Easy and Effective LIST BUILDING

BRAINSTORMING SHEET

Building Your Email List Worksheet

I have researched Autoresponder services by the following criteria:

Ability to send personalized messages?

_____

Can send unlimited messages?

_____

The reliability of technical support?

_____

Other criteria that help me choose an autoresponder service are:

I send my emails using:

- Aweber: _____
- Constant Contact: _____
- GetResponse: _____
- Other: _____

Other Options:

The information I need in my Opt-in Form:

- A compelling incentive such as _____
    - A preview of my paid product _____
    - A guide to my market _____
    - Useful templates like worksheets or calendars _____
    - Inspirational printables _____
    - A mini e-course _____
    - A special discount on a service _____
    - A VIP offer _____
- A clear Call-to-Action _____
- Includes a privacy policy and anti-spam policy _____
- I have created my opt-in form using templates from my service _____
- I have decided on HTML format or text format _____

Other ideas for opt-in incentives include:

My squeeze page includes:

- A compelling headline _____
- Beneficial bullet points _____
- Has my autoresponder web form _____
- Includes a strong call-to-action_____
- Has a product graphic and/or video (both are optional) _____

- Will I use a template or hand code my squeeze page?
- What software will I use to create it?
    - OptmizePress?
    - LeadPages?
- What do I need to do to learn how to use the software?
  _____

Notes:

My opt-in page includes:

- A double opt-in (or verified opt-in) to reduce spam complaints?
  _____
- The information I should include on my confirmation page is?
  _____
- What should I put on my Thank You page? _____
    - Link URL? _____
    - Welcome text? _____
    - A paid offer? _____
    - A list of resources? _____

Other Ideas:

What I need to drive traffic to my opt-in offer

- I have created articles and blog posts to draw traffic to my site.

  _____

- I have guest posted on other blogs with a URL pointing back to my opt-in form.

  _____

- Have I created and released regular media releases that focus on my site content and drives traffic to my opt-in form? _____
- If so, where and how often? _____
- Do I use social media such as Twitter, Facebook, Google+ to connect with your target market?

  _____

- Do I submit videos to YouTube.com? _____
- Do I encourage others to use the video code to post on their sites?

  _____

- Have I hosted a contest or giveaway? If so, have I invited people to join by opting into my list? _____
- Do I include my URL in my signature in my emails and on forums? _____
- Do I have an opt-in on every page of my website? If not, where else do I need one?

  _____

- Do I ask my current subscribers to share my emails? If so, do I include a URL link to my opt-in page? _____

The content I create

- Do I need to add links to my email message? If so, do they have a clear CTA?

  _____

  _____

- Have I created a compelling subject line? Is it descriptive? Captivating? Personable?
- _____

  _____

- Have I added a personalized opener? If not, have I used a friendly opener such as “Hi”?

  _____

- Have I determined the type of content I want to send?
  - How-tos _____
  - Previews _____
  - Current Happenings _____
  - Polls _____
  - Top XX lists _____
  - XXX Ways _____
  - Case studies _____
  - Stories _____
  - Tips _____

Other content ideas:

Other things I can do to build my list include: