

**FAST
TRACK**

YOUR

SUBSCRIBER LIST

CHECK LIST

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FAST TRACK YOUR SUBSCRIBER LIST CHECKLIST

- I understand that email marketing is an important aspect of building my business and requires regular planning
- I understand that email marketing is another way to build relationships with my subscribers and I will protect those relationships by:
 - Following the CAN-SPAM Act rules and never spamming them
 - Never adding subscribers to my list without first asking their permission
 - Sending consistent emails so they remember how I can help them
 - Only sending offers that are relevant to their needs and pain points
 - Doing regular market research to fully understand their needs
 - Asking them directly what they need and how I can help them
- I understand that paying for an autoresponder is a necessary business expense
- I have chosen reliable autoresponder that fits within my budget
- I understand the need for creating an irresistible opt-in bribe to give to my subscribers in exchange for their email
- This opt-in bribe/lead magnet:
 - Addresses a pain point for my target market
 - Offers value, such as a simple solution to relieving their pain point
 - Is short and quick to the point
 - Offers evergreen content

FAST TRACK YOUR SUBSCRIBER LIST CHECKLIST

- Includes a call-to-action for the audience's next step
- Is easy for me to create
- Lead magnet formats I can choose from include:
 - Worksheets
 - Planners
 - Checklists
 - Chapter or excerpt from an eBook
 - Audio interview or class
 - Video training
 - Other: _____
- I have a plan for promoting this opt-in offer:
 - Adding the opt-in to my best-performing blog posts
 - Writing social media posts
 - Cross promoting on different social platforms
 - Adding it to my business email signature
 - Adding it to my social profiles
 - Mentioning it in any podcast interviews and videos
 - Writing guest blog posts with this link in the author's bio

FAST TRACK YOUR SUBSCRIBER LIST CHECKLIST

- I always test my opt-in links before promoting them
- I have a landing page dedicated to my opt-in bribe
- I have landing pages with specialized offers specifically for my social media followers
- I have investigated if my WordPress theme has a template for creating landing pages or if I need to invest in a third-party platform
- I have created content upgrades as necessary to address a particular topic or to reach a certain subset of my target audience
- I have researched if pop-up software would be helpful for me and have chosen a budget-friendly option
- I have optimized my social network profiles where I know my target audience is currently hanging out
- I have investigated using a third-party platform to create a custom opt-in tab on my Facebook page
- I have created an eye-catching cover photo on Facebook that includes a call-to-action
- I added my opt-in link in the description area of my Facebook cover photo
- I have researched the benefits of running a contest or giveaway on Facebook to grow my list
- I have studied Facebook's contest guidelines and have chosen a third-party app
- I have a plan for publicizing my Facebook contest

FAST TRACK YOUR SUBSCRIBER LIST CHECKLIST

- I am using Facebook Lives as a way to publicize my opt-in bribe
- I am using my smartphone and natural lighting before investing in extra software or lighting
- I created well-branded graphics to promote my opt-in gift on Instagram
- I included my opt-in link in my Instagram bio
- I have a master list of hashtags I use in each Instagram post
- I am using Instagram Stories to promote my opt-in
- I have found a balance between self-promotion and relationship building on social media
- I created opening and closing slides for all my YouTube videos which include the opt-in link
- I mention my email list during my videos and also add callouts with the opt-in URL
- I optimize each video description with my opt-in link
- I take extra effort to create attractive graphics with calls-to-action for use on Pinterest
- I customized my Pinterest cover photo and profile photo to reflect my branding
- I use fonts that are easy to read in all my graphics
- I include pictures of me smiling