

Your First 100 Students

The leads-dashboard playbook: how to get the first hundred people through the door **with no audience at all** – which lesson to give away, where to place your signup gates, and exactly what to do with a CSV of a hundred names once you have it.

You don't need an audience. You need a door.

1

Every signup is a lead you own

On the Business plan, every person who opens your free lesson, takes a quiz, or asks the AI tutor a question lands in your leads dashboard with a name and an email. That's not traffic – that's a list.

2

Your course is the lead magnet

Most creators build a course, then go looking for a separate freebie to attract people. You already have the freebie: one unlocked lesson, generated by Loquy, doing the selling for the other nine.

3

The dashboard tells you who's ready

A stranger and a student who finished your free lesson last night are not the same lead. The dashboard shows progress, so you talk to each group differently – and that's the whole playbook.

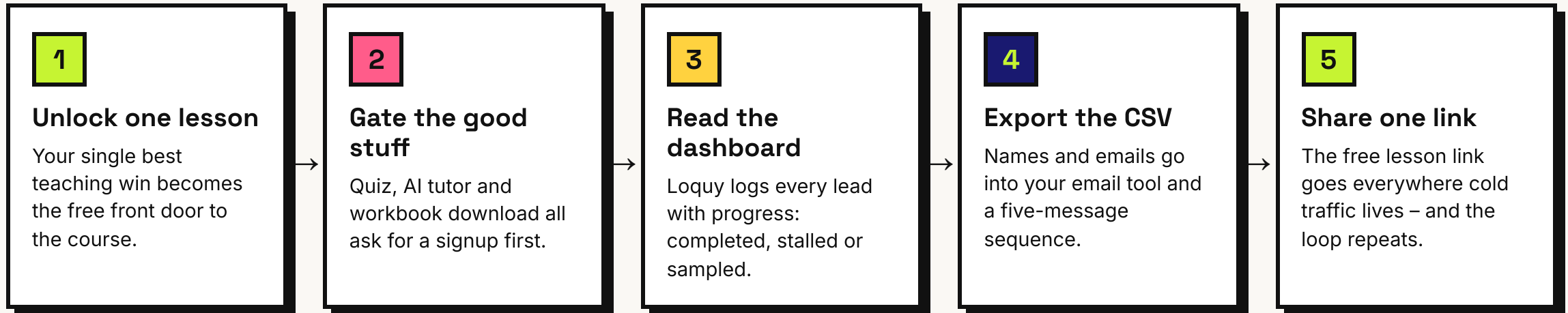
4

100 names is the milestone that changes everything

At 100 leads you stop guessing: you have testimonials to mine, referrals to ask for, and real answers about what course to make next. This deck gets you there one signup at a time.

THE SYSTEM

One loop, five parts. Run it until you hit 100.



Why it works with zero audience: every part of the loop runs on assets Loquy already generated – the lesson, the quiz, the tutor, the workbook. You're not building a funnel; you're switching one on.

1

STEP ONE

Unlock Your Best Win – Not Lesson One

THE PLAY

Lesson one is usually setup: context, definitions, promises. Nobody signs up for setup. Unlock the lesson where a student **walks away with a result in under twenty minutes** – the technique that works on the first try, the template they can use tonight, the fix for the mistake everyone makes. A free lesson that delivers a genuine win makes one argument better than any sales page: "the rest of the course is nine more of these."

DO THIS TODAY

- ✓ Scan your outline and ask of each lesson: "could a stranger do something new within an hour of watching this?" Shortlist the top two.
- ✓ Pick the one that needs the least prior context – a win that requires lessons 1–4 first can't be the front door.
- ✓ Mark it free in Loquy, and retitle it as the outcome it delivers ("Fix X in 20 minutes"), not its chapter number.

2

STEP TWO

Three Gates, One Rule: Value Before Email

THE PLAY

A gate only works when what's behind it is worth a signup. Loquy gives you three natural capture points: the **quiz** at the end of your free lesson ("see how much stuck"), the **AI tutor** ("ask it anything about this lesson"), and the **workbook download** ("keep the exercises"). Each one asks for a signup at the exact moment the visitor wants more – so it reads as unlocking, not as a paywall. One free lesson, three chances to become a name on your list.

DO THIS TODAY

- ✓ Confirm your free lesson has all three: a quiz, tutor access, and a downloadable workbook. Generate whichever is missing in Loquy.
- ✓ End the free lesson by pointing at the quiz: "before you go on, check what stuck." The quiz is your highest-intent gate.
- ✓ Walk through the lesson yourself in a private window – count how many times you're invited to sign up. Fewer than two? Add an invitation.

3

STEP THREE

Read the Leads Dashboard Like a Pro

LEADS • YOUR COURSE			37 OF 100 CAPTURED
STUDENT	CAME IN VIA	PROGRESS	STATUS
Maya R.	Quiz after free lesson	Finished lesson + quiz, opened tutor twice	HOT
Daniel K.	Workbook download	Finished free lesson, downloaded workbook	HOT
Priya S.	Free lesson signup	Stopped at the 60% mark, four days ago	STALLED
Tom W.	AI tutor question	Asked one question, hasn't returned	STALLED
Elena V.	Free lesson signup	Signed up, never pressed play	SAMPLED

The read: progress is intent. Someone who finished your free lesson and took the quiz is telling you they want the rest – you just have to answer. Check the dashboard twice a week, not twice an hour.

STEP THREE, CONTINUED

Three statuses, three different conversations.

H

HOT – finished the free lesson, took the quiz or used the tutor

They already trust your teaching. Don't re-convince them – invite them: a short personal note ("saw you finished the free lesson – the next one picks up exactly where it left off") with a direct link to enroll. Hot leads get a person, not a broadcast.

S

STALLED – started, stopped partway, hasn't been back

Something interrupted them, and it usually wasn't you. Send one friendly nudge that lowers the restart cost: "you stopped right before the best part – here's the link back to the exact spot." No guilt, one link.

S

SAMPLED – signed up, never pressed play

They wanted the promise, not yet the work. These leads belong to your email sequence, not to personal outreach – let the five messages on slide 9 warm them up while you spend your live attention on hot and stalled.

4

STEP FOUR

The CSV Play: Own the List, Not Just the Dashboard

THE PLAY

The dashboard shows you your leads; the CSV export makes them **yours everywhere**. Export weekly, import into your email tool (any of them – free tiers are fine at this size), and tag each contact with what the dashboard told you: hot, stalled or sampled. From now on every lead gets two layers of follow-up: the automated sequence for everyone, plus personal notes for the hot list. A hundred names in a tool you control is an asset no algorithm can take away.

DO THIS TODAY

- ✓ Export your first CSV from the Loquy leads dashboard – even if it only has four names. The habit matters more than the count.
- ✓ Import it into your email tool with three tags: HOT, STALLED, SAMPLED. Set a weekly repeating reminder to re-export.
- ✓ Load the five-message sequence from the next slide so every future signup starts receiving it automatically.

STEP FOUR, CONTINUED

The five-message welcome-to-buyer sequence.

DAY 0

Deliver the win

Confirm the signup, hand over the free lesson and workbook, and set one expectation: "over the next week I'll send you my four best ideas from the full course."

DAY 1

Teach one more idea

One complete, useful takeaway lifted from a paid lesson – proof the free lesson wasn't the only good one. Soft link at the bottom: "this is lesson 4 of the full course."

DAY 3

Tell the before-and-after story

Yours or a student's: what it looked like before this method, what changed after. Stories carry the sequence; this is the email people reply to.

DAY 5

Answer the top three objections

"No time," "too advanced for me," "I can find this free" – answer each honestly in two sentences. Pull real questions your AI tutor gets asked.

DAY 7

Make the invitation

The direct email: what the full course covers, who it's for, what it costs, one link to enroll. Clear beats clever – they've had a week of your best teaching.

5

STEP FIVE

The Everywhere-Link: One URL for All Cold Traffic

THE PLAY

Stop deciding what to share. From today, your free lesson link is **your one answer to every "where do I send people?" question** – your social bios, your email signature, your forum profile, your answer when someone asks for help in a group, your podcast call to action. Cold traffic doesn't buy from strangers, but it will take a free lesson from one. The gates and the sequence do the rest, which means every corner of the internet you touch now feeds the same dashboard.

DO THIS TODAY

- ✓ Put the free lesson link in every bio and signature you own – aim to have it live in five places within the hour.
- ✓ Answer one real question in one community today, and close with the free lesson only if it genuinely answers the question better.
- ✓ Once a week, share one concrete idea from the free lesson publicly, with the link as "the full walkthrough is free here."

What changes at 100 names.

1

Mine for testimonials

Email everyone who completed lessons: "what's one thing this course helped you do?" Ask permission to quote the best replies with a first name. Ten real quotes turn your course page from claims into evidence.

2

Make the referral ask

Your happiest students each know one person exactly like them. Ask directly: "who's one person you'd send the free lesson to?" A hundred students asked once beats a month of cold posting – and every referral arrives pre-warmed.

3

Run the next-course survey

One question: "what should I teach next?" Give three options from your idea list plus a write-in. Your second course launches to a hundred people who chose its topic – which means you'll never build to silence again.

4

Then run the loop again, bigger

Same free lesson, same gates, same sequence – now backed by testimonials on the course page and referrals feeding the door. The second hundred comes faster than the first. It almost always does.

Your first hundred students are strangers today – **and rows in your dashboard tomorrow.**

Loquy already generated the lesson, the quiz, the tutor and the workbook. Unlock your best win, switch the gates on, and let the leads dashboard start counting.

STEP 1

Open Loquy and mark your best-win lesson as free.

STEP 2

Check the leads dashboard twice a week – triage hot, stalled, sampled.

STEP 3

Export the CSV weekly and let the five messages do the selling.