

# EMAIL LIST BUILDING BLUEPRINT



**RESOURCE CHEAT SHEET**

# Email List Building Blueprint Resource List

**Autoresponders:** A type of computer program that automatically answers emails that are sent to it. This enables online marketers to be able to add people to their lists and automatically send out welcome messages to them upon subscription.

**AWeber-** <https://www.aweber.com> One of the earliest autoresponder companies, they provide autoresponder services with an escalating price scale based on the number of subscribers you have, 30-day money back guarantee.

<https://www.aweber.com/pricing.htm>

**GetResponse-** <https://www.getresponse.com> They provide autoresponder services with an escalating price scale based on the number of subscribers you have. They offer a 1-month free trial, and they also offer a 15% discount on plans if you pay 12 months in advance, 30% discount if you pay 24 months in advance.

<https://secure.getresponse.com/pricing/en>

**MailChimp-** <https://www.mailchimp.com> They provide autoresponder services with an escalating price scale based on the number of subscribers you have. They offer a free plan that allows you to send 2,000 emails to 12,000 subscribers, with more capabilities provided for paid plans.

<https://mailchimp.com/pricing/>

## Other Email Autoresponders To Consider:

**iContact** – <https://www.icontact.com> Has 30-day free trial for up to 100 contacts and 400 messages.

<https://www.icontact.com/pricing>

**Constant Contact** – <https://www.constantcontact.com> Has 60-day free trial.

<https://www.constantcontact.com/pricing>

**SendLane** – <https://www.sendlane.com> Has 14-day free trial.

<https://www.sendlane.com/pricing>

**Search Engines (for research of your target market and competitors):**

**Google-** <https://www.google.com>

**Bing-** <https://www.bing.com>

**Yahoo-** <https://www.yahoo.com>

**CAN-SPAM Act of 2003- important to follow to ensure you're in compliance when emailing opt-in subscribers:**

[https://en.wikipedia.org/wiki/CAN-SPAM\\_Act\\_of\\_2003](https://en.wikipedia.org/wiki/CAN-SPAM_Act_of_2003)

**Some information from the US Federal Trade Commission and Federal Communications Commission on complying with CAN-SPAM Act of 2003:**

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

<https://www.fcc.gov/general/can-spam>

**Some good information on the pros and cons of both single and double opt-in email subscriptions:**

<https://automationbridge.com/singlevsdouble/>

**Social Media (for adding share buttons to your landing and thank you pages):**

**Facebook-** <https://www.facebook.com>

**Twitter-** <https://www.twitter.com>

**LinkedIn-** <https://www.Linkedin.com>

**Google+-** <https://plus.google.com>

**Instagram:** <https://www.instagram.com>

**Snapchat:** <https://www.snapchat.com>

**Reddit:** <https://www.reddit.com>

**YouTube:** <https://www.youtube.com>

### **Outsourcing Websites (to outsource free giveaway, website design, and other work):**

**Fiverr-** <http://www.fiverr.com> All types of jobs listed here start at \$5, with Level 2 sellers capable of selling additional services for more. Services include editing, video making, writing, graphic design, and more.

**Elance-** <http://www.elance.com> Many freelancers here in many different categories- can communicate with them on-site. You can pay part of the total amount of a job for each milestone that is completed, unlike most freelancing sites.

**Guru-** <http://www.guru.com> Have freelancers in graphic design, programming, writing, and more. The site will suggest specific “gurus” based on your project requirements.

**Upwork-** <http://www.updesk.com> Formerly known as Odesk.com, over 500,000 businesses use them, making them one of the most popular freelancing websites. You can request and review screenshots of a freelancer’s work while the project is worked on.

**SolutionInn-** <http://www.solutioninn.com> Similar to Fiverr’s set-up in that experts set up services and set fixed prices.

**PeoplePerHour-** <http://www.peopleperhour.com> Similar to Fiverr and SolutionInn in that freelancers can set up their services and set fixed prices, but unlike Fiverr, also allows freelancers to search through listings and find jobs on their own. Has a vast array of services offered, including translation services, creating tutorials, programming, writing, graphic design, and more.