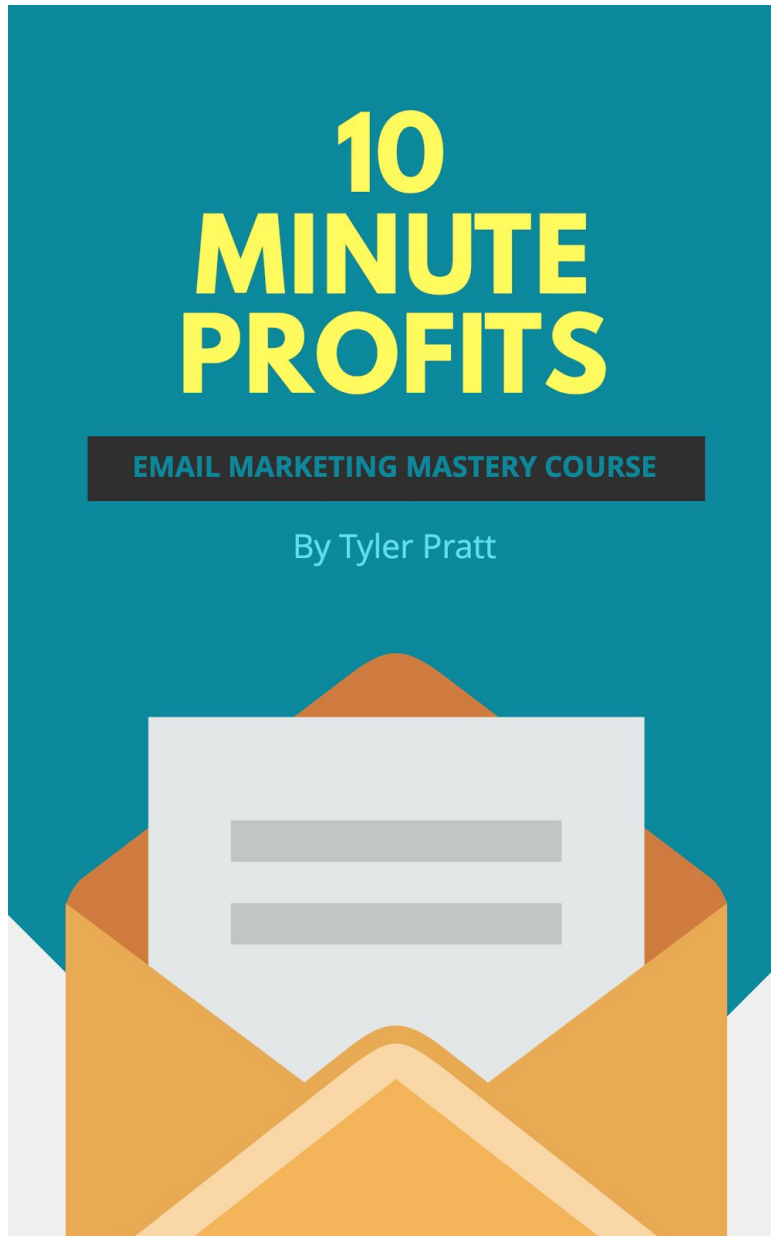


Checklist



Ready to start building your unstoppable email list? Before you set off, remind yourself of these key important points and make sure that you're on the right track...

Choose the right autoresponder:

Autoresponders will:

- Allow you to send bulk messages
- Let you handle new subscribers and people unsubscribing
- Create opt-in forms
- Handle list segmentation
- Check your data
- Run split tests
- Create autoresponder sequences

There are four main autoresponders to choose from. These are:

GetResponse – This one is good for autoresponder sequences and can handle smart rules and scheduling

- Aweber – This is perhaps the industry standard as far as it goes with the best balance of different features and a reliable service
- MailChimp – The ‘beginners’ choice which features a friendly but slightly more clunky UI
- InfusionSoft – This combines an autoresponder with a sales platform in order to allow powerful synergy between the two

Make sure that any plugins you intend to use will work with your chosen autoresponder!

Build a landing page.

This is a page dedicated to getting as many people to sign-up as possible.

Use one of the following tools:

- Optimize Press – Versatile but a little expensive and less focussed
- Lead Pages – A hosted solution for those that don’t want to build their own site or can’t
- Thrive – A great choice with lots of dynamic themes and a good price point

You can also try using:

- A lightbox – A ‘Popover’ that will appear over your site
- A widget – To place your opt-in form in the sidebar
- Optimizely – A tool for running split tests to check whether small changes to your landing page will improve performance

Think about the copy and how you are persuading your audience:

- Focus on the value proposition – what do they gain by signing up?
- Make it sound like a movement, make people excited to be a part of your site
- Remove the risk and the doubt
 - Emphasize the ease of unsubscribing
 - Promise never to sell on the email addresses

Consider using a free incentive

- Make sure this isn’t ‘too’ good as you can otherwise undervalue your own products while also gaining unwanted sign-ups

Other tips for getting more high quality sign-ups:

- Use highly targeted PPC
- Add your opt-in page to your blog
 - Post regularly on relevant topics
 - Mention the mailing list within the text of your blogs
 - Build trust and authority over time
- Ask people to sign up on social media and on YouTube Ask people to forward on your messages
- Consider using solo ads and ad swaps
- Consider buying links
- NEVER buy emails!

Increase engagement and write the best email:

- Use a narrative structure
- Keep messages brief
- Always provide some form of value Invite people to get in touch
 - And write back!
- Use a personal tone
- These are your top fans – treat them as such

Get yourself in the inbox by:

- Avoiding unwanted keywords that are associated with spam
 - Free
 - Buy
 - Sale
 - Offer
 - Viagra
 - Handbags
- Ask to be whitelisted
- Use a natural structure for your emails – write as though you were
 - writing to a friend
- Avoid cheap tactics in your subject lines
- Avoid having more than one link
- Keep images to a minimum
- Write emails consistently

Consider your ‘sender reputation’

- Perform regular list hygiene
 - Delete emails that bounce
 - Delete emails that never respond
 - Do what you can to reawaken interest in those that aren't
 - engaging any more
 - Use A/B tests to try and get into the inbox
 - Don't inundate with messages
- Consider ‘warming up’ your IP first
- Include friends and family and ask them to open your messages

When it is time to sell...

- Make sure that you build awareness first, use AIDA:
 - Awareness
 - Interest
 - Desire
 - Action
- Get your audience to buy impulsively, don't give them time to go away and think
- Don't sell anything you don't believe in
- Make sure you are still providing value
- Use list segmentation to target only the right kind of audience
 - And leads that are showing signs of being 'warm'

There are many more tips but if you follow all this advice, you are well on your way to a successful campaign!