



Checklist 1 - Email Marketing Quick Start Guide

Project _____ Date: _____
Name: _____

THE BASIC REQUIRMENTS

	Yes	No
1 Have you a website domain and hosting?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you an autoresponder service? (ex. Aweber/Active Campaign)	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you a way to build and host a landing page? (ex. Optimize Press)	<input type="checkbox"/>	<input type="checkbox"/>

YOUR OFFER AND FUNNEL

	Yes	No
1 Have you a free report or video as a bribe for people to sign up to your list?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you created a squeeze page and connected your autoresponder?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have your created a download page with access to your bribe?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you an offer on thank you page that you can earn commission form? (Affiliate offer or your own offer)	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you a follow-up email in place thanking the subscriber for signing up?	<input type="checkbox"/>	<input type="checkbox"/>

Notes

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GETTING TRAFFIC TO YOUR OFFER

	Yes	No
1 Have you shared your free offer on Facebook with an interesting post asking people to comment if interested or just providing the link to the optin page?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you created a blog post on the topic directing people to the optin page?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you shared your blog post in online forums, groups and other places allowed?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you created a video on the topic and posted in one YouTube	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you created a Fan page and posted links to your squeeze page and blog?	<input type="checkbox"/>	<input type="checkbox"/>
6 Have you built your Facebook Audience using the tracking pixel?	<input type="checkbox"/>	<input type="checkbox"/>
7 Have you run ads to your posts and retargeted visitors who did not sign up with different offers or angles?	<input type="checkbox"/>	<input type="checkbox"/>
8 Have you repeated this process for at least 4 weeks and seen results?	<input type="checkbox"/>	<input type="checkbox"/>

SCALING THINGS UP

	Yes	No
1 Have you split tested your squeeze page always looking to increase conversions?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you run Facebook Advertising campaigns to scale up the traffic?	<input type="checkbox"/>	<input type="checkbox"/>

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| 3 | Have you purchase Solo Ads from Trusted sellers? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you a follow-up series in place which is converting to sales? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you any promos noted in advanced to profit more from your list? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Are you engaging with your list at least 5 times a week? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Are you re-mailing unopen and split testing your emails and subject lines? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes