

**The Ultimate**

**Email Marketing
*- checklist -***

**1. The Ultimate Email Marketing Checklist**

When a lot of people think about sending an email to their list, they think it’s a matter of writing it, proofing it, and then hitting the broadcast/send button. Then they go off to enjoy the rest of their day.

But here’s the problem…

If you just write off the cuff and send it almost immediately after, you’re just asking for problems. Your email may not even get opened if your subject line doesn’t nab attention. Maybe you’ll get a poor response if the email isn’t targeted. And if your links don’t even work, then you can definitely expect a poor response.

The solution? Use this four-step, 20-point checklist before you send out another email. Take a look…

**Step 1: Define Your Goals**

Don’t even think about writing one word until you define your goals for that particular email. Ask yourself the following five questions:

1. What is your primary goal?

In order to not dilute your efforts, be sure to pick just one primary goal on which to focus. For example:

* Getting someone to click on a link.
* Making a sale.
* Getting someone to fill out a form.
* Getting readers to call you.
* Getting readers to request a freemium.
* Getting readers to join your social networks.

Those are some of the most common goals, but you may have a different idea in mind. Pick your main goal and move on…

2. What is your secondary goal?

Now you might have a secondary goal as well, which you’ll want to keep in mind as you create your email.

For example, your main goal might be to get your readers to watch a video, but your secondary goal may be to get them to share the video with their friends.

3. What kind of content will best help you achieve your goals?

Now that you know your goals, you need to figure out what type of content will help you meet those goals. For example:

* A product review.
* A product comparison.
* A how-to article.
* A tips article.
* A list article.
* A video.
* An audio.

And so on.

4. Will you send a single email or a series?

Tip: An email series works better than a single email if you’re trying to get your readers to make a purchase. If you want them to take a smaller step, like share a piece of content, a single email may suffice.

5. How does your email help and benefit your reader?

We’ve been talking about your goals, but you need to be sure to focus on your reader’s goals. To that end, be sure that each email you send benefits the reader in some way. (E.G., it shouldn’t just be about lining your pockets – it should be about helping your readers.)

**Step 2: Craft Your Content**

Crafting the content includes creating an attention-getting subject line, as well as content that keeps your readers engaged and reading to the very end of your email. To that end, check these points…

6. Do you have a compelling subject line?

Ask yourself these questions:

* Did you brainstorm at least a dozen or more possible subject lines?
* Does your subject line include a benefit?
* Optionally, does your subject line arouse curiosity?
* Is your subject line targeted to your audience?

Next…

7. Do you keep readers engaged with a great opener?

Here are different ways to open your email:

* Telling a story.
* Sharing a shocking fact or statistic.
* Talking directly about the reader’s problems.
* Talking about the solutions to those problems.
* Asking the reader an engaging question.

8. Do you engage readers emotionally?

TIP: If you don’t evoke emotion, then it will be harder to get the reader to take action later. Sharing a story is one good way to evoke emotion.

9. Do you share benefits?

Your reader is always asking “What’s in it for me?” as they read your content. Be sure you share the benefits.

10. Do you offer a strong call to action?

You’ll increase your conversion rate if you tell your readers exactly what to do next. E.G.,

* Click here to get started now!
* Click here to share this video with your friends!

Next…

**Step 3: Segment and Track**

The next major step is to make sure that your emails are meeting your goals. To that end, check the following points…

11. Check that your email service provider (ESP) includes analytics.

Most major ESPs such as Aweber and GetResponse include analytics.

12. Segment your list if applicable and/or possible.

The idea here is to segment your list by interests and behaviors, and then send targeted emails to these list segments.

For example, create segments for each lead magnet and product you create. This segments your list by interest in a particular topic or product.

13. Check that your email is targeted to the audience/segment.

Ask yourself:

* Is my email written in a way to appeal to this specific audience?
* Do I talk directly to their pains?
* Do I write in a way that this audience will connect with and understand?

Next…

14. Code your links for tracking.

Some ESPs provide built-in tools for link tracking. If your ESP doesn’t provide this, then be sure to use a unique link for each email campaign.

15. Compare the metrics to your goals.

Once you’ve sent out your emails and are getting responses, then compare this data to your goals. If they’re falling short, tweak the email to improve responses.

**Step 4: Final Touches**

Now before you hit send, be sure to take action on these points…

16. Polish the content.

Specifically:

* Delete anything unnecessary. In other words, don’t insert “fluff” into your emails.
* Read it out loud to check that it flows smoothly.
* Add in tips, examples and even illustrations to add value to the content.

17. Proof the content.

You do this yourself, though another person will be better at spotting your errors.

18. Check the links.

Click on all links to be sure they work as intended and go to the correct page.

19. Check the spam score.

Most major ESPs let you run your emails through a spam tester to see what sort of spam “score” they get. High scores make it more likely your email will end up in the bulk/spam folder rather than in the inbox. If you get a high score, rewrite it to lower the score.

20. Send yourself a test message.

This lets you see how the email looks in your email client. If you’re sending HTML emails, check it on multiple devices (including your phone) to be sure the email is responsive and looks good across devices.

**Conclusion**

So there you have it – the 20 things you need to check before you send the next email to your list. You might even print this off and keep it handy next to your workspace for quick reference!

**2. The Call To Action Checklist**

Your call to action can make or break the success of your entire campaign! That’s why you’ll want to give careful consideration as to how to craft your call to action (CTA). Use this four-step checklist to help you out…

**Step 1: Define Your Goal**

First off, you need to decide what you want your readers to do when they get to the end of your content. Choose just one goal, such as:

* Buying a product.
* Requesting a lead magnet.
* Filling out a form.
* Picking up the phone to call you.
* Sharing your content.
* Joining your social media networks.
* Watching a video.
* Reading a blog post.
* Listening to an audio.
* Registering for a webinar.
* Entering a contest.

You may have another goal in mind. Select your goal and then move onto the next step.

**Step 2: Be Sure Your Email Leads to Your CTA**

Now you need to be sure your content leads to your call to action. Ask yourself these questions:

* Is your content specifically and highly related to the call to action?
* Are people who are interested in the content of the email naturally likely to be interested in taking the requested action?
* Is your content useful yet incomplete, so that people need to click the link to learn more, get more benefits, etc?

For example:

* You’re selling an organic gardening course in an email. Your email outlines five basic steps of setting up an organic garden. This naturally leads to the call to action for the course, where people can get in-depth details about setting up their garden.
* You’re selling an autoresponder service as an affiliate. Your email outlines a step-by-step for setting up an email marketing system, including choosing and setting up an autoresponder. Your content naturally leads to the recommendation for your affiliate offer.
* You write a direct-response advertisement for your new book, which shares all the benefits customers will enjoy once they read and apply what they’ve learned. Your content naturally leads to the link and call to action.

Next…

**Step 3: Tell People What To Do Next**

Now that you’ve set up your content in way that leads to your call to action, it’s time to tell people exactly what you want them to do next. Here are example phrases you can use to create your CTA:

* Click here to get started.
* Take out your credit card and click here to get your copy now.
* Click here to share this content with your friends.
* Pick up the phone and call [number] now for your free 10-minute consultation.
* Fill in the form below and click “submit” to get your free no-obligation quote.
* Watch the video now – click here!
* Like us on Facebook!
* Enter the contest by filling in the form below.
* Click here and enter coupon code BUYNOW to snag yourself a great deal!
* See for yourself what [product name] can do for you. Click here to get started!

Next..

**Step 4: Give Them A Reason To Do it**

Telling people exactly what you want them to do is half the equation. The other half is tell them WHY they should take that action. In other words, create a sense of urgency.

Here are three ways to do to this:

* Present a limited time offer, such as scarce discount or bonus offer.
* Remind them of what good will happen if they take the suggested action. Appeal to their emotions.
* Remind them of what potential consequences they’ll face if they don’t take action.

For example:

* Click here to order your copy – and do it now before the introductory sale price is gone for good!
* Click here to share this with your friends now because it will make you feel like a hero!
* Click here to download this free weight loss report now – and soon you too will be dropping jaws all over town!
* Click here to get this anti-aging secret – and do it now, because you’ll be the envy of all your friends!
* Click here to watch this free video now – and hurry, because it won’t be available for much longer!
* Get your copy of this amazing app now before the next price jump. Click here to get started!
* Snag a 50% discount a free cookbook by clicking here now – hurry, this offer ends in just 24 hours!
* Warning! Don’t become the victim of identity theft. Protect yourself now by clicking here…
* You deserve whiter teeth and a more beautiful smile! Find out how to get it by clicking here…
* Change your body, change your life. Click here to get started now – and hurry while you can still get these secrets for free!

**Conclusion**

There you have it – a four step checklist for creating results-driven calls to action. Now here’s one more tip: track, test and tweak your calls to action! You’ll never find out what’s working unless you actual test your calls to action. So put this checklist and these tips to work for you today!

**3. Crafting The Perfect Subject Line Checklist**

Your subject line is the most important part of your entire email. That’s because if your subject line doesn’t get attention and get the click, then the rest of your email won’t even matter.

Use the following checklist to help you create the perfect subject line…

Profile Your Audience

First, you need to understand your audience in order to create a subject line (and an email) that grabs and holds their attention. To that end, your goal is to learn as much as possible about your audience.

You can do that through these steps:

* Become a part of the target market. For example, if you’re selling information to organic gardeners, then create your own garden in order to truly understand your market.
* Spend time talking and listening to your target market. You can do this online by visiting niche forums and social media groups.
* Survey your market. Ask open-ended questions to gather as much information as possible.
* Research your market. Learn as much as possible about their demographics.

Once you’ve researched your market, then create an audience profile. List as much about your market as you possibly can, including:

* Age.
* Gender.
* Where they live.
* Education level.
* Career.
* Income level.
* Marital status.
* Whether they have kids.
* Own or rent a home.
* Hobbies.
* What they do with expendable income.
* Problems.
* How they’ve tried to solve those problems.
* Why other solutions fall short.
* Your prospect’s fears.
* Your prospect’s hopes.
* What sort of jargon your prospect uses.

Next…

Understand What You’re Offering

Ask yourself these questions:

* What sort of benefits will the reader get if they open your email?
* What’s in it for them?
* Why should they open this email?
* What’s so important that it can’t wait until later?

Brainstorm as many benefits and reasons as possible.

For example, let’s suppose you’re selling a weight loss course. Examples might include:

* Lose weight while eating delicious foods. (No deprivation.)
* Delicious recipes the whole family will love.
* Lose weight without hunger pangs or feeling irritable.
* Enjoy fat loss with minimal time in the gym.
* Safe and effective fat loss – no pills, gimmicks or dangerous fads.
* Fat loss for the long term.
* The diet is easy to follow.
* The diet includes a complete “done for you” set of meal plans and recipes.

You get the idea. Brainstorm as many benefits and reasons as you can think of, and then move onto the next step…

Focus On The Top Benefits

Now what you need to do is determine the TOP benefits that your prospects will receive. These are the benefits your prospects are likely to value the most.

Let me give you an example…

You’re selling a diet book. You’ve learned from your prospects that they are tired of hard-to-follow diets that leave them feeling hungry and/or deprived. So here are a collection of example subject lines that get these benefits across:

* Lose fat fast – without hunger pangs!
* Eat what you want and still lose weight! (It’s easy!)
* Enjoy dessert every night and still lose weight!
* Now THIS is fat loss made easy!
* Can this delicious food help you lose weight?
* Have you tried the chocolate cake diet?
* Big weight loss… NO hunger pangs?
* Who else wants to lose a quick 10 pounds?
* If you think dieting is hard, you’ll love this…
* You won’t even believe you’re on a diet!

Now, you may notice that some of the above examples also arouse curiosity. That’s the next point on our checklist…

Look For Ways to Arouse Curiosity

You may not always be able to arouse curiosity, but when you do it’s a powerful way to get people to open your emails.

Here are tips for arousing curiosity:

* Be sure it’s relevant. Anything you put in your subject line should be directly related to the content of the email. No exceptions.
* Tell people what benefit they’ll get, but make them curious about how it’s possible.

Examples:

Lose fat without hunger pangs or exercising!

You won’t believe which foods melt fat!

* Use curiosity-arousing words. E.G., secrets, revealed, you’ll never believe this, surprising, etc.

Examples:

Here’s the secret of fast fat loss…

Discover how to lose weight and keep it off for good!

Here’s a surprising trick that melts fat…

* Use question marks to evoke curiosity.

Examples:

Lose weight without getting hungry?

Lose weight without exercise?

* Evoke social proof, which makes people curious about what others are doing.

Examples:

Who else wants to lose weight the easy way?

Why do so many others love this diet?

Now brainstorm multiple subject lines. Your subject line is important, so take your time and brainstorm plenty of possibilities!

Check That Your Subject Line Speaks To Your Audience

Now look at your top subject lines and make sure they’re targeted.

For example, a subject line such as “Wow…” may get attention, but a busy person may ignore it because they don’t know the benefits.

Instead, try a line that speaks to the audience such as, “Wow… you won’t believe this diet.”

Other ideas:

* Address the target market directly. E.G., “CEOs will love this productivity tip…”
* Mention the problem. E.G., “Sore knees keeping you out of the gym?”
* Mention a solution. E.G., “Get rid of allergies with this surprising trick!”

Next…

Track, Test and Tweak

Now select a handful of your best headlines from your brainstorming list, and test them against each other.

Tips:

* Consider testing on social media first. If you get big reactions and traction when you post these headlines on social media, it’s a good bet they’re doing the trick of nabbing attention via email too.
* Use your email service provider’s (ESP’s) tools. Most major ESPs let you randomly split your mailing list to do tests. If your ESP offers automation rules, you can even set it up so that your winning headline goes out to the rest of your list.

Let’s wrap things up…

**Conclusion**

And there ya go – you now have a step-by-step checklist for creating the perfect subject line! So go ahead and put it to work for you today, because I think you’ll like your high open rates and other good responses!

**Checklist 4: The List Monetization Checklist**

So you have a list, or you’re in the initial stages of planning to build your list. That’s great! And one key idea that’s on your mind is how to monetize that list. That’s what this checklist is all about helping you do. We’ll cover two key areas:

* Ways to make money. These are ideas of specific ways you can monetize your list.
* Ways to maximize response. These are ideas for specific things to implement that will increase your conversions, no matter what you’re selling.

Take a look:

**Part 1: Ways to Make Money**

First thing you need to do is figure out how you’re going to monetize your list. While you should pick one main method and focus on that (such as selling your own products or services), that doesn’t mean you can’t incorporate other ideas from time to time.

Check out these seven ideas…

1. Sell your own products. Whenever possible, this should be your preferred option. That way you know for certain you’re offering quality products, and that your customers will always have a great experience.

2. Sell affiliate products. This is a good way to quickly supplement your income. Check out these tips:

* Do your market research to find in-demand products.
* Review and use each product you’re considering promoting, so that you’re only selling good-quality products.
* Research the vendor and the product in Google to uncover any red flags, such as customer-service issues.
* Be sure the sales page doesn’t have any leaks, such as payment links for which you won’t get credit.
* Optional: negotiate with the vendor to secure a better deal for yourself, such as higher commissions and other perks.

3. Offer advertising space within each newsletter. For example, you can sell one to three ads in a newsletter issue, including:

* One sponsored ad at the top of the issue.
* One ad in the middle of the newsletter.
* An ad in the footer of the newsletter.

Also…

4. Sell solo emails. Instead of selling ad space within a newsletter, you can sell solo ads.

5. Send readers to your blog. This is a good way to engage and monetize your list. Your blog may include ads for your own products, affiliate products, AdSense ads, offers for lead magnets and more.

6. Send readers to CPA offers. CPA stands for “cost per acquisition,” and this is where you get paid when your readers take some specific action like join a mailing list or filling out a form. You can find offers like this on sites such as MaxBounty.com.

7. Sell your leads. Generally I wouldn’t recommend this. But if you pursue this option, you can approach it in multiple ways:

* Do a co-registration venture, where you get paid for any leads who sign up for your partner’s list at the same time they sign up for your list.
* Sell your list of leads to multiple people.
* Sell your list to one buyer.

NOTE: If you sell your leads, make it VERY clear in on your opt-in form that the subscribers’ information will be sold and shared. Again, I generally don’t recommend this.

Next…

**Part 2: Ways to Maximize Conversions**

Generally, you’ll probably stick to selling your own products and services as well as affiliate products. Here is a checklist you can use to maximize your conversions for these offers…

1. Be sure you have a good subject line.

This needs to capture attention and promise benefits. Example templates:

* The #1 way to [get a benefit]…
* [Get some result], [without doing some hard thing]?
* The secret of [getting a benefit]…
* The quick and easy way to [get a benefit]…
* What [pros/experts] do when they want to [get a benefit]…
* Who else wants [some awesome benefit]?
* Hurry, doors are closing soon on this great deal!

2. Send out email sequences.

Single emails will get you a few sales, but a well-thought-out email sequence will almost always create higher conversions and more sales.

3. Track and test everything.

Most major email service providers have built-in testing tools so you can track and test your subject lines and emails by examining open rates and click-through rates.

4. Balance your content and promotions.

You do this in two ways:

* Balance content (like how-to articles) with promotional content over time and across emails.
* Balance content and promotions within each individual email too, especially if you’ve promised to send how-to information, advice, etc.
* Purely promotional emails are fine, as long as your subscribers expect them. You can set these expectations upfront in the first email you send, such as by telling readers they’ll get information about useful tools.

5. Use professional, responsive templates.

Then check your emails across devices and platforms to be sure they look good no matter what platform a subscriber is using to read them.

6. Send emails when your audience has time to read them.

Here are three points to keep in mind:

1. Segment your list according to rough time periods and days when they signed up. If they were free this Tuesday at 9:00am EST to join your list, there’s a good shot they’ll be free on other Tuesdays at the same time.
2. Be mindful of time zone differences. (The above segmenting trick can take care of that problem.)
3. Test and track over time to determine when you get the best responses to your emails.

7. Segment your list.

Create separate segments for people who requested different lead magnets, those who purchased different types of products from you, those who came from social media, those who came from JV partners, those who registered for a webinar, etc.

You can also segment across interests and behaviors, such as whether someone has opened a particular email. Then write emails that are highly targeted to these segments.

8. Evoke emotion.

The easiest way to get someone to take action is to create an emotional response first. You can tell them a story, empathize with their problems, or use emotionally laded words.

9. Share benefits.

People are always reading your emails with this question in their heads: “What’s in it for me?” Every email you send needs to answer that question, primarily by sharing benefits.

10. Insert a strong call to action.

Don’t assume people know what to do. Instead, tell them exactly what you want them to do next.

E.G., “Click here to watch this startling video now!”

11. Use an image button.

This is a great way to capture attention in an email and make your call to action stand out.

12. Use countdown timers.

Countdown timers create a sense of urgency, which can further boost your conversions when you’re promoting a special offer.

13. Build anticipation.

You can build anticipation in two ways:

* Build anticipation for what’s coming up later in the email.
* Build anticipation for future emails.

E.G., Next time you’ll get a free video that shows you everything you need to know for setting up a profitable Facebook ad campaign, so keep an eye right here on your inbox!

14. Arouse curiosity.

You can arouse curiosity:

* In your subject lines to boost your open rates.
* In the email to boost reads.
* Near the call to action to increase click-throughs.

E.G., “Bet you’ve never heard of this fat-loss trick before! Click here to discover this amazing secret for yourself…”

15. Use a postscript.

Your P.S. is one of the most-read parts of your email, so what you put in your P.S. can make or break the success of your email. You might consider using your P.S. to:

* Summarize the benefits of a product.
* Offer social proof.
* Whet the reader’s appetite for the next email.
* Invite the reader to join your social media page.
* Encourage the reader to download a freemium.
* Tell the reader to go to your blog to get some information.

And so on. Where-ever applicable, put a call to action in your postscript.

**Conclusion**

Now you’re ready to write some high-response emails. So print off this checklist and use it the next time you send anything to your list!

**Checklist 5: The Special Promo Checklist**

One really good way to light a fire under your subscribers and boost your conversions is by extending a special promo. Use this checklist to implement this proven strategy for yourself…

**Step 1: Decide Which Product to Promote**

You may already have a product in mind. If not, ask yourself these questions

* Which products could most use a new infusion of sales?
* Which products haven’t ever gone on sale or haven’t been on a sale for a long time (e.g., six months or more)?
* Which of your products have you neglected lately in terms of marketing/advertising?
* Which of your products is most popular? (Hint: people get really excited about special promos on popular products, as this sale is often just what they need to get them off the fence and to the order button.)

Once you answer these questions, you should know which product to promote first. Next…

**Step 2: Determine What Sort Of Promo to Create**

Now that you know the product, you need to pick a promo that’s a good fit for your goals, for your product and for your audience.

Here are ten example promotional deals you might offer to your subscribers and prospects:

1. The traditional discount promo. This is your typical sale, where you offer a discount for a set period of time, such as three or five days.

Example: You offer a 40% discount for three days.

2. The flash sale promo. This is where you offer a really good deal for an incredibly short period of time.

Example: You offer a 50% discount for one day only.

3. The bonus offer promo. Here’s where you create one or more very enticing bonuses and give these desirable products away to anyone who purchases the offer during the promo.

Example: For the next three days, you’ll get a free meal-planning app when you purchase this diet guide!

4. The “revised edition” relaunch. Here’s where you revise, update and expand the original product, and then relaunch it.

Example: You create a “2.0” version of your product.

5. The “twofer” promo. This is a buy one, get one free offer. Depending on what you’re selling, prospects might keep the extra product for themselves or give it to a friend.

Example: Buy one yearly membership into this site, and we’ll let your friend in for FREE!”

6. The trial offer promo. Here’s where you give your prospects a good deal on a membership site or other recurring billing offer.

Example: Get the first month for just $1!

7. The holiday, anniversary or other event promo. This could be a Christmas sale, an anniversary of the launch of your business, or some other event.

Example: Celebrate [Business Name’s] one-year anniversary by enjoying savings all week long!

8. The fire-sale promo. Here’s where you run a sale on a product or package of products for three to five days, with the catch being that the price increases every day.

Example: The price on Day #1 is $10, on Day #2 it’s $20, on Day #3 it’s $30, and after that it goes back to the regular price of $50 for the product.

9. The dime-sale promo. This is where the price of the product goes up every time someone purchases it. You can run this sale for a set period (such as five days), or run it until the price reaches the regular price.

For example: The price goes up a quarter every time someone buys the offer.

10. The “best deal I’ve ever offered” promo. This may be a combination of the above. The idea here is to offer a “once in a lifetime” offer.

Example: You revise an existing product to create a new edition, you add new bonuses, and then you slash the regular price for three days.

Next…

**Step 3: Announce the Promo To Affiliates (Where Applicable)**

While our focus here is on creating your own email offers, it’s worth noting that it’s a good idea to contact your affiliates to let them know about the sale. You’ll also want to create emails that your affiliates can use to promote the offer. These emails can be tweaked versions of the ones you’ll create in Step 4…

**Step 4: Create Your Emails**

No matter what kind of promo you’re sending, you should create a series of emails to announce this promo and encourage your subscribers to take advantage of it.

Here’s one example of a series you might send out for a three-day promo:

Email 1: Whet the prospect’s appetite for the product and get them excited about the upcoming sale. Do this about five days before the sale.

*TIP: You can send this as a standalone email, or you can include this information at the beginning or end of one of your regular newsletters.*

Email 2: Send one or two days before to remind them that the sale is launching soon. Remind them of the top benefits of the product and let them know why the promo is such a great deal.

Email 3: Send a short email the moment the sale launches that includes a link and call to action.

Email 4: Send an email on Day #2 of the sale – here’s a good place to handle objections and offer testimonials. End with a strong call to action and link.

Email 5: Send this email on the final day of the sale. Remind them of the top benefits of the product and the sale itself. End with a strong call to action and a link.

Next…

**Step 5: Proof, Polish and Send**

Now go through all your emails and check the following:

* Do the emails have attention-getting subject lines?
* Are the emails exciting? Do they hold attention?
* Do the emails share the benefits of the product?
* Do the emails give subscribers a good reason to buy the product now?
* Do you end with a strong call to action?
* Does the link work?
* Are there any typos or other errors?

Once you complete these steps, you can load them up and prepare to launch!

**Conclusion**

Need a quick infusion of sales and cash? Then use this checklist to plan, create and a launch a promo. You’ll be glad you did!

**Checklist 6: The Presell Checklist**

One great way to sell more products – either your own products or affiliate products – is through your email list. That’s because it’s a perfect platform for warming up your audience and sending them to the sales page already in a heightened buying mood.

So how do you presell products in your emails? By using this checklist. Take a look…

**Step 1: Decide On Single or Multiple Emails**

In most cases, it’s a good idea to send multiple emails to presell an offer. That’s because most people need multiple touches or exposures to a particular offer before they purchase it.

What’s more, most people on your list probably don’t read every single email you send. So if you send multiple emails, you have a better chance of getting your message in front of more people.

Still can’t decide? Ask yourself these questions:

* Is this an upcoming or newly launched product? If so, it’s a good idea to send multiple emails to introduce your readers to this offer. If the product hasn’t launched yet, you can begin sending emails about a week before the launch date.
* Are you an affiliate for this offer? If so, sending multiple emails is a good idea, since the multiple exposures make it more likely your readers will buy from you rather than the competition.
* How much is the product? In general, products with higher ticket prices require more selling, which makes multiple emails a good choice.

Next…

**Step 2: Determine the Details Of The Offer**

Now you need to ask yourself the following questions about the offer, as your readers will be looking for you to address these issues.

* What are the benefits of the offer? In other words, what does the product do for customers?
* What all is included in the offer? This includes the main product, any bonus products offered, the price, and if the product comes with a guarantee.
* What objections are prospects likely to raise? Common objections (reasons for not wanting to buy a product) include:

It’s too expensive (I can’t afford it).

It’s too cheap (must be junk).

I should spend my money elsewhere.

It won’t work for me.

It’s too \_\_\_\_\_ (whatever characteristic applies to your product).

* How do you answer these objections? In other words, how you can you raise them and then answer them so that prospects can no longer use that excuse to not buy the product?

For example:

The objection: the price is cheap, it must be junk.

The answer: this is a limited-time introductory price to create a large pool of beta users.

* What sort of proof do you have that the sales claims are true? This may include but is not limited to:

Case studies.

Testimonials.

Screenshots.

Pictures (including before and after pics).

Videos.

Newspaper clippings.

Scans of documents.

* What are your personal feelings about the product? This is particularly important if you’re an affiliate for a product. Ask:

Would you personally use this product?

Would you recommend it to your best friend?

(If the answer is “no” to either of those, then find something else to promote.)

* What are the product’s flaws? No product is perfect. Trying to pretend like a product is perfect will only lead to distrust among your readers.
* How can you turn these perceived flaws into assets? This is basically about objection handling. Tell people why the flaw isn’t a deal-breaker… and why it may even be a good thing.

Example: The mouthwash Listerine is known for having a strong taste. They turned that perceive flaw into an asset by suggesting the strong taste reflects the germ-killing power. Here’s how they did it: “Listerine: you can handle it, germs can’t.”

Another example: perhaps you’re selling an ebook that’s much shorter than the competition’s ebooks on the same topic. Some might assume it’s short because it doesn’t have much detail. You can handle this by saying it’s short because it’s a no-fluff, no-filler guide designed for busy professionals.

Next…

**Step 3: Plan Your Email(s)**

Now that you know the types of points you need to address in your email or emails, it’s time to outline and write them. This is where a series comes in useful, because you can handle the above issues across multiple emails.

Here’s an example of a four-part series for a product:

* Email 1: Introduce the problem, introduce the solution, share the benefits of this solution, and then offer a call to action.

*NOTE: If you only send out ONE email on a product, this is the type of email you’ll send.*

* Email 2: Objection handling. In this email you raise and handle the most common objections. You may even present this email in the form of a FAQ (frequently asked questions).
* Email 3: Social proof. Here you share testimonials and case studies.
* Email 4: Reminder to buy now. This email is short, summarizes the main benefits, and gives your prospect a reason to buy now (such as reminding them that a special offer ends soon).

**Step 4: Write The Emails**

Now it’s time to write the email. Use this checklist to cover the main points:

* Create an attention-getting, benefit-driven subject line. E.G., “Double your traffic with one easy step!”
* Create an email opener that hooks readers fast.

Five good ways to open an email include:

1. Starting with a shocking statistic or fact.

2. Telling a story.

3. Asking an engaging question.

4. Identifying the signs and symptoms of a problem.

5. Asking readers to imagine how they’d feel if their problem was gone.

* Engage readers on an emotional level.

Three ways to do this:

1. Tell a story.
2. Remind prospects of the pain of their problem.
3. Use emotional words. (E.G., Imagine, frustrating, heartbreaking, exhilarating, etc.)
* Share the benefits of the offer. Set these benefits apart in a bulleted list so that even skimmers will see them.

E.G., You’ll get a surprising trick for doubling your conversion rate – and it only takes two minutes!

* Insert a call to action. Tell readers to click on the link, and give them a good reason to do so.

E.G., Click here to find out the secret that Hollywood stars are using to lose weight fast – and do it now, because this special introductory offer ends soon!

And finally…

**Step 5: Proof and Polish**

Now the final touches before you send this email or series:

* Proof for spelling errors, grammar errors and typos.
* Polish by cutting out unnecessary words, and clarifying in other places as needed.
* Make it look professional. If you’re sending out HTML emails, then use a professional.
* Be sure your email and template are responsive and look good across devices.

* Check that the links work.

That’s it, you’re done. Now you can load it up and hit the send button!

**Conclusion**

So as you discovered, the key to preselling content is to focus on addressing the issues that are most important to your readers, such as the benefits of the offer, handling any objections they may have, etc. Use this checklist to create your next preselling email or series, and I’m betting you’ll like your response rate!

**Checklist 7: The Follow-Up Checklist**

One of the most effective ways to sell a product by email is to send out multiple emails all centered on that product. That’s because most people need an introduction and multiple exposures to that particular product before they make the buying decision.

So how do you set up this sort of email series? That’s what this checklist will help you do.

**Step 1: Decide What To Promote**

The first step is to figure out the reason for creating this series, and what it is you intend to sell. For example, you might be promoting:

* A tripwire product behind a lead magnet.
* A brand new product.
* An older product that you haven’t promoted in a while.
* An affiliate offer.
* A product for a JV partner.
* A backend offer to existing customers.
* A special promotional offer (e.g., for a discount deal).

Next…

**Step 2: Determine How Many Emails To Send**

Once you know what you’re selling, then you next need to figure out many emails to send. Typically, you can figure on sending two to seven emails. Ask yourself these questions to help you determine the right number.

* Are you writing to new prospects? If so, aim for a five-to-seven part series. That’s because you’re not only introducing a product, you’re building a relationship with these prospects.
* Is this a newly launching product? If so, aim for a four to seven part series with emails a week before launch, a day or two before launch, on the launch day, and a couple days after the launch day.
* Is this a premium/high-ticket product? If so, aim for at least three emails in order to properly cover all the benefits, handle objections, and offer proof.
* Does this product require explanation? If you’ve invented a product, you may need more emails to properly explain it and get people excited about it. In this case, aim for the upper end of the range.

For example, when autoresponders first came out, very few people understood immediately how these tools would help marketers. So those who launched the initial autoresponders had to spend more time educating their audience.

Next…

**Step 3: Outline Your Emails**

At this point you know what you’re promoting, and you know how many emails you’re going to send. So let’s look at a typical example of how to set this series up.

For this example, let’s suppose your prospects have requested your lead magnet. Now you’re sending out a series of new emails to your subscribers to promote your tripwire offer. Since these are new prospects, you decided to send five emails.

Each email should include one tip, one lesson, one step, one “secret”, one resource or one other related bit of information. In other words, each email gives your prospect additional information to solve their problem. And each email promotes your tripwire product as part of that solution.

*TIP: Each email should be useful yet incomplete, meaning each email should offer good information, yet lead to your paid product as the solution to the rest of the prospect’s problem.*

For this example, let’s suppose the email series includes five tips for losing weight, and you’re promoting a diet guide within each email. Take a look…

Day 1: Tip 1 + promo. About 90% content and 10% promo at the end. Put your promo in the postscript section of the email. Introduce the product, share the top two or three benefits, and invite readers to click the link to learn more.

Day 2: Tip 2 + promo. About 90% content and 10% promo at the end. This time you can put the promo right at the end of your content, so that it naturally flows together.

Example: “If you’d like a really effective twist on this powerful tip, then you’ll want to check out this amazing book…”

Day 3: Tip 3 + promo. About 80% content and 20% promo at the end. Same as the previous day, except you put aside more space in your email to talk about the offer. Be sure to share the benefits. Your prospects are wondering why they’d want this product – you need to be able to answer that question.

Example: I can’t say enough good things about this diet guide. That’s because this is the exact strategy I’ve used to shed my own weight 10 years ago, plus it’s helped a countless number of my clients over the years. It’s the easiest diet you’ll ever try. But don’t take my word for it – click here to find out for yourself!

Day 4: Tip 4 + promo. About 70% content and 30% promo. This time start off the email with the benefits of the product. Then go into the content (explaining your tip). At the end, mention the product again along with a call to action.

Example: Don’t forget to grab your copy of this diet guide now – after all, 3894 satisfied, leaner and happier customers can’t be wrong!

Day 5: Tip 5 + Promo. About 25% content and 75% promo at the end. This time you share a short tip at the beginning, and then directly lead to your promo. The tip you share and the promo should be tied to one another.

Example: Perhaps you share a tip about using ingredient substitutions to make meals healthier. You can then promote the diet guide, which includes a table of 100 ingredient substitutions, recipes and complete meal plans.

Next…

**Step 4: Create Your Emails**

At this point all you have to do is create the emails that you outlined in the previous steps. Use this mini checklist as you do:

* Create a benefit-driven subject line for each of the emails. Bonus points if you can arouse curiosity.

EG., The one diet food you should NEVER eat…

* Be sure your content is useful yet incomplete. The content portion of the email should natural lead to the pitch portion.

Example 1: To discover even more great tips like this, click here!

Example 2: That’s a crash course on this topic – to get the exact step-by-step instructions, click here!

* Ensure that your content is highly related to the product you’re selling. In other words, anyone who reads and enjoys your email should naturally want the product.
* Check that your content to pitch ratios are roughly what I mentioned above. They don’t need to be exact. But you want to be sure that you are offering more content than pitch in the initial emails.
* Provide a call to action. Tell people what to do and why.

E.G., Use the same meal-planning app the pro bodybuilders use when they want to lose weight. Click here to check it out—and do it now, while you can still snag an awesome discount!

* Proof your emails for typos and other errors. Check that all links work.
* Send the emails to yourself to be sure they look good across devices and platforms.
* Implement analytics so you can test and track open rates, click-through rates and conversions.

Once you’ve done all of the above, then you can schedule them to start sending!

**Conclusion**

Now that you have a step-by-step checklist for creating your own conversion-boosting follow up series, there’s just one thing left for you to do: put it to work for you! ☺

**Checklist 8: The Lead Magnet Checklist**

So you’re setting up your lead-capture system, and one of the things you need to do is create a lead magnet. This is an important piece, because your lead magnet and the follow up emails you send are going to be intricately linked.

So how do you set up this lead magnet? Use this checklist…

**Step 1: Choose One Product to Promote**

You may be tempted to promote multiple products, but in most cases (unless you’re creating something like a gear list or resource list), you’re better off focusing on promoting just one product. Generally this is your tripwire product.

**Step 2: Decide What Type of Lead Magnet to Create**

You have a lot of options from which to choose, including these 15 ideas:

* Ebook or report.
* Video.
* Audio.
* Gear list or resource list.
* Cheat sheet.
* Mind map.
* Worksheet or workbook.
* Checklist.
* Infographic.
* Spreadsheets.
* Planner or calendar.
* Access to a membership site.
* Access to a private group.
* Access to a live webinar.
* An app or other tool.

Choose the one that best fits the product you intend to promote.

For example, if you’re selling a debt management guide, then a set of debt management worksheets will be useful in leading prospects to your tripwire product.

Another example: if you’re selling business start-up information, then a set of cheat sheets might be a good bet. That’s because you can provide an overview of the process with steps and tips, but prospects need to purchase your product to get in-depth how-to information.

One more example: if you’re selling an app, then offer a “lite” version of this app as a free lead magnet.

*TIP: Do some market research to determine what types of products and topics are highly desirable in your niche. If people are buying a certain type of product, then you can be they’ll snap it up if you offer something similar as a free lead magnet.*

Next…

**Step 3: Create the Lead Magnet Around This Product**

Now it’s time to actually create the lead magnet with the goal of promoting the product at the end. How you actually create the product depends on what it is, so we won’t go into specifics here. Nonetheless, use this mini checklist to create it (keeping in mind not everything will be applicable for all types of lead magnets):

* Choose an attractive, attention-getting name for your product. EG, “The Seven Secrets For Fast Fat Loss Every Woman Over 40 Ought to Know!”
* Plan how to create something useful yet incomplete, which naturally leads to your paid offer. For example:

-Offer an overview of a process in the lead magnet, and point to the paid offer to get the full details.

-Offer tips in the lead magnet, and direct people to the main product to get the in-depth information.

* Be sure you’re creating a high-quality product. You want to make a great impression so people will buy from you again.
* Start simultaneously planning your follow-up emails. Everyone who requests your lead magnet should also get a series of emails which aim to promote the tripwire product. So think about what sorts of additional tips and useful advice you can send to those who already possess the lead magnet.
* Insert at least one strong call to action (CTA) and a link. If it’s a big product, like an ebook, you might insert a CTA at the beginning, middle and end. If it’s small product, like a cheat sheet, then insert one CTA at the end.

For example:

-Now that you know how to set up your mailing list, you’ll want to open an account with the most reliable and trusted email service provider bar none. Click here to get started…

-You just discovered seven ways to boost your metabolism. These tips alone will easily help you lose those first five to ten pounds. But if you have more weight to lose, then you’re going to want to check out the diet guide that over 3500 people trust to lose weight safely and effectively. Click here to find out what this diet can do for you…

Now proof, polish and format… and you’re done!

**Conclusion**

If you follow the simple steps you just learned for creating a lead magnet, you’re sure to have a good product on your hands that will impress your prospects and boost your conversion rates!

**Checklist 9: The Lead Capture Checklist**

If you’re setting up your lead-capture system, then you may have noticed there are a lot of pieces and parts required to make it all run smoothly. That means that even if you already have your lead-capture system in place, you might be missing opportunities to capture those leads. That’s why you’ll want to use the following checklist to get your lead-capture system up and running. Take a look…

**Set Up Your Lead Page**

In many cases you’ll send traffic directly to your lead pages. Here’s what you need to do to get them set up:

*Step 1: Create your lead magnet.*

This should be something that has the following characteristics:

* Desirable (do your market research).
* Valuable.
* Easy to deliver.

Example of products that possess these characteristics include:

* Ebooks and reports.
* Cheat sheets.
* Mind maps.
* Worksheets.
* Checklists.
* Gear lists.
* Infographics.
* Videos.
* Audios.
* Apps.
* … and similar tools and resources.

*TIP: Create multiple lead magnets so that you can attract people in your niche with varied interests. For example, if you’re selling organic gardening information, you might have lead magnets that focus on vegetable gardening, flower gardening, and herb gardening.*

*Step 2: Write your lead page copy.*

This is where you tell your prospects why they should join your list. This doesn’t need to be long-form copy. Use this checklist to be sure you’re covering the main points when setting up your lead page.

* Create a benefit-driven headline.

E.G., “Dieting Just Got A Whole Lot Easier!”

* Introduce the problem and solution in the first few lines.

E.G., “If you’re tired of diets that don’t work, those that leave you hungry and irritable, and those that pack the weight right back on a year later, then you’re going to love this FREE offer…”

* Create a bulleted list of benefits. Put forth the BEST reasons for your prospect to sign up for your list.

E.G., “You’ll discover the #1 way to double your conversion rates with less than five minutes’ worth of work. It’s easy!”

* Insert a strong call to action. Tell people exactly what you want them to do next and why.

E.G., “Claim your free kettlebell training video now by entering your email address and clicking join in the form below – and do it now, before this free offer disappears!”

* Insert your opt-in form at the end. Check with your email service provider for instructions on creating this form.
* Test your opt-in form to be sure it works.

*Step 3: Set up your autoresponder.*

This includes:

* Creating an autoresponder for each specific campaign.
* Creating your opt-in forms for these campaigns.
* Loading your follow-up email messages into the autoresponders.
* Testing the whole system to be sure it works.

Next…

**Set Up Your Website**

Sometimes you may have links to your lead page sprinkled about your web properties. In other cases, you may put variations of your lead page copy directly into choice places on your website in order to capture more visitors. Here are places to capture these visitors…

*Set Up Your Blog*

Step 1: Set up sidebars.

Your opt-in form should definitely appear in a prominent place in your sidebar, such as the uppermost position.

*TIP: You can test and track to determine the best places for your forms to appear.*

Step 2: Include opt-in forms in the header and/or footer.

Note that placing opt-in forms in your header, footer AND sidebar is overkill. However, once well-placed opt-in form in your sidebar and another in your footer is very reasonable.

Step 3: Insert a lead-capture popup.

You’ll want to test to see which of these lead-capture popups work the best for you. Here are timing alternatives to test:

* Popup appearing immediately upon entry to a page or website. This is usually the least effective, because a new visitor doesn’t even know who you are or what your site is about, so they probably will dismiss the popup.
* Popup appearing after a delay. This delay may range from 30 seconds to two minutes or so. This gives people time to learn more about your site before you put an offer in front of them.
* Popup appearing on exit. This is a good strategy, because you have nothing to lose by asking an exiting visitor to join your list.

You can also test the actual format, including:

* Traditional popup.
* Slide-in (that comes from top, bottom or one of the sides).
* Lightbox popup, which darkens the rest of the website until the person either fills in the form or dismisses the popup.
* Any of the above popups with a countdown timer. The idea is to create a sense of urgency by making the free offer limited for a short period of time, such as 30 minutes or so.

Step 4: Insert opt-in forms directly into the content.

This is one of the most powerful ways to capture leads, because you can create highly targeted opt-ins. For example, at the end of a blog post about Facebook marketing, you might insert a lead magnet offer for a free Facebook marketing video.

*Set Up Your Other Web Properties*

Primarily, this is about setting up lead capture forms (or links, if forms can’t be placed) on your other pages and properties, including:

* Social media pages, such as Facebook, Twitter, LinkedIn, YouTube and more.

*TIP: On Facebook this is particularly easy to do, especially if you are with a major autoresponder such as Aweber. Just search for the Aweber app, and you’ll be able to create tab on your Facebook Page and insert an opt-in form directly into it.*

* Any niche-groups you’ve created, including forums on your websites.
* Your thank you, download and confirmation pages.
* Talk to JV partners about swapping opt-in forms in choice places on your web properties.

**Conclusion**

The keys to a good lead-capture system include writing good copy and inserting your opt-in form across your pages and properties. That’s what this checklist showed you how to do, so use it to be sure you’ve covered all your lead-capture bases!

**Checklist 10: The Types Of Email Campaigns Checklist**

You already know you need to send out multiple emails to boost your response rates, no matter what your end goal is. But do you know what to include in these emails? And are you currently missing any important emails in your existing emails?

Good news – you can use this set of mini checklists to make sure you’re not missing anything. We’ll cover five of the most common types of emails, including:

The Welcome Email

The Straight Promo Email

The Content and Pitch Email

The “Check This Out” Email

The Invitation Email

Take a look…

**The Welcome Email**

This is the traditional email you send out to welcome a new subscriber to your list. Check that you’ve included these elements:

*A recognizable “from” field*. Be sure that your name on the “from” field matches whatever name you prominently display on your website.

For example, maybe your website displays your business name only, such as “Marketing Whizbangery, Inc.” That’s what the prospect expects. But then an email comes from “John Smith.”

Complete disconnect – it leaves the prospect wondering who is sending the email. And that dampens response rates.

*A relevant subject line*. Ideally this should be a benefit-driven subject line. E.G., “Here is your fat-loss video, [name]!”

*Welcome them to the newsletter.* Be sure to also thank them for joining.

*Delivery of the lead magnet*. Do this right after you thank them. They joined for your lead magnet, so you need to deliver this immediately to provide instant gratification.

*Benefits of this newsletter*. This is to keep them excited and reading future issues. It also lets them know what to expect.

*Whet their appetite for the next issue*. The idea is to get them anticipating your next issue, which will increase your open rate.

*Be sure this email looks good across a wide variety of platforms and devices.* If you’re using an HTML template, be sure it’s responsive and looks good on phones, tablets, etc.

**The Straight Promo Email**

This is where you create a direct-response email with the intent of preselling the prospect and making a sale. Check the following elements…

*A benefit-driven and/or curiosity-arousing headline*.

For example:

* Are you making these dieting mistakes?
* Here’s the #1 way to improve your golf game…
* Get rid of aphids for good! (See inside)
* This bodybuilding video has your name all over it…
* Double your conversion rate in just one hour from now!

*An emotionally engaging opener*. Hook them right up front by telling a story and demonstrating that you really understand their problem.

E.G., “I know what it’s like to be humiliated on the beach. To take your shirt off and feel so self-conscious, and so sure that everyone is laughing at you…”

*Introduce the solution*. This is where you name the product and tell people what the product does.

E.G., “Introducing Cotentaire.com – your complete template package for faster, easier and better writing!”

*Showcase the top benefits of this solution*. This is where you provide a bulleted list of benefits.

E.G., “Use this simple trick to whiten your teeth and create a more attractive smile – works fast!”

*TIP: If this is a special deal, be sure to emphasize that point.*

*Provide a strong call to action*. Now you tell people exactly what to do next and why.

E.G., “Click here to check out this amazing writing package—and do it now while you can still snag yourself a great deal!”

*Make use of your postscript*. Summarize the offer or reiterate a big benefit, along with putting a call to action.

*Be sure this email looks good across a wide variety of platforms and devices.*

E.G., “You won’t find a quicker or easier way to lose weight, so click here to get started now…”

**The Content and Pitch Email**

This is where you create a useful yet incomplete email, which naturally leads the reader to a paid product to solve their problem. Here’s what to include:

*A benefit-driven and/or curiosity-arousing subject line*. E.G., “Here’s the best way to tune a carburetor…”

*Useful yet incomplete information*. This may come in the form of step-by-step how to information, tips, or other instructional and useful advice. However, this information doesn’t solve all your prospects’ problems, so this content should naturally lead to your paid product.

For example, if you’re selling a big book of meal plans and recipes for bodybuilders, you might give your prospects a sample in the email, such as a week’s worth of meal plans, and two or three enticing recipes. If people like what they see, they’ll naturally want to get their hands on your complete book.

*The pitch and call to action*. Now you transition from the content to the pitch and include a call to action.

E.G., “If you like these meal plan ideas and recipes, then you’re going to love the Big Book of Bodybuilding Meal Plans, which includes a whopping six-month’s worth of meal plans and over 200 recipes! Click here to get your hands on these proven meal plans now…”

*TIP: You may test using an image button to make your call to action stand out, rather than just using a link.*

Next…

**The “Check This Out” Email**

This is a simple email where you encourage someone to go to your blog to read an article or watch a video. Be sure you include these points:

*A benefit-driven and/or curiosity-arousing subject line*. Get the click by letting them know what’s in it for them if they open the email. E.G., “The craziest marketing trick you’ve ever seen…”

*Open with benefits*. This doesn’t need to be a long email, since all you’re asking them to do is click a link and read or watch something. So provide a few sentences telling them what the content is about and what benefits they’ll get if they view it.

E.G., “You’ll discover a little-known way to easily lose 10 pounds without hunger pangs or exercise!”

*Provide a call to action*. After you provide benefits, tell them what you want them to do next. (E.G., “Click here to read it now – you’ll be amazed!”)

*Reiterate the benefits and call to action in the postscript*. E.G., “If your weight loss is stalling, then you need to read this article that shows you how to blast through any plateau and get your metabolism roaring again. Click here to read it now for free…”

**The Invitation Email**

This is another short email. In this case, you invite people to take some specific step, such as register for a free webinar or join your Facebook network. Check these points:

*A benefit-driven and/or curiosity-arousing subject line*. E.G., “Your colleagues have already done this – have you?”

*Extend your invitation and share the benefits*. Be direct and to the point. E.G., “I’d like to extend an invitation to you to [take some specific step], because [insert benefits/reasons why].

*Close with a strong call to action*. End by telling your reader exactly what to do next. E.G., “Click here to like our Facebook Page now, and you’ll be automatically entered to win a $100 gift card!”

**Conclusion**

If you have a list, these are the five types of emails you’re likely to create repeatedly over the years. Be sure you’re covering all the important points by using these checklists!

**Checklist 11: The List Segmentation Checklist**

How would you like a quick way to boost responses every time you send an email? Well there is one, and that’s to segment your list into micro-targeted pieces. Because once you do this, then you can send out ultra-targeted emails that get great results.

Now, most people do basic segmenting, such as separating the prospect mailing list from the customer mailing list. That’s a good start. Use this checklist to be sure you’re segmenting your lists in other proven and profitable ways…

**Segmenting Prospect Lists**

Create different list segments for each lead magnet you offer. This includes:

* Creating different segments for each lead page you create. This includes first-time leads, as well as those who sign for additional lead magnets or freemiums you might offer.
* Creating different segments for each webinar you offer, or any time you ask someone to “register” for something.
* Creating different segments for each contest you offer or other event.

*For example, let’s suppose you have three social media marketing reports. One is about Facebook, one is about marketing on Twitter, and one is about generating leads on LinkedIn. You’d have three separate lists of subscribers who requested these three lead magnets. This allows you to target your emails, such as by sending your Facebook list more information about Facebook ad campaigns.*

You can also segment your list based on specific interests. You can do this in the following ways:

* Ask your subscribers to check which topics they’re interested during the process of joining your list.
* Survey your subscriberes and segment them based on their answers.

You may also segment based on where the prospects originated. For example, you can segment according to those who came from:

* JV partners.
* Social media campaigns.
* Specific paid advertising venues.
* Viral campaigns.
* SEO campaigns.

And so on.

Next…

**Segmenting Customer Lists**

You need to have separate segments for each of your different products. So someone who has purchased three products from you would be on three different segments of your list.

Specifically:

* Create specific segments for all of your different products.
* Create specific segments for customers who take advantage of order form upsells.
* Create specific segments for customers who take advantage of flash sales.

NOTE: When someone purchases from you for the first time, you need to remove them from your prospect lists completely, and add them to the appropriate segments of your customer list.

*TIP: Some email service providers include built-in automation which lets you complete this task effortlessly.*

Next…

**Segmenting Based on List Behavior and Demographics**

Whether you’re talking about a prospect or customer list, you can segment these lists further by list behavior and demographics.

You may segment based on demographics, including:

* Location
* Time zone
* Gender
* Age

And of course you can segment by any other demographics you’ve chosen to collect.

You also may segment your list by behavior:

* Segment based those who requested to join your list, but didn’t confirm their opt-in.
* Segment based on those who didn’t open a particular email.
* Segment those who opened an email, but didn’t click a link.
* Segment those who opened and clicked, but didn’t make a purchase.

**Conclusion**

Are your lists segmented yet? If not, use this handy checklist to be sure you’ve covered all your bases. You’ll be glad you did!

**Checklist 12: The Cold/Dead List Checklist**

No one ever wants to let their list grow cold, but sometimes it happens. And when it happens, you wonder if you should abandon the list or try to warm them up again. That decision is up to. But if you decide to warm them up again, then use this checklist to help you do it. Take a look…

**Check The Original Opt-In Pages**

You want to make sure that any emails you send match the original purpose of the list. Don’t guess – go back and check the actual opt-in pages (where applicable) to see what you promised to subscribers.

**Segment If Possible**

If you segmented this list earlier, then you’ll want to send separate emails to each segment of the list. That way, you can craft emails that are as targeted as possible.

**Plan An Email Series**

Now what you want to do is plan a high-value series of three to five emails. Your goals are to reintroduce yourself, offer value in terms of high quality content and/or freemium, and get the used to opening your emails again.

Here’s an example series, and what to include in each email. For this series, let’s assume you have a freemium to deliver, such as a free video, report or other high-value product.

*Email 1: Re-introduction and freemium delivery.*

Start off by reintroducing yourself. Remember that some people may not recognize you at all, so you need to remind them of who you are. Here are points to cover in the email:

* Reintroduce yourself with your full name and business name, although focus on the name that your prospects are most likely to recognize.
* Remind subscribers of how they came to be on this list. Be specific. Remind them of what they purchased or which freemium they downloaded. You can even let them know the date they opted in.
* Deliver a high-quality freemium. Be sure this is very targeted to your list. This freemium is going to be key to warming up the list, so you’ll want to deliver something highly targeted, high-quality, valuable and desirable. You’ll want to give your readers the benefits of the freemium, along with a call to action to download it right away.
* Tell readers what to expect next. Let them know there is more good content coming their way soon.

*TIP: For now, leave off any direct promos in your emails. Your freemium likely includes backend sales links, which is good. But when you’re warming up a cold or dead list, you don’t want to come off looking like you’re warming them up just to make a sale. Offer value first to rebuild the relationship.*

*Email 2: High-value content.*

Here are the points to cover in this email:

* Briefly remind readers once again who you are. This is important, because not everyone will have read your first email.
* Drop a link to the freemium again, and reiterate the benefits of the freemium. This will encourage those who downloaded it to use it if they haven’t already done so, and it will encourage those who haven’t even downloaded it to take advantage of your offer.
* Share high quality content. This should be additional information or even advanced information that’s related to the freemium, but wasn’t covered in the freemium. This information should be just as valuable as the info you provided in the freemium.
* Close by letting your readers what is coming next. Build their anticipation.

*Email 3: High-value content plus invitation.*

Here are the points to cover in this email:

* Remind readers of what they learned about last time.
* Build on the last email by sharing even more high quality content. Again, share your best tips and tricks here. You want to impress your readers and get them excited about opening your future emails.
* Close by letting your readers what is coming next. Build their anticipation for upcoming content newsletters, special discounts and more.
* Invite readers to connect with you on another platform, such as Facebook.

Two tips as you craft these emails:

1. Leave the “From” field as is, just the way it originally appeared when your subscribers received your original emails. Changing it now will only confuse them.
2. Personalize the subject lines with the subscriber’s name (if possible). Be sure to create benefit-driven, enticing subject lines.

**Install Analytics**

Most major email service providers track bounces, open rates and click-through rates. Be sure to keep tabs on all of these events and behaviors. You can use them to your advantage, such as sending follow-up emails to those on your list who never opened specific emails.

**Conclusion**

Do you have a cold or even dead list on your hands? Or even one that’s on the brink of going cold? Use this checklist to get them warmed up again – both you and your subscribers will be glad you did!

**Checklist 13: The Social List-Building Checklist**

Do you have a presence on social media? If not, you should. That’s because your prospects are already there. And so are your competitors. What’s more, social media is also a great place to build your list. Here’s a checklist to help you do exactly that…

Determine The Best Platforms For Your Audience

Generally, here are the social media platforms for you to consider:

* Facebook
* Twitter
* LinkedIn
* Google+
* YouTube
* Pinterest
* Instagram

Now while it seems like these are the best platforms for everyone, do some research to determine if they are the best platform for you. Specifically:

* Profile your own audience so you understand their demographics.
* Research these platforms to determine if your audience is likely to congregate on any one specific platform.

Don’t spread yourself too thin. Focus on the platforms that are most likely to give you the best results.

Check the Platform For List-Building Apps

Once you determine the best platform, then you’ll want to research the platform (and your email service provider) to see if there are any apps available to help you build your list.

For example, the large and well-known email service provider Aweber has a Facebook list-building app. This makes it easy for you to insert your opt-in form directly in your Facebook Page.

If your email service provider doesn’t provide an app, OR if you can’t insert forms directly into the page of a particular platform, then you’ll need to create a lead page and link to that from your social media account.

Create Something Enticing For Subscribers

Next, you need to create a lead magnet that’s sure to get your prospects’ attention. This could come in a variety of forms, including ebooks, videos, apps, checklists, cheat sheets, mind maps, infographics, access to a membership site and more.

Here’s how to determine what to give to your prospects:

* Do market research to find out what your prospects really want. If they’re already buying something similar, then a similar (yet better) lead magnet will be in demand.
* Choose a topic that’s closely related to your tripwire product. You want your lead magnet to naturally lead to a paid offer.
* Be sure it’s a high-quality product that’s sure to impress prospects.
* Package it professionally with polished graphics. Again, impress your prospects.
* Check that it’s something that’s easy for you to deliver automatically via a download page.

Next…

Write Your Copy

Now you need to entice your prospects to request the lead magnet by joining your list. You might put this sales copy directly onto a lead page, or you might put it directly onto a social media page (such as the example above, where you use a list-building app). This can be short-form copy.

Use this checklist of questions to create this sales copy:

* Did you put your biggest benefit in the headline?
* Did you arouse curiosity in the headline? (Optional but effective.)
* Did you make it clear in the headline that the product is free?
* Did you summarize what the product does in a sentence or two? In other words, did identify what problem it solves?
* Did you create a bulleted list of benefits with at least five benefit statements?
* Did you offer proof of your claims, such as testimonials?
* Did you put a call to action to encourage people to request their free product now before the offer is gone?
* Does the page look polished and professional?
* Did you include a link to a privacy policy at the bottom of the page? (This is where you let people know how their information will be used.)

Secondly, if you are directing people from your social media page to a lead page, then you need to create an enticing bit of copy to persuade prospects to click away from the social media page and to your lead page. This bit of sales copy may only be a sentence or two long. Consider these points:

* Does your copy showcase the biggest benefit of clicking through?
* Does your copy highlight one or two other big benefits?
* Does your copy arouse curiosity to get the click? (Optional.)
* Do you provide a call to action (such as “click here to download now”)?

Set Up An Email Series

Next, you need to create a three to five part email series to welcome new subscribers and train them to open your emails. Here is what an example three-part series might look like:

*Email 1: Welcome and lead magnet delivery*.

In this email you:

* Welcome them to the list and thank them for joining.
* Provide a download link for the lead magnet.
* Remind them of benefits of the lead magnet so they’ll use it right away.
* Give them tips for making the most of the product.
* Build anticipation for the next email.

*Email 2: Encourage them to use lead magnet + content + pitch*.

In this email you:

* Highlight the main benefits of the lead magnet again and encourage them to use it if they haven’t already done so.
* Offer how-to information or tips that are related to the lead magnet.
* Do a soft-sell pitch for a related product.

*Email 3: More content + pitch*.

In this email you:

* Offer how-to information or tips that are related to the lead magnet.
* Do a soft-sell pitch for a related product.

And finally…

Segment Your List

It’s a good idea to segment your list according to where these social media visitors came from. For example, you can send a list to your Facebook segment to talk about the new stuff you’ve posted lately. Or you can send a list to the Facebook segment to invite them to follow you on Twitter.

**Conclusion**

Now you have your hands on a step-by-step checklist for social list building. Your next step is to put this checklist to work for you. So set some time aside (preferably right now) to get started. Because the sooner you do, the sooner you’ll see your lists growing!

**Checklist 14: The Increase Your Open Rates Checklist**

One big key to a profitable list is to increase your open rates for each and every email you send. After all, if people don’t even open your emails, then the rest of your email might as well not even exist. You don’t get clicks, you don’t get conversions, you don’t get sales.

So how do you increase your open rates? By using this checklist the next time you mail your list…

**Check The From Field**

Lots of folks don’t give too much thought to the “from” field, but it’s important for this reason: if your subscribers don’t recognize the name in the from field, they’re likely to trash your email.

So check these points:

* Be sure your name is recognizable. Think about how your name appears in the place where your subscriber joined your list, such as the lead page, on the product they just purchased, etc. You should match names across venues for branding purposes and consistency.

For example, if your name is Nathan, and that’s what you use as the author name on your content, then don’t use “Nate” in the from field. This may not click for some people immediately. And those from foreign countries may not even realize that “Nate” is a shortened form of “Nathan.”

*TIP: Sometimes list marketers totally forget that subscribers haven’t matched your business name and your personal name.*

*For example, if Walmart started sending out emails under the personal name of their CEO, “C. Douglas Mcmillon,” most people wouldn’t even open the email. Very few people connect the CEO to the business.*

*Point is, check your own branding recognition to determine whether to use a personal name or business name on your emails – and be sure it matches across venues. Of course you can always combine them, such as “Jimmy D. Brown, Earncome.com.”*

* Add branding to your name. This is particularly important if you have a common name, like John Smith. You want to differentiate yourself by branding your name. E.G., “John Smith, Marketing Rain Maker.”
* Don’t change the from field. Once you decide on your from field, don’t change it down the line. Doing so will decrease your open rate and response rate.

Next…

**Polish That Subject Line**

It’s no secret that your subject line can make or break your open rates. Keep these points in mind as you craft your next subject line:

* Did you brainstorm at least a dozen subject lines? Yes, your subject line is that important. So don’t just slap the first subject line you think of onto your email. Brainstorm and then select the best one.
* Does your subject line showcase a benefit? In other words, what’s in it for the subscriber if they open your email?

For example:

Get your free gardening video inside!

Eat brownies and still lose fat? Yes!

How to retire as a millionaire…

Five easy steps to writing a bestselling novel…

Land your dream job using this surefire strategy!

* Does your subject line arouse curiosity? This isn’t always possible, but it’s a powerful motivator when done right.

For example:

The #1 fat loss trick you’ve never heard of…

Are you making these copywriting mistakes?

I couldn’t believe this conversion trick actually worked…

* Did you personalize the subject line? This isn’t always possible or necessary. However, it is useful at times, especially in the first few emails you send out to prospects.

E.G., “Jane, here’s your free gardening video…”

Next…

**Put Out Consistently Good Information**

Simply put – when you do this, then people will naturally trust you, look forward to your emails, and open them as soon as they arrive. Check these points (and make sure you say “yes” to each one):

* Are you focused on solving your prospects’ problems?
* Do you ONLY recommend products that you’d happily recommend to your mother or your best friend?
* Do you provide some of your best content to your subscribers?
* Are you honest in all of your communications?
* Have you positioned yourself as the go-to guy or gal for a specific topic or sub-niche?

Next…

**Build Anticipation**

Whenever you send out emails, build anticipation for the next email your readers will receive. For example:

* Next time you’ll discover a simple trick for doubling your conversion rate!
* Tomorrow you’ll get my all-time best strategy for fast weight loss, so keep an eye right here on your inbox!
* Looking for an easy way to get rid of aphids? You’ll discover a safe and effective way to do it next time, so stay tuned!

Next…

**Send Out a Series**

Instead of sending a bunch of standalone emails, send out a series from time to time. This will keep people hooked and reading through the duration of the series, which in turn helps train them to open all your emails.

For example:

* A three-part series: “An Easy Three-Step System For Getting An Extra 5000 Targeted Visitors!”
* A five-part series: “Five Amazing Effective Ways To Save An Extra $1000.”
* A 27 part series: 27 Surprising Tips and Tricks For Writing Better Sales Copy

If each email builds on the former email, people will eagerly look forward to each part of the series. And boom, your open rate soars!

**Conclusion**

Not only is it a good idea to use this checklist before you send out your next email, you’ll also want to go back into your existing autoresponder messages to be sure you’re ticking off all the boxes that will get you a good open rate!

**Checklist 15: The 3-Part Gain-Logic-Fear Email Campaign Checklist**

One of the keys to a good email campaign is to hit on multiple points that will resonate with different subsets of the population.

Here’s what I mean:

* Some people feel motivated to buy when you present them with benefits. (Gain.)
* Some people feel motivated to buy when you present them with rational reasons to justify a purchase. (Logic.)
* And still others are most motivated when a sense of urgency or scarcity kicks in. (Fear.)

That’s why it’s a good idea to create an email campaign that touches on all three of these points. Here’s a checklist to walk you through it…

**Decide What You’re Promoting**

Examples include:

* A tripwire product.
* A flagship offer.
* A newly launched product.
* A relaunched product.
* A backend offer.
* An affiliate offer.

Choose your offer and move to the next step…

**Brainstorm and List Gain Factors**

Now what you need to do is brainstorm all the benefits people receive when they use the product. In other words, what does the product DO for them?

Note: it’s important to list benefits rather than features. Features are the parts of the product. Benefits are what those parts of the product do.

For example, a feature of a die guide is that it includes meal plans. The benefits of having a set of meal plans is that it saves time, takes out the guesswork, and makes it easier than ever to lose weight.

Once you’ve brainstormed as many benefits as possible, then rank them in order of most important to least important. Take these two points into consideration:

1. Which benefits do your prospects value the most?

For example, maybe your dieting audience is tired of diets they can’t stick to because the food is lacking or leaves them hungry. So they value diets where they can lose weight while eating delicious meals that don’t leave them feeling deprived.

1. Which benefits does your product focus on delivering?

The benefits you’ll want to focus on are those benefit where points 1 and 2 above overlap.

Finally, what you’ll want to do is focus on the emotional punches behind benefits. How will these benefits make people FEEL?

E.G., Imagine how good you’ll feel watching your waistline shrink, even as you enjoy all your favorite foods!

Next…

**Brainstorm and List Logic Factors**

The gain factors are primarily focused on how the emotional side of the benefits. Now you need to list the logical/rational factors. Some of these may be benefits, or they may simply be other “reasons why” someone should buy.

For example:

* You have case studies, testimonials and other proof that shows your product is the best on the market for achieving a specific result.
* Your product includes a strong guarantee, so there is no risk to the buyer.
* Your product includes all the tools someone needs to get a specific result.
* Your product has something that other products don’t (think unique selling proposition here).

So write down all the logical reasons why your product is a good fit for your audience. Then rank these reasons from what you believe to be most impactful to least impactful.

Next step…

**Brainstorm and List Fear Factors**

Now it’s time to list all the fear factors that come into play regarding your product itself or the offer. Create your list by asking yourself these questions:

* Is the product or service itself scarce? For example, a workshop starts on a specific date, so no one can register after that day. Or perhaps you’re offering coaching, but you can only take on five students.
* Is there a special offer that’s scarce? In this case, the product or service itself isn’t scarce, but people need to move fast if they want to take advantage of a limited bonus or discount offer. For example, maybe you offer a 50% off sale for three days. This creates a fear of missing out.
* What bad thing happens if the prospect doesn’t take action? What are the consequences of not solving the problem now?

For example, if a person goes car shopping without purchasing your car-buying guide, they may end up spending thousands of extra dollars.

Another example: if someone doesn’t purchase your computer-security product, they might end getting hacked and losing all their important pics, giving hackers access to their bank accounts, giving identity thieves access to personal information, etc.

Once again, rate these fears in order of most impactful to least impactful.

And finally…

**Create Your Three Emails**

Now that you know what points to include in each of your three Gain, Logic and Fear emails, it’s time to write them and create compelling subject lines.

For example:

Gain, Email 1: Eat brownies and still lose weight!

This email would then go on to talk about the benefits of the diet, focusing primarily on the idea that the dieter won’t feel deprived, hungry or irritable. That makes weight loss fast and easier than ever.

Logic, Email 2: PROOF! This diet really works…

This email would present a solid case study with lots of data to back up the claims that it really works. You’d include measurements, weights, before and after pics and any other proof and data to back your claims.

Fear, Email 3: Last chance! Get your 50% off discount now…

This email would focus on a special offer. So while the previous emails mentioned the special offer, this email really hones in on the fear of missing out.

Another set of examples, this time for a debt management program:

Gain, Email 1: Get out of debt and start living the good life!

Logic, Email 2: Look how much money you can save on interest fees…

Fear, Email 3: Do harassing creditors make you scared to answer the phone?

One more example, this time for business course:

Gain, Email 1: Imagine being able to take care of your family…

Logic, Email 2: Here’s what happened when a former truck driver put these strategies to work…

Fear, Email 3: Don’t miss out on this special introductory offer! (See inside…)

**Conclusion**

Need to give an promo email campaign a big boost? Then just use this three-part “Gain, Logic, Fear” sequence. It works like crazy for countless others, and it’s sure to work for you too!

**Checklist 16: The Autoresponder Checklist**

Your autoresponder is one of the most useful tools you possess in your marketing arsenal. That’s because it’s a hands-off, automatic way to build relationships and generate sales. But that only works if you’re setting your autoresponder up the right way!

That’s exactly what this checklist will help you determine. Before you let a single email go out to subscribers, walk through the following points and ask yourself these questions…

**Is Your Series Focused On a Goal?**

Whether it’s your initial autoresponder series to new subscribers, or it’s a series you’ve loaded for those who’ve been members for a while, be sure your series is focused primarily on goal.

Generally, this goal is to sell a particular product. For example, if you’re selling a low-calorie cookbook, you might send out a series of seven emails with a new recipe (and a diet tip) in every email. Those who want more of these delicious recipes will need to buy the book.

Of course making a sale isn’t necessarily always the goal. You may create a series of emails around other goals such:

* Getting people to join your social networks.
* Introducing subscribers to your joint venture partners.
* Building relationships.
* Teaching people how to get better results.

And so on. Point is, define your goal before you write a single email. And then outline your emails in a way to help you achieve that goal.

**Do The Emails Match The Stated Purpose Of Your List?**

Whenever you send out an email, ask yourself if it matches your readers’ expectations as well as the purpose of the list.

For example, sometimes marketers do a personal favor for a friend by announcing a product, fundraiser, contest or other event that doesn’t quite match the niche. It seems harmless. But if even one email doesn’t meet expectations, people will unsubscribe. In other cases, they may simply stop opening your emails.

**Are The Emails Evergreen?**

The emails you create today may be in use for many weeks, months or even longer. That’s why you’ll want to focus on sending evergreen content. Check these issues:

* Avoid sharing any dates when referring to the present. This includes talking about the year, the season, the month or even the day.
* Avoid talking about upcoming or past events that make it clear when you created the email.
* Don’t refer to products as “new.”
* Share time-tested tips and how-to information.
* Share time-tested products.

Next…

**Have You Set Up Additional Mailings After the Initial Series?**

Generally, your initial autoresponder series will be all about that initial product push. But once that is over, there are plenty of mailings you can load into your autoresponder to go out for many weeks or even months to come. Here are 12 ideas…

*1. The Feedback Mailing*

Here’s where you ask your readers for feedback on the newsletter itself. What do they like? What would they like to see more of? What don’t they like? What questions would they like to see answered in your emails?

Which brings us to the next mailing…

*2. The “Frequently Asked Questions” Mailing*

This is where you answer the most frequently asked questions in your niche.

TIP: Don’t know what the most popular questions are in your niche? Check Quora, Yahoo! Answers, niche forums, niche Facebook groups and emails from prospects to see what comes up again and again.

Next…

*3. The “Best Resource” Mailing*

Here’s where you provide a list of the best free and paid resources in your niche. This may include blog posts, reports, apps, tools and more.

*4. The “Secrets” Mailing*

Here’s where you provide a high-value email with one of your best secrets. Think of this as an anchor post – except it’s an email. It’s one of the most valuable and comprehensive posts you’ll write. For best results, choose a popular (in-demand) topic.

*5. The Case Study Mailing*

Here’s where you share the specific results of you or someone else using a particular strategy or product. Be sure to share lots of data and proof.

*6. The Inspirational Story Mailing*

This is more inspirational than pure data. Here you share a story of how someone overcame the same problem your prospects are facing. It’s even better if the person in the story had some sort of perceived shortcoming. Then the reader thinks, “If this person can do it, then I can too.”

*7. The “Join This” Mailing*

It’s a good idea to reach out to your prospects and customers across different communication platforms. That’s why you’ll want to send out invitations from time to time to join your social media networks, such as on Facebook and Twitter.

*8. The Market Research Mailing*

Here’s where you send out a survey to learn more about the problems your audience is facing, what sorts of solutions they’ve tried, and what sorts of solutions they’re seeking.

*9. The “Loyalty Program” Mailing*

You can send out an email to invite subscribers to join your loyalty program. This is where you offer “points” for purchases, which can be turned in for gift certificates or niche merchandise.

*10. The “Surprise Discount” Mailing*

Here’s where you send out a secret link or special discount coupon code for one of your most popular products.

*11. The “Refer a Friend” Mailing*

Use this email to get referral traffic. You can outright ask your subscribers to invite their friends to view a particular piece of content, join your list, or even buy a product. Or you can offer referral rewards, such as a free product or discount for referrals.

*12. The “Watch This/Read This” Mailing*

This is where you send subscribers to your blog to read an article or watch a video. You might even create a “greatest hits” list of your best blog posts. E.G., “The Five Blog Posts Every Competitive Bodybuilder Ought To Read…”

**Conclusion**

Ready to get better results from your autoresponder? Then be sure to put this checklist to work for you, both for your existing series as well any other emails you load into the future!

**Checklist 17: Your First 1,000 Subscribers: A Checklist**

Everyone tells you to build a list because it’s so profitable. Question is, how do you get started when you have absolutely no idea where to start?

Good news – that’s exactly what this checklist will show you how to do. So take a look at the step-by-step process of building a list from scratch to get to your first 1000 subscribers…

Now for this checklist we’ll assume you already have a niche and a website. So let’s pick up from there…

**Step 1: Pick An Email Service Provider**

You’ve got lots of choices. Use this checklist as you narrow your selection:

* Choose a well-known, reputable provider. Examples include Aweber, GetResponse, MailChimp, iContact and many more.
* Research reputation and deliverability rates.
* Research features that are important to you, such as built-in split-testing tools, segmentation, automation, and design templates.
* Read the terms of service on the site to ensure you can use your list in the way you want to use it.

Next…

**Step 2: Choose a Tripwire Product**

Next, you need to decide what product you’d like to sell on the backend.

Wait, hang on, back the truck up…

Why are you doing this as the second step? Simple – because both your lead magnet and your initial autoresponder series will revolve around this product, so you need to choose or create this product first before you move on.

Keep these points in mind:

* Do your market research. Find out what topics and products are selling well in the market – then create something similar yet better.
* Create something with a low cost yet a high value. You want to make this a “no brainer” offer.

*TIP: Ideally this should be your own product. That should always be your first and best option. But if you’re setting up an affiliate business, then you can choose an affiliate product with a good conversion rate and a good reputation.*

Next…

**Step 3: Create a Lead Magnet**

This lead magnet has two goals:

#1, to entice people to join your list.

#2, to sell your tripwire product on the backend.

With those two points in mind, use this checklist to create your lead magnet…

*NOTE: Remember to do this step in accordance with the previous step, as you want to create a lead magnet that revolves around your backend offer.*

* Decide what format. Text product? Audio? Video? Software or app? Membership? Tools such as worksheets, cheat sheets and checklists? Some other resource or tool?
* Pick a topic or product that’s tightly related to the tripwire. You want your lead magnet to naturally lead to your paid offer.

For example, if the tripwire product is a diet guide, then your lead magnet might be a dieting tips book.

Another example: if your tripwire is a marketing app, then your lead magnet might be a lite version of this app.

* Decide whether to create the lead magnet yourself or outsource. Ask yourself the following questions:

-Do you have the skills necessary to create this product yourself?

-Do you have the time needed to create this product yourself?

-Do you have the cash to outsource it?

* Create your product. Consider these questions:

-What are the most in-demand features and benefits that your prospects are seeking?

-What features, benefits and topics do your competitors include in their products?

-How can you create a product that’s useful for your prospects, yet incomplete so that they need to purchase your backend offers?

Next…

**Step 4: Design Your Lead Page**

Now you need to create a page that persuades people to claim your lead magnet by joining your list. Here are the three parts:

Part 1: Design

Options:

* Design it yourself if you have the skills.
* Hire someone else to design it.
* Use HTML or WordPress templates.
* Use a third party service like LeadPages.net.

Be sure your design is professional and polished, as you want to make a great first impression.

Part 2: Sales Copy

Options:

* Write it yourself if you have the skills.
* Use templates from Contentaire.com.
* Hire a professional to do it. Check Elance.com or similar freelancing sites.

*TIP: if you do it yourself, check out some of the other checklists in this bundle for notes about how to write compelling headlines, bulleted benefit lists, and calls to action.*

Part 3: Opt-In Form

Follow your email service provider’s instructions for creating an opt-in form and pasting the code into your site.

Test the opt-in form to check that it works correctly.

**Step 5: Craft a Follow-Up Series**

Now you need to upload a series of three to seven emails to your autoresponder, with the following goals:

#1, closing the sale on your tripwire product.

#2, building a relationship with your list members, which in turn helps with both sales and list retention.

With these two goals in mind, ask yourself the following questions as you create this series:

* Have you created benefit-driven, attention getting subject lines for each email?
* Have you designed a series around the goal of selling the tripwire product? Is the series highly related to the tripwire and lead magnet?
* Do you give some of your best content away to build relationships and improve retention rates?
* Do you provide useful yet incomplete content (which naturally lead to you promoting the tripwire)?
* Do you provide a strong call to action at the end of each email?
* Are you testing and tracking to improve your open rates and click-through rates?

Next…

**Step 6: Advertise Your Lead Page**

Now you need to get as many targeted people in front of your lead page as possible. Start with one traffic generation strategy, get it up and running, and then move onto the next strategy.

Here are some of the traffic-generators you’ll want to consider:

* JV traffic swaps. Get joint venture partners to send traffic to your lead page. In exchange, you do the same for them.
* Affiliate traffic. You can give your affiliates big commissions – even up to 100% -- on your frontend products. They get the cash, and you get your list built extremely fast
* Paid traffic. This includes solo emails in niche publications, Facebook ads, banner or graphic ads on niche sites, Google AdWords ads, and ads you place through brokers like BlogAds.com.
* Social media traffic. Set up accounts on Facebook, YouTube and Twitter. Send traffic from these sites to your lead page.
* Guest blogging. Seek out guest blogging spots on niche blogs. Include a link and call to action in your byline, where you encourage readers to claim your lead magnet.

**Conclusion**

You now have a complete checklist for building a list from scratch and getting to your first 1000 subscribers. As a bonus, you’ll even start making your first sales with that backend tripwire product. If you put these strategies to work for you, you’re going to be amazed at how fast you can get your list up and running!

**Checklist 18: The Email Delivery Checklist**

It’s pretty obvious that email delivery is a big factor when it comes to the success of your email campaigns. And yet a lot of marketers don’t give it much thought. They figure the email marketing fairy sprinkles pixie dust on the campaign, and the emails always end up with their intended recipient.

Not true, of course. So take a look at this checklist for helping you improve your email delivery rates…

**Start With a Good Email Service Provider**

A good email service provider (ESP) will do two things:

#1, they’ll post their deliverability rates. For example, you can go to major service providers like GetResponse and Aweber to find out their deliverability rates, which will help you choose a good provider.

#2, they’ll work hard to improve those deliverability rates. For example, major ESPs will have dedicated staff who work daily with major ISPs to get your emails delivered to their recipients.

#3, they’ll actively ban any marketers who spam or engage in other questionable practices. This improves deliverability for everyone else.

Next…

**Get a Good Address**

Plenty of people will subscribe to your list using email addresses they don’t check very often. You, of course, want their BEST email address – the one they check regularly, preferably multiple times per day.

So how do you get this? By specifically asking for it.

E.G., “This eye-opening report is going to blow you away – so enter your BEST email address in the form below…”

**Ask People To Whitelist Your Address**

When you send your welcome email, one thing you’ll want to include is a request for people to whitelist your address.

E.G., “Be sure you never miss a single tip, trick or secret – whitelist this email address by adding it to your “safe sender” or contact list now!

**Check Spam Scores**

Some email service providers give you a tool to instantly check an email’s spam score on the spot. These tools then tell you what specific parts of the email caused the score to go up. You can also use independent tools if you choose.

Point is, be sure to write your emails in a way that they don’t trigger a trip straight to the spam folder. Check these points:

* Avoid the typical “spammy” words. This includes all your typical pharmaceutical words, plus advertising words such as “fast delivery” and “free.”

For example, don’t make a joke about Viagra, as that will likely trip a spam filter.

* Avoid trying to disguise spammy words. For example, don’t type out “Viagra” as “V1@gra,” as spam filters are wise to the trick.
* Avoid unnecessary capitalization anywhere. This includes the from field, subject line or email body.
* Do not use random names, links or email addresses. Spammers often use randomly generated email addresses and domains such as 3829kkdk@someodddomain.com. They also use domains that aren’t top level dot coms, such as .ru and .info.

Next…

**Send Out Responsive Emails**

You can either send out plain text emails, or HTML emails with responsive templates. The key here is to make sure they look good across devices and platforms. If your email arrives as a jumbled mess, some people will hit the spam button rather than simply unsubscribing. (It’s unfair, but it happens.)

Also, be sure your HTML code is clean. Don’t use unsupported formats, check for broken code or messy code, and don’t insert things like java. Email clients will pick up on these problems and often send the email to the spam folder.

**Build Relationships**

The more people know, like and trust you, the more likely it is they’ll open your emails… and the less likely it is they’’ hit the spam button. Keep these points in mind:

* Send out your best content to your subscribers.
* Always be honest in product reviews and other communications.
* Take responsibility and apologize if you mess up.
* Focus on helping your prospects solve their problems (and let your own goals come secondary).
* Ask your prospects what they want, and then deliver it to them.

Next…

**Avoid Repurposing Your List**

Unfortunately, some people just hit the “spam” button when they don’t like what you’ve sent. Again, unfair – but it happens. And when that happens, the overall deliverability of your newsletter will go down.

While you can’t avoid every instance of this, you can help cut down on it by being sure to only send the types of emails your prospects expect.

For example, let’s imagine you have a list that’s devoted to helping online business owners create and sell information products. If you start sending out emails about restaurant marketing, you’re going to have a few people who may be interested – the majority will feel like they’re not getting the content they signed up for. Next thing you know, these folks are hitting the spam button.

**Diversity**

Mama always said not to put all your eggs in one basket. That’s true about a lot of areas in life, and it’s certainly true in business.

To that end, it’s a good idea to diversify by spreading your mailing list out across multiple reputable service providers. That way if one service provider has problems on any particular day (such as a product launch day), or their deliverability begins to falter in general, you can still reach another part of your list.

**Conclusion**

If you’re looking to create a profitable mailing list, then you need to have an eye on making sure your emails get to their intended recipients. This checklist will help you do exactly that, so put it to work for you today!

**Checklist 19: The Promotional Calendar Checklist**

Still another key to a profitable and successful mailing list is to have a plan. Forget about last-minute planning, where you come up with an idea on the day you mail your list. Instead, you should be thinking and planning ahead.

How? By using this handy promotional calendar checklist. Let’s take a walk through the steps, which you can use to plan anywhere from the next six to a year…

**Step 1: Define Your Goals**

The first thing you need to do is clearly outline your goals for what you’d like to accomplish with your business this year. Then define how your mailing list goals will help you achieve your overall goals.

For example, your goals might include using your mailing list to:

* Build relationships with your prospects.
* Generate sales.
* Promote your joint venture partners’ products.
* Generate referral traffic.
* Help kick start viral campaigns.

Define a primary goal (the one that you’ll focus on), as well as your top secondary goals. Then keep these goals in mind as you outline you promotional calendar.

**Step 2: Outline Your Promotions**

Now your prime concern is to make sure you devote time and mailings to your own promotions. So take these steps:

* Write down the new products you plan on launching this year, along with the release date for each product.
* Determine how long your pre-launch period will be. This is the time you spend building anticipation for a launch, such as one week before the launch date.
* Determine how long your active launch period will be. This is time you spend actively focusing on promoting the newly launched product, such as five days or one week.
* Determine how many emails you’ll send during the pre-launch period. For example, perhaps you’ll send three emails – one a week before the launch date, one email three days before launch, and one email the day before launch.
* Determine how many emails you’ll send during the active launch period. For example, you might send one email the moment the product launches, plus one email every day for the first five days.
* Determine what sort of promotions you’ll extend during the launch period. For example, maybe you’ll offer a 40% introductory discount for the first three days.
* Outline the emails you’ll send during the pre-launch and launch phases.

At this point, you can now fill in your promotional calendar with your upcoming product launches. Be sure to schedule each email you’d like to send during both the pre-launch and launch cycle.

Next, let’s sketch out promotions for your existing products. Here are the steps:

* Write down which of your existing products you’d like to promote over the next six months to a year.
* Determine what types of special promotions you’d like to showcase for these products.
* Figure out the promotional period.
* Outline the types of emails you’ll send before and during the promotional period.

For example, perhaps you’ll launch a three-email series to build anticipation for a one-day flash sale.

Or perhaps you’ll create a five-day ecourse to promote your coaching and consulting offer. E.G., “The Five Secrets Of [Topic]…”

Now fill these existing-product promotions into your promotional calendar.

**Step 3: Plan Your Partners’ Promotions**

As mentioned, your own promotions should be your top priority. Now that you’ve filled in your promotions on your calendar, your next step is to fill in your joint venture partners’ promotions.

Here are the steps:

* Contact your top JV partners to let them know you’re creating your promotional calendar, and that you’d like to know about their upcoming product launches.
* Be sure to get details about the pre-launch and launch cycles, so that you know how many emails you’ll be sending, and when you’ll be sending them.

Once you know the details, then you can fill these in on your promotional calendar as well.

**Step 4: Consider Holidays and Events**

Next up, consider major holidays and other events around which you may consider running a promotion. Examples include:

* Christmas
* New Year
* Valentine’s Day
* Summer promos
* Back to school savings
* Halloween
* Business anniversary promotions
* Niche specific holidays, like “Adopt a Shelter Dog Day”

Those are just examples, some of which may not be a good fit for your type of business. Go month-by-month through the calendar and determine what types of holiday or event promos you’d like to run.

For example:

* Run a 40% off everything flash sale on New Year’s Day.
* Create a buy one, get one free offer on your business anniversary.

**Step 5: Plan Your Content**

Now that you’ve outlined all your promotions on your publishing calendar, the final step is to fill in the other sorts of content you’d like to send. In most cases, these content emails will include a pitch for a product embedded right into the content.

Examples of emails you may send:

* How to and tips articles, where you promote a related product within.
* Emails where you send readers to your blog (with the goal of engaging them there and getting them to click to your products).
* Product reviews and comparisons.
* Invitations to download freemiums or join webinars.

For example, you might decide to send an email about how to set up a mailing list, and then promote an email service provider from within this email.

Go ahead and plan these out, being sure to put these emails in close proximity to similar emails. So, for example, let’s suppose you are going to launch a blogging product in three months. In the second month, you may focus on talking about blogging issues by sharing lots of good “how to” content, pitching blog-related products such as plugins, and all the while dropping hints about the upcoming product launch.

**Conclusion**

If you want to become a major-league email marketer, then swipe a page out of the playbook of other top list builders and start planning your promotional calendar in advanced. Just walk through the steps outlined above, and you’ll have a solid plan in no time!

**Checklist 20: The Relationship-Building Checklist**

Sometimes marketers build lists – even big lists! – but their response rates are remarkably dismal. And the reason that happens is because they haven’t built a relationship with the members of the list. Without the relationship, a list is just a collection of email addresses and names who will likely never buy from you (and rarely open your emails).

You see, the key to a responsive list is to get your subscribers to know, like and trust you. And that’s what this checklist will show you how to do. Walk through these steps to see if you have your bases covered in getting subscriber to know, like and trust you…

**Know**

*Brand Yourself*

This includes:

* Developing a USP (unique selling position). What makes you different than and better than your competitors? What makes you stand out?
* Creating a memorable brand. Showcase a major benefit of doing business with you.
* Building brand awareness. You can do this by integrating your brand fully into your emails, your website, your social media accounts, and your other web properties.

Next…

*Email Regularly*

You can’t build a relationship offline without regularly talking to someone. Same goes for online. If you want to develop familiarity, you need to get in front of your audience on a regular basis. That means weekly, and maybe even more often in some cases.

You can start your relationship-building on autopilot by setting up an initial email series, where the emails go out every two to three days over the course of a two to three weeks. This helps build recognition.

*Contact Them Across Venues*

Even though this is about your mailing list, you can increase your list members’ familiarity by talking to them on other platforms, such as your blog and social media pages.

**Like**

*Tell Personal Stories*

You don’t want to make your newsletter be about you. However, telling personal stories does help people engage with you on an emotional level, which in turn makes it more likely they’ll like you.

Examples:

* Tell a story about how you overcame the same problem your prospects are facing.
* Share tidbits about your personal hobbies, such as gardening or traveling.
* Share milestone events in your life, such as getting married, winning an award, or having a baby.

Next…

*Interact on a Personal Level*

There are multiple ways to do this, including:

* Asking for feedback via email. Then be sure to reply to everyone who offers you feedback.
* Inviting readers to come to your blog or forum to join the ongoing discussions.
* Encouraging readers to join your social media pages, including Facebook or LinkedIn groups, where you can interact with them.

Next…

*Share Your Photos and Videos*

You might include a professional photo in some of your emails. Or if you’re telling a story – such as one about your vacation – you might include a relevant photo.

Another thing you can do is share “talking head” videos. So instead of sharing a how-to article, you can create a video of you sharing the information and/or giving a demo.

Here’s why: people naturally like and trust someone more when they’re able to put a face to a name. So once you start sharing your photos and videos, people are going to feel more bonded to you. They’re going to feel like they can trust you. And of course that sort of trust and liking comes with a lot of good benefits for you.

*Respect Your Subscribers*

This includes:

* Don’t sell or share your leads with other marketers.
* Don’t add them to all your other lists (unless you are segmenting).
* Don’t make it difficult to unsubscribe.
* Don’t repurpose your list or send irrelevant stuff.
* Do guard their information in a secure environment.
* Do create a privacy policy and inform readers whenever you update it.

Next…

**Trust**

*Send Them Your Best Content*

Sometimes marketers reserve all their very best content for their paid customers. However, you need to impress your prospects, and one good way to do that is by sharing the kind of top-quality information no one else is sharing. You might even send excerpts from your products.

*Become the “Go To” Source*

Pick one specific sub-niche or topic, and become THE go-to source for that topic. That means:

* Providing the most comprehensive information on that topic.
* Sharing late-breaking news on the topic.
* Sharing academic news on the topic and translating it into lay-person’s language.
* Bringing in other experts for interviews and panel discussions, so that your newsletter becomes the known source for the best info and experts on the topic.

*Create Great Products*

One of the reasons for building your list is to promote your products, right? Then you need to be absolutely sure you’re creating the very best products you can. Because even if you get your subscribers to know, like and trust you through your newsletter, all that hard work will be wiped out in an instant if you’re not putting out high-quality, useful products.

*Share the Good, Bad and Ugly*

Whether you’re promoting your own products or affiliate products, share everything about them – even the bad parts. Stating the negatives of what you’re selling will foster trust in your prospects, who in turn will be more likely to purchase the very products you’re recommending.

*Be Honest*

All communications should be 100% honest. Most people can see through lies and excuses. And if they suspect you aren’t being 100% truthful with them – even if it’s just a feeling in their gut – they’ll lose trust in you.

For example, sometimes you’re going to screw up, like when you promise a freemium and then you don’t get it done within the promised timeframe. When that happens, be honest, take full responsibility, and then make it up to your subscribers.

**Conclusion**

A big list means nothing if this list isn’t also responsive. That’s why you’ll want to deploy this checklist to grow relationships. Because as your list members begin to know, like and trust you, you’ll naturally see your conversions and sales increase. Give it a try to see for yourself!

**For 50% Discount Use Coupon Code: 38BDD1CC**

**>**

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