



Email Marketing Checklist

Email Marketing Checklist to Success!

Email marketing is one of the most powerful ways you can build your business and boost your sales.

Follow this checklist and it will take you through the stages to getting lots of email subscribers:

✓ Sign Up for an Autoresponder

First step is to sign up for an autoresponder service. This will likely mean choosing between the three big options which are:

- Aweber
- GetResponse
- MailChimp

See which is the most cost effective for you both now and in the long run and then sign-up. With these you'll be able to manage new subscribers, people who want to unsubscribe etc. You'll also be able to easily store all your addresses and have them automatically backed up.

✓ Create Content for Your Autoresponder

To keep your subscribers happy you have to send them a series of emails that provides value to them. It could be tips and advice on a particular subject, a blog post or a link to a free eBook you have created for them. When you start sending out regular emails, however, please make sure you don't bombard your subscribers' inbox- two emails a week is plenty as you don't want them getting fed up with you and unsubscribing from your list.

✓ **Create an Opt-In Form**

With your autoresponder chosen, you'll now have the means to start creating your opt-in form. This is where people are going to actually enter their details and then hit that 'subscribe' button. Make sure you pick something with the right colours to stand out on your website and to attract clicks.

✓ **Create Your Landing Page/Squeeze Page**

This is a page designed with the sole intention of getting people to sign up. It will involve a long block of text that is written in a persuasive manner and with the minimum number of distractions (no menus etc.).

I just use the pages on my website but there are other ways to create cool squeeze pages.

Here are a number of websites to create them:

- LeadPages
- OptimizePress
- UnBounce

They will make it easier and ensure that the finished product looks professional.

Pay a writer if you're unsure of how to phrase the persuasive text.

✓ **Create an Incentive/Bribe**

- A free report
- An eBook
- A membership
- Discounts/coupons
- Email newsletter

An incentive is a free giveaway you will use to encourage people to sign up.

If you want to write an eBook but you don't know how, this process can again be outsourced. Elance.com and Upwork.com are sites where you can find freelancers easily.

✓ **Advertise**

Now you can start advertising your squeeze page. You have a number of different options available to you but the ones we most recommend are:

- Content marketing (Blog posts, Facebook, Twitter and LinkedIn posts)
- PPC Advertising (Google AdWords and Facebook Ads)
- Forum marketing
- Solo Ads (Ads that are sent out to other mailing lists)

✓ **Market**

As well as paying for ads, you can also use traditional marketing to promote your squeeze page. If you have a website or blog, then placing your opt-in form on there is a good strategy. Likewise, you can also promote your mailing list in forums or on communities such as Reddit and Google Plus.

✓ **Split Test and Experiment**

From here you can then begin tweaking the design of your landing page, the phrasing of your text etc. in order to see if you can increase your conversions. Split testing is a good strategy for doing this efficiently.

✓ **Emailing**

And of course you need to start sending your emails and creating an autoresponder sequence too! Space your emails out so that you're sending one or two a week and try to gradually build anticipation for your product.

✓ **Monetisation**

There are multiple ways of making money from your email list:

- Become an affiliate and sell products from JVZoo.com
- Create your own digital products
- Promote your own services and offline goods
- Resell
- Sell Amazon goods