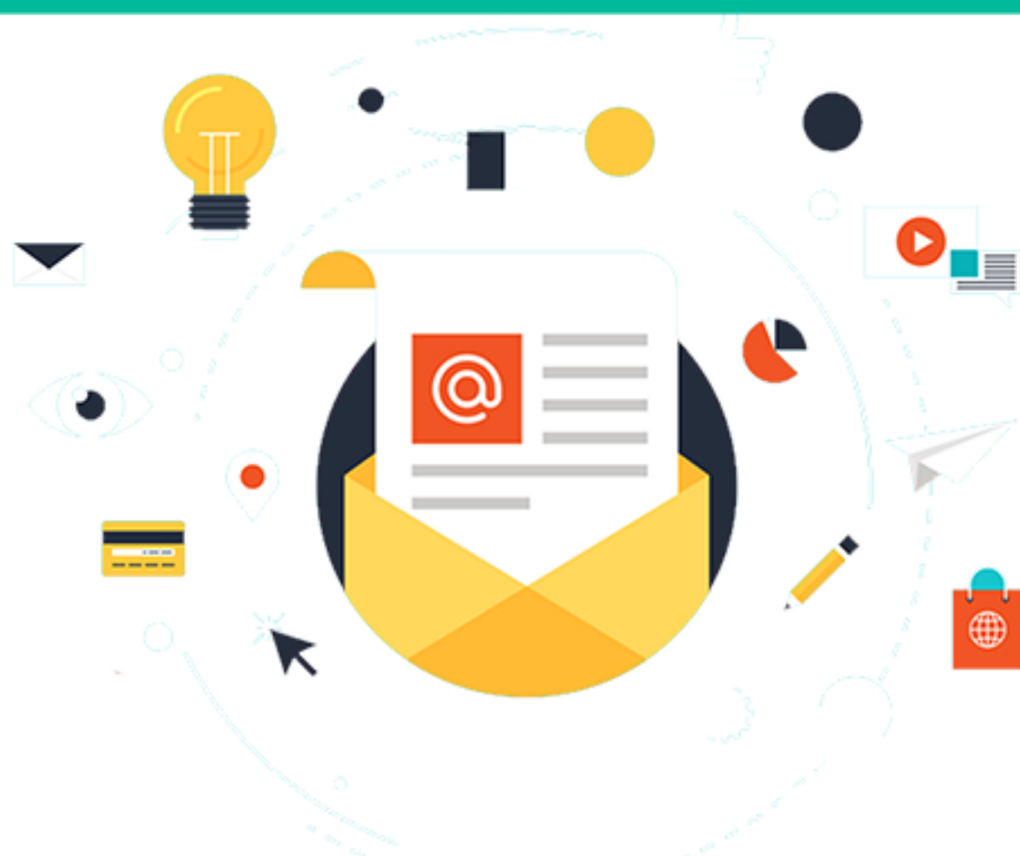


LIST

AUTHORITY



CHECKLIST

List Authority Checklist

So, you've read the book and you're feeling pretty psyched and ready to get started?

But wait, did you pay careful attention? Do you remember all the points we covered? Before you rush ahead and potentially miss some crucial steps, let's take a look at the key points again. Follow this checklist and it will walk you by the hand from the first stages to getting that 1,000th subscriber.

☐ 1. Sign Up for an Autoresponder

First step is to sign up for an autoresponder service. This will likely mean choosing between the three big options which are:

- Aweber
- GetResponse
- MailChimp

See which is the most cost effective for you both now and in the long run and then sign-up. With these you'll be able to manage new subscribers, people who want to unsubscribe etc. You'll also be able to easily store all your addresses and have them automatically backed up.

☐ 2. Create an Opt-In Form

With your autoresponder chosen, you'll now have the means to start creating your opt-in form. This is where people are going to actually enter their details and then hit that 'subscribe' button. Make sure you pick something with the right colors to stand out on your website and to attract clicks.

☐ 3. Choose a Domain Name

This step is optional but it will certainly help a great deal if you can create a domain name for yourself that you can then use for branding and to help people easily find your content. Choose a name that describes what your mailing is about and that's short, memorable and unique. You might have to try a few to get one that's not taken!

□ 4. Sign Up for Hosting

A hosting account is what you are going to need next. This is where you host your files and you will need this to store your 'squeeze page' and your opt-in form. The domain name is the address that sends people to your files stored here. Note that you will likely set-up your domain name and hosting at the same time.

We recommend BlueHost as currently the best hosting provider ñ but there are plenty you can choose from!

□ 5. Create Your Landing Page/Squeeze Page

This is a page designed with the sole intention of getting people to sign up. It will involve a long block of text that is written in a persuasive manner and with the minimum number of distractions (no menus etc.). You can use a number of tools to create this:

- LeadPages
- OptimizePress
- UnBounce

They will make it easier and ensure that the finished product looks professional.

Pay a writer if you're unsure of how to phrase the persuasive text.

☐ **6. Create an Incentive/Bribe**

- A free report
- An eBook
- A membership
- Discounts/coupons
- Email newsletter

An incentive is a free giveaway you will use to encourage people to sign up.

If you want to write an e-book but you don't know how, this process can again be outsourced. Elance.com and Upwork.com are sites where you can find freelancers easily.

☐ **7. Advertise**

Now you can start advertising your squeeze page. You have a number of different options available to you but the ones we most recommend are:

- Forum marketing
- Content marketing
- PPC Advertising (Google AdWords and Facebook Ads)
- Solo Ads (Ads that are sent out to other mailing lists)

☐ **8. Market**

As well as paying for ads, you can also use traditional marketing to promote your squeeze page. If you have a website or blog, then placing your opt-in form on there is a good strategy. Likewise, you can also promote your mailing list in forums or on communities such as Reddit and Google Plus.

☐ **9. Split Test and Experiment**

From here you can then begin tweaking the design of your landing page, the phrasing of your text etc. in order to see if you can increase your conversions. Split testing is a good strategy for doing this efficiently.

□ **10. E-Mailing**

And of course you need to start sending your e-mails and creating an autoresponder sequence too! Space your e-mails out so that you're sending one or two a week and try to gradually build anticipation for your product.

□ **11. Monetization**

There are multiple ways of making money from your list:

- Become an affiliate
- Create your own digital products
- Resell
- Sell Amazon goods