

# 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