ONCE

Welcome them properly.

A new subscriber is paying the most attention in the first week. Five emails, written once, sent automatically to everyone who joins.

When	Email	The job
Right away	Here is your freebie	Deliver what you promised. Tell them what is coming.
Day 1	Your story	Why you do this. Make them care who is writing.
Day 3	One quick win	Teach one thing they can use today.
Day 5	How it works	Show your method and answer the main doubt.
Day 7	One offer	Invite them to the next step. One link, one ask.

Three rules

- [ ] One idea per email. If you have two ideas, you have two emails.
- [ ] Write the way you would text a friend who asked for advice.
- [ ] One link per email. More choices means fewer clicks.

EMAIL AND TEXT TOGETHER
Email is where you build trust and explain what you sell. Text is for short, timely moments: a launch, a deadline, a reminder. Only text people who gave you their number and agreed to hear from you.

STEP 5 OF 5 | 30 MINUTES A WEEK

Keep the engine running.

The system only protects you if people keep flowing into it. This is the routine.

Every week

- [ ] Post at least twice with your keyword as the call to action.
- [ ] Send one email to your list. Short is fine. Silent is not.
- [ ] When you have something to sell, tell your list first.

Every month

- [ ] Export your contact list as a file and save it outside your email platform.
- [ ] Save your new best content to your cloud folder.
- [ ] Check one number: new contacts added. Not new followers.

> **THE NUMBER THAT COUNTS**
> Followers tell you how many people a platform is letting you reach. Contacts tell you how many people you can reach no matter what. Track the second one.

PUT IT TOGETHER

Your 7-day plan.

Day	Do this
1	Step 1. Download your data, save your best content, start your list of 20.
2	Choose your freebie topic using the fill-in-the-blanks line.
3	Make the freebie. Simple and finished.
4	Set up your email platform and one opt-in page.
5	Connect your DM automation and test the keyword yourself.
6	Write welcome emails 1 and 2. Schedule time for 3 to 5.
7	Post with your keyword. Watch your first contacts come in.

What happens next

Over the next week I am emailing you the rest of my story and a closer look at each step, including the mistakes that cost me the most.

If you get stuck, reply to any of those emails and tell me where.

Katie