



How to Build a List of Responsive and Loyal Email Subscribers

BONUS CHECKLIST

Email Marketing Essentials Action Plan Checklist

Use this handy checklist to make sure that you cover everything you need to do so that you have a loyal and responsive email marketing list. Use it as you go back through each section of the course as you build your email marketing program.

✓	TASKS
	List the top reasons you're going to start or increase your email marketing
	Identify the main goal you want to achieve by using email marketing
	Check out the various Email Service Providers (a.k.a. Autoresponder Services)
	Aweber
	Mail Chimp
	Others

✓	TASKS
	Start with free trials
	Decide and sign up with the ESP that works best for you (think about the future!)
	Try using the scheduler
	Try the other features available to you such as templates and social media linking
	Monitor as many statistics as possible such as open rate and delete rate
	Keep testing to see what works
	Create a sign up form with Name and Email fields
	Brainstorm what you can offer that is of value
	Create a sign-up exclusive page
	Create different versions of the sign-up page to appeal to different targets
	Start promoting your pages using various methods
	Site links
	Social Media profiles
	Forum signatures
	Blog posts
	Business emails
	QR Codes
	Raffles
	Networking Events

Think about ways to encourage email sign ups

Create an email series or course

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✓	TASKS
	Think about other ways to encourage sign ups
	Create an email series or ecourse
	Make your messages shareable
	Offer an online archive
	Provide social proof
	Only obtain someone's name and email by their consent (opt-in only!)
	Make it clear that you will respect your subscriber's privacy
	Think about the welcome message you send to new subscribers
	A hearty thank you for signing up
	A reminder of what they signed up for and who you are
	A summary of what they'll get
	Also include where possible:
	A link back to the high-value item you gave them
	Encouragement to connect with you elsewhere
	A reminder that they can unsubscribe at any time
	Make sure your welcome message is a reminder of value, not promotional
	Be friendly
	With this and future messages – Start out with purely informational content and gradually introduce promotional messages
	Keep the welcome message short and to the point

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✓	TASKS
	Ensure that you're always offering high-value content
	Look at what your competition is offering
	Make sure your content is always timely and relevant
	Offer occasional promotions and deals
	Stick to a general rule of 80% content 20% promotion
	Solve problems
	Provide How-Tos
	Make sure each of your emails have a specific purpose and action
	Save your reader time and money
	Make sure your emails are easy to read and understand
	Keep all topics 'on brand'
	Curate content
	Keep your messages personal
	Inform and entertain
	Create polls and surveys to ascertain exactly what your subscribers want
	Look at the analytics provided by your autoresponder
	Make sure your emails are personalized and that you're available to receive feedback
	Pay attention to what your subscribers care about
	Help your subscribers

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✓	TASKS
	Provide free items and specials
	Keep your emails consistently good to avoid losing subscribers
	Don't offer content that is:
	Irrelevant
	Useless
	Inappropriate
	Obscene
	Controversial
	Don't flood subscribers' inboxes
	Put the shortest, most timely or interesting information at the top of your message
	Make use of real-time news and events
	Give readers as many places as possible to interact with you
	Offer an email series or ecourse
	Reward loyalty
	Make sure your messages are mobile and social friendly
	Include multimedia (like audio and video)
	Segment your list into different demographics to target efficiently
	Analyze your unsubscribes to get an idea of why people are leaving
	Create a newsletter/ezone to provide more in-depth information to your readers

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✓	TASKS
	Create a blog (and post to it often)
	Seek out your subscribers on social media
	Conduct webinars to cover specific topics
	Set up alerts on loyal subscribers names so you know when they're posting and can connect with them
	Offer to recommend your subscribers on sites like LinkedIn
	Where possible, meet with subscribers face-to-face
	Again where possible, call subscribers on the phone to enhance relationships
	Create a direct mailing campaign (through the postal service)
	Set up a follow-up series with links to buy products
	Try affiliate marketing and promote other people's products to your list
	Stay current and abreast of things that are happening in your market
	Keep your market engaged
	Points to remember:
	Know your audience
	Build your authority
	Connect with your subscribers where possible
	Offer promotions and products that are valuable
	Test and monitor