

# EXPLOSIVE

## LIST BUILDING ESSENTIALS



HYBRID CHEAT SHEET

## Check List

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

### ☐ **Getting Started**

- ☐ Determine free gift or service for giving away in exchange for the email address
- ☐ Find a suitable auto-responder (email list) service for your campaign
- ☐ Create a high converting landing page (squeeze page) to send traffic to
- ☐ Set up squeeze page on your hosting / domain and send traffic

### ☐ **Strategies For Exploding Your List**

- ☐ Use split testing for squeeze pages, emails, and so on.
- ☐ Research copy writing strategies (subject lines, call to actions, etc)
- ☐ Have a back end in place (exit offer, affiliate offers, follow up sequence)
- ☐ Integrate social media accounts into your campaign (follow ups, promo, etc.)
- ☐ Constantly monitor your results and try to always be improving everything

### ☐ **Methods For Building Your List For FREE**

- ☐ Article marketing and Video marketing
- ☐ Give away a free report, e-book, service, video, etc.
- ☐ Ad swap with other marketers (list builders) in your niche
- ☐ JV Giveaway events (all send traffic to a main giveaway page)
- ☐ Sending traffic to a squeeze page, landing page, etc. to get their email

## 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
- Xtreme Builder