

UPDATED FOR 2016

LIST BUILDING KICKSTART



**Start Building The Most
Valuable Asset For Your Business**

Hybrid Cheat Sheet

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Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

☐ **Choosing Your Email Marketing List Provider**

- ☐ Determine how large of a list you will go for initially
- ☐ Get an email list service provider that fits your budget and list size requirements

☐ **Choosing Your Strategies**

- ☐ Develop a solid opt-in freebie offer
- ☐ Design a killer opt-in form or opt-in page
- ☐ Make sure your freebie is setup to be downloaded when they opt-in
- ☐ Add a sign up form or the opt-in pop to every page of your site
- ☐ Pick a strategy (paid ads, forums, etc.) and make contact with target audience

☐ **Interacting With Your List**

- ☐ Create a follow up sequence to build the relationship with your subscribers
- ☐ Come up with a couple more freebies to send to your list once they've opted-in
- ☐ Setup your email sequences to communicate two-three times a week
- ☐ Find a product or service that you could potential market as an affiliate

Resources List

☐ **Auto-responder Services**

- ⤴ Aweber
- ⤴ GetResponse
- ⤴ SendLane
- ⤴ MailChimp
- ⤴ iContact
- ⤴ InfusionSoft

☐ **Landing Page Builders**

- ⤴ Profit Builder
- ⤴ Thrive Content Builder
- ⤴ Optimize Press 2.0
- ⤴ InstaPage
- ⤴ LeadPages
- ⤴ iGloo Page Builder