

The “Social-to-Subscribers” Migration Script

A 5-Day Campaign to Move Your
Followers off "Rented Land"
and onto Your Email List.

AMOS·DESIGN



The Strategy

You don't want to just say "Join my newsletter." Do you sign-up for every newsletter you come across? No! Even for people and organizations you like and support you still need **a little added motivation to sign-up.**

To get your people to move, you need an Incentive (The Bait) and Curiosity.

This 5-day campaign is designed to launch a **"Reader Magnet"** – a free digital gift – to spike your signups using **what you're already good at: writing.**

Step 1: Choose Your Bait

Don't overthink this. Pick one of these options and create it as a PDF.

1. **The "Lost" Chapter:** A deleted scene or an alternate ending from your latest book.
2. **The Prequel Short:** A 5-page story about a main character before the book started.
3. **The "Research" Folder:** The list of books/resources you used to write your book.
4. **The "Character Dossier":** A PDF file that looks like a police file or FBI record. It lists the main character's secrets and details that didn't make the book.
5. **An Audio Chapter:** You don't need a home studio. Record a chapter of your book as an exclusive for your audience. Hearing the author's voice makes the reader feel like they know you.
6. **The Villain's POV:** Take a confrontation between the pro- and antagonists and explain the rationale and desires of your villain in that scene.

The 5-Day Script

Day 1: The Tease (Create Curiosity)

Goal: Don't drop the link yet. Just let them know something cool is coming.

Caption/Tweet:

I've been digging through my old drafts for **[Book Title]** and I found something I completely forgot about.

It's a **[Deleted Scene / Alternate Ending]** where **[Character Name]** actually **[Hint at a scandalous or interesting action, e.g., "accepts the villain's offer"]**.

I ended up cutting it from the final book because it was too **[Reason: dark / long / spoilers]**, but reading it back now... I kind of love it.

I'm polishing it up to share with you all for free. Keep an eye out tomorrow. 🕒

Day 2: The Drop (High Value)

Goal: Direct traffic to the signup page immediately. Focus on the benefit of the extra content.

Caption/Tweet:

It's ready!

If you ever wondered what happened to **[Character Name]** during **[Specific Event in Book]**, I just uploaded the exclusive deleted scene.

You can't read this on Amazon or anywhere else. It's a gift specifically for my readers.

You can download the PDF to your phone/kindle right here:

🔗 **[LINK TO YOUR LANDING PAGE]**

Day 3: Social Proof (FOMO)

Goal: Make those who ignored Day 2 feel like they are missing out.

Caption/Tweet:

Wow—I didn't expect so many of you to download the **[Name of Bait]** yesterday!

My inbox is blowing up with people saying they actually prefer this version of the scene over the one in the book. (Honestly, I might agree with you).

If you haven't grabbed it yet, the link is still live in my bio/below.

🔗 **[LINK TO YOUR LANDING PAGE]**

Day 4: The "Why" (Vulnerability)

Goal: Explain *why* you are building an email list. People, especially readers, respect honesty. And when it comes to social media vs author ownership, they'll understand why you're building your own email list.

Caption/Tweet:

Real talk for a second.

I love hanging out with you guys on **[Instagram/Twitter]**, but the algorithm isn't built for you or me. Sometimes I post big news and only 5% of you see it.

I want to make sure that when I have big updates (or freebies like the one I posted this week), you actually get them.

I'm moving my "Inner Circle" over to email so we don't have to rely on an app to stay in touch.

If you want to be in the loop (and get that free story), come join us:

🔗 **[LINK TO YOUR LANDING PAGE]**

Day 5: The Last Call (Urgency)

Goal: Catch the stragglers


Caption/Tweet:

Final call!

I'm going to stop posting about the **[Name of Bait]** after today so I can get back to writing **[Next Book Title]**.

If you want the free PDF before it gets buried in the feed, grab it now.

Link is in the bio.

 **[LINK TO YOUR LANDING PAGE]**

Wait...Landing Page?

You have the scripts. You have the PDF bait. But if you send that traffic to your generic Homepage or a Linktree, you will lose 70% of the subscribers.

You need a Landing Page.

A Landing Page is a simple, distraction-free page designed to do one thing: Trade the PDF for the Email.

The "Perfect Squeeze Page" Checklist:

1. **Zero Navigation:** No "Home" or "About" buttons to distract them.
2. **Visual of the Bait:** A mockup image of the PDF (so it looks tangible).
3. **One Field:** Just ask for the Email (Asking for "First Name" lowers conversion).
4. **Instant Delivery:** The moment they click, the PDF arrives in their inbox.

Need this set up?

I specialize in building High-Conversion Author Landing Pages.

I can build the page, create the brand-built mockup of your book/PDF, and connect it to your newsletter software (Mailchimp/ConvertKit) so it runs on autopilot.

Book a Chat with me!

Or checkout my website

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DESIGNER // DEVELOPER // CREATIVE