

7

THE EMAIL MARKETING *Masterfiles*

Pre-Flight Email
Checklists
Vol 2



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NICK JAMES

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1. The Call To Action Checklist

Your call to action can make or break the success of your entire campaign! That's why you'll want to give careful consideration as to how to craft your call to action (CTA). Use this four-step checklist to help you out...

Step 1: Define Your Goal

First off, you need to decide what you want your readers to do when they get to the end of your content. Choose just one goal, such as:

- Buying a product.
- Requesting a lead magnet.
- Filling out a form.
- Picking up the phone to call you.
- Sharing your content.
- Joining your social media networks.
- Watching a video.
- Reading a blog post.
- Listening to an audio.
- Registering for a webinar.
- Entering a contest.

You may have another goal in mind. Select your goal and then move onto the next step.

Step 2: Be Sure Your Email Leads to Your CTA

Now you need to be sure your content leads to your call to action. Ask yourself these questions:

- Is your content specifically and highly related to the call to action?
- Are people who are interested in the content of the email naturally likely to be interested in taking the requested action?
- Is your content useful yet incomplete, so that people need to click the link to learn more, get more benefits, etc?

For example:

- You're selling an organic gardening course in an email. Your email outlines five basic steps of setting up an organic garden. This naturally leads to the call to action for the course, where people can get in-depth details about setting up their garden.
- You're selling an autoresponder service as an affiliate. Your email outlines a step-by-step for setting up an email marketing system, including choosing and setting up an autoresponder. Your content naturally leads to the recommendation for your affiliate offer.
- You write a direct-response advertisement for your new book, which shares all the benefits customers will enjoy once they read and apply what they've learned. Your content naturally leads to the link and call to action.

Next...

Step 3: Tell People What To Do Next

Now that you've set up your content in way that leads to your call to action, it's time to tell people exactly what you want them to do next. Here are example phrases you can use to create your CTA:

- Click here to get started.
- Take out your credit card and click here to get your copy now.
- Click here to share this content with your friends.
- Pick up the phone and call [number] now for your free 10-minute consultation.
- Fill in the form below and click "submit" to get your free no-obligation quote.
- Watch the video now – click here!
- Like us on Facebook!
- Enter the contest by filling in the form below.
- Click here and enter coupon code BUYNOW to snag yourself a great deal!

- See for yourself what [product name] can do for you. Click here to get started!

Next..

Step 4: Give Them A Reason To Do it

Telling people exactly what you want them to do is half the equation. The other half is tell them WHY they should take that action. In other words, create a sense of urgency.

Here are three ways to do to this:

- Present a limited time offer, such as scarce discount or bonus offer.
- Remind them of what good will happen if they take the suggested action. Appeal to their emotions.
- Remind them of what potential consequences they'll face if they don't take action.

For example:

- Click here to order your copy – and do it now before the introductory sale price is gone for good!
- Click here to share this with your friends now because it will make you feel like a hero!
- Click here to download this free weight loss report now – and soon you too will be dropping jaws all over town!
- Click here to get this anti-aging secret – and do it now, because you'll be the envy of all your friends!
- Click here to watch this free video now – and hurry, because it won't be available for much longer!

- Get your copy of this amazing app now before the next price jump. Click here to get started!
- Snag a 50% discount a free cookbook by clicking here now – hurry, this offer ends in just 24 hours!
- Warning! Don't become the victim of identity theft. Protect yourself now by clicking here...
- You deserve whiter teeth and a more beautiful smile! Find out how to get it by clicking here...
- Change your body, change your life. Click here to get started now – and hurry while you can still get these secrets for free!

Conclusion

There you have it – a four step checklist for creating results-driven calls to action. Now here's one more tip: track, test and tweak your calls to action! You'll never find out what's working unless you actual test your calls to action. So put this checklist and these tips to work for you today!

2. Crafting The Perfect Subject Line Checklist

Your subject line is the most important part of your entire email. That's because if your subject line doesn't get attention and get the click, then the rest of your email won't even matter.

Use the following checklist to help you create the perfect subject line...

Profile Your Audience

First, you need to understand your audience in order to create a subject line (and an email) that grabs and holds their attention. To that end, your goal is to learn as much as possible about your audience.

You can do that through these steps:

- Become a part of the target market. For example, if you're selling information to organic gardeners, then create your own garden in order to truly understand your market.
- Spend time talking and listening to your target market. You can do this online by visiting niche forums and social media groups.
- Survey your market. Ask open-ended questions to gather as much information as possible.
- Research your market. Learn as much as possible about their demographics.

Once you've researched your market, then create an audience profile. List as much about your market as you possibly can, including:

- Age.
- Gender.
- Where they live.
- Education level.
- Career.
- Income level.
- Marital status.
- Whether they have kids.
- Own or rent a home.
- Hobbies.
- What they do with expendable income.
- Problems.
- How they've tried to solve those problems.
- Why other solutions fall short.
- Your prospect's fears.
- Your prospect's hopes.
- What sort of jargon your prospect uses.

Next...

Understand What You're Offering

Ask yourself these questions:

- What sort of benefits will the reader get if they open your email?
- What's in it for them?
- Why should they open this email?
- What's so important that it can't wait until later?

Brainstorm as many benefits and reasons as possible.

For example, let's suppose you're selling a weight loss course. Examples might include:

- Lose weight while eating delicious foods. (No deprivation.)
- Delicious recipes the whole family will love.
- Lose weight without hunger pangs or feeling irritable.
- Enjoy fat loss with minimal time in the gym.
- Safe and effective fat loss – no pills, gimmicks or dangerous fads.
- Fat loss for the long term.
- The diet is easy to follow.
- The diet includes a complete "done for you" set of meal plans and recipes.

You get the idea. Brainstorm as many benefits and reasons as you can think of, and then move onto the next step...

Focus On The Top Benefits

Now what you need to do is determine the TOP benefits that your prospects will receive. These are the benefits your prospects are likely to value the most.

Let me give you an example...

You're selling a diet book. You've learned from your prospects that they are tired of hard-to-follow diets that leave them feeling hungry and/or deprived. So here are a collection of example subject lines that get these benefits across:

- Lose fat fast – without hunger pangs!
- Eat what you want and still lose weight! (It's easy!)
- Enjoy dessert every night and still lose weight!
- Now THIS is fat loss made easy!
- Can this delicious food help you lose weight?
- Have you tried the chocolate cake diet?
- Big weight loss... NO hunger pangs?
- Who else wants to lose a quick 10 pounds?
- If you think dieting is hard, you'll love this...
- You won't even believe you're on a diet!

Now, you may notice that some of the above examples also arouse curiosity. That's the next point on our checklist...

Look For Ways to Arouse Curiosity

You may not always be able to arouse curiosity, but when you do it's a powerful way to get people to open your emails.

Here are tips for arousing curiosity:

- Be sure it's relevant. Anything you put in your subject line should be directly related to the content of the email. No exceptions.
- Tell people what benefit they'll get, but make them curious about how it's possible.

Examples:

Lose fat without hunger pains or exercising!
You won't believe which foods melt fat!

- Use curiosity-arousing words. E.G., secrets, revealed, you'll never believe this, surprising, etc.

Examples:

Here's the secret of fast fat loss...
Discover how to lose weight and keep it off for good!
Here's a surprising trick that melts fat...

- Use question marks to evoke curiosity.

Examples:

Lose weight without getting hungry?
Lose weight without exercise?

- Evoke social proof, which makes people curious about what others are doing.

Examples:

Who else wants to lose weight the easy way?
Why do so many others love this diet?

Now brainstorm multiple subject lines. Your subject line is important, so take your time and brainstorm plenty of possibilities!

Check That Your Subject Line Speaks To Your Audience

Now look at your top subject lines and make sure they're targeted.

For example, a subject line such as "Wow..." may get attention, but a busy person may ignore it because they don't know the benefits.

Instead, try a line that speaks to the audience such as, "Wow... you won't believe this diet."

Other ideas:

- Address the target market directly. E.G., "CEOs will love this productivity tip..."

- Mention the problem. E.G., "Sore knees keeping you out of the gym?"
- Mention a solution. E.G., "Get rid of allergies with this surprising trick!"

Next...

Track, Test and Tweak

Now select a handful of your best headlines from your brainstorming list, and test them against each other.

Tips:

- Consider testing on social media first. If you get big reactions and traction when you post these headlines on social media, it's a good bet they're doing the trick of nabbing attention via email too.
- Use your email service provider's (ESP's) tools. Most major ESPs let you randomly split your mailing list to do tests. If your ESP offers automation rules, you can even set it up so that your winning headline goes out to the rest of your list.

Let's wrap things up...

Conclusion

And there you go – you now have a step-by-step checklist for creating the perfect subject line!

So go ahead and put it to work for you today, because I think you'll like your high open rates and other good responses!

3. The Special Promo Checklist

One really good way to light a fire under your subscribers and boost your conversions is by extending a special promo. Use this checklist to implement this proven strategy for yourself...

Step 1: Decide Which Product to Promote

You may already have a product in mind. If not, ask yourself these questions

- Which products could most use a new infusion of sales?
- Which products haven't ever gone on sale or haven't been on a sale for a long time (e.g., six months or more)?
- Which of your products have you neglected lately in terms of marketing/advertising?
- Which of your products is most popular? (Hint: people get really excited about special promos on popular products, as this sale is often just what they need to get them off the fence and to the order button.)

Once you answer these questions, you should know which product to promote first. Next...

Step 2: Determine What Sort Of Promo to Create

Now that you know the product, you need to pick a promo that's a good fit for your goals, for your product and for your audience.

Here are ten example promotional deals you might offer to your subscribers and prospects:

1. The traditional discount promo. This is your typical sale, where you offer a discount for a set period of time, such as three or five days.

Example: You offer a 40% discount for three days.

2. The flash sale promo. This is where you offer a really good deal for an incredibly short period of time.

Example: You offer a 50% discount for one day only.

3. The bonus offer promo. Here's where you create one or more very enticing bonuses and give these desirable products away to anyone who purchases the offer during the promo.

Example: For the next three days, you'll get a free meal-planning app when you purchase this diet guide!

4. The "revised edition" relaunch. Here's where you revise, update and expand the original product, and then relaunch it.

Example: You create a "2.0" version of your product.

5. The "BOGOF" promo. This is a buy one, get one free offer. Depending on what you're selling, prospects might keep the extra product for themselves or give it to a friend.

Example: Buy one yearly membership into this site, and we'll let your friend in for FREE!"

6. The trial offer promo. Here's where you give your prospects a good deal on a membership site or other recurring billing offer.

Example: Get the first month for just \$1!

7. The holiday, anniversary or other event promo. This could be a Christmas sale, an anniversary of the launch of your business, or some other event.

Example: Celebrate [Business Name's] one-year anniversary by enjoying savings all week long!

8. The fire-sale promo. Here's where you run a sale on a product or package of products for three to five days, with the catch being that the price increases every day.

Example: The price on Day #1 is \$10, on Day #2 it's \$20, on Day #3 it's \$30, and after that it goes back to the regular price of \$50 for the product.

9. The dime-sale promo. This is where the price of the product goes up every time someone purchases it. You can run this sale for a set period (such as five days), or run it until the price reaches the regular price.

For example: The price goes up a quarter every time someone buys the offer.

10. The "best deal I've ever offered" promo. This may be a combination of the above. The idea here is to offer a "once in a lifetime" offer.

Example: You revise an existing product to create a new edition, you add new bonuses, and then you slash the regular price for three days.

Next...

Step 3: Announce the Promo To Affiliates (Where Applicable)

While our focus here is on creating your own email offers, it's worth noting that it's a good idea to contact your affiliates to let them know about the sale. You'll also want to create emails that your affiliates can use to promote the offer. These emails can be tweaked versions of the ones you'll create in Step 4...

Step 4: Create Your Emails

No matter what kind of promo you're sending, you should create a series of emails to announce this promo and encourage your subscribers to take advantage of it.

Here's one example of a series you might send out for a three-day promo:

Email 1: Whet the prospect's appetite for the product and get them excited about the upcoming sale. Do this about five days before the sale.

TIP: You can send this as a standalone email, or you can include this information at the beginning or end of one of your regular newsletters.

Email 2: Send one or two days before to remind them that the sale is launching soon. Remind them of the top benefits of the product and let them know why the promo is such a great deal.

Email 3: Send a short email the moment the sale launches that includes a link and call to action.

Email 4: Send an email on Day #2 of the sale – here's a good place to handle objections and offer testimonials. End with a strong call to action and link.

Email 5: Send this email on the final day of the sale. Remind them of the top benefits of the product and the sale itself. End with a strong call to action and a link.

Next...

Step 5: Proof, Polish and Send

Now go through all your emails and check the following:

- Do the emails have attention-getting subject lines?
- Are the emails exciting? Do they hold attention?
- Do the emails share the benefits of the product?
- Do the emails give subscribers a good reason to buy the product now?
- Do you end with a strong call to action?
- Does the link work?
- Are there any typos or other errors?

Once you complete these steps, you can load them up and prepare to launch!

Conclusion

Need a quick infusion of sales and cash? Then use this checklist to plan, create and launch a promo. You'll be glad you did!

4. The Presell Checklist

One great way to sell more products – either your own products or affiliate products – is through your email list. That's because it's a perfect platform for warming up your audience and sending them to the sales page already in a heightened buying mood.

So how do you presell products in your emails? By using this checklist. Take a look...

Step 1: Decide On Single or Multiple Emails

In most cases, it's a good idea to send multiple emails to presell an offer. That's because most people need multiple touches or exposures to a particular offer before they purchase it.

What's more, most people on your list probably don't read every single email you send. So if you send multiple emails, you have a better chance of getting your message in front of more people.

Still can't decide? Ask yourself these questions:

- Is this an upcoming or newly launched product? If so, it's a good idea to send multiple emails to introduce your readers to this offer. If the product hasn't launched yet, you can begin sending emails about a week before the launch date.
- Are you an affiliate for this offer? If so, sending multiple emails is a good idea, since the multiple exposures make it more

likely your readers will buy from you rather than the competition.

- How much is the product? In general, products with higher ticket prices require more selling, which makes multiple emails a good choice.

Next...

Step 2: Determine the Details Of The Offer

Now you need to ask yourself the following questions about the offer, as your readers will be looking for you to address these issues.

- What are the benefits of the offer? In other words, what does the product do for customers?
- What is included in the offer? This includes the main product, any bonus products offered, the price, and if the product comes with a guarantee.
- What objections are prospects likely to raise? Common objections (reasons for not wanting to buy a product) include:

It's too expensive (I can't afford it).

It's too cheap (must be junk).

I should spend my money elsewhere.

It won't work for me.

It's too _____ (whatever characteristic applies to your product).

- How do you answer these objections? In other words, how can you raise them and then answer them so that prospects can no longer use that excuse to not buy the product?

For example:

The objection: the price is cheap, it must be junk.

The answer: this is a limited-time introductory price to create a large pool of beta users.

- What sort of proof do you have that the sales claims are true? This may include but is not limited to:

Case studies.

Testimonials.

Screenshots.

Pictures (including before and after pics).

Videos.

Newspaper clippings.

Scans of documents.

- What are your personal feelings about the product? This is particularly important if you're an affiliate for a product. Ask:

Would you personally use this product?

Would you recommend it to your best friend?

(If the answer is "no" to either of those, then find something else to promote.)

- What are the product's flaws? No product is perfect. Trying to pretend like a product is perfect will only lead to distrust among your readers.
- How can you turn these perceived flaws into assets? This is basically about objection handling. Tell people why the flaw isn't a deal-breaker... and why it may even be a good thing.

Example: The mouthwash Listerine is known for having a strong taste. They turned that perceived flaw into an asset by suggesting the strong taste reflects the germ-killing power. Here's how they did it: "Listerine: you can handle it, germs can't."

Another example: perhaps you're selling an ebook that's much shorter than the competition's ebooks on the same topic.

Some might assume it's short because it doesn't have much detail. You can handle this by saying it's short because it's a no-fluff, no-filler guide designed for busy professionals.

Next...

Step 3: Plan Your Email(s)

Now that you know the types of points you need to address in your email or emails, it's time to outline and write them. This is where a series comes in useful, because you can handle the above issues across multiple emails.

Here's an example of a four-part series for a product:

- Email 1: Introduce the problem, introduce the solution, share the benefits of this solution, and then offer a call to action.

NOTE: If you only send out ONE email on a product, this is the type of email you'll send.

- Email 2: Objection handling. In this email you raise and handle the most common objections. You may even present this email in the form of a FAQ (frequently asked questions).
- Email 3: Social proof. Here you share testimonials and case studies.
- Email 4: Reminder to buy now. This email is short, summarizes the main benefits, and gives your prospect a reason to buy now (such as reminding them that a special offer ends soon).

Step 4: Write The Emails

Now it's time to write the email. Use this checklist to cover the main points:

- Create an attention-getting, benefit-driven subject line. E.G., "Double your traffic with one easy step!"

- Create an email opener that hooks readers fast.

Five good ways to open an email include:

1. Starting with a shocking statistic or fact.
2. Telling a story.
3. Asking an engaging question.
4. Identifying the signs and symptoms of a problem.
5. Asking readers to imagine how they'd feel if their problem was gone.

- Engage readers on an emotional level.

Three ways to do this:

1. Tell a story.
2. Remind prospects of the pain of their problem.
3. Use emotional words. (E.G., Imagine, frustrating, heartbreaking, exhilarating, etc.)

- Share the benefits of the offer. Set these benefits apart in a bulleted list so that even skimmers will see them.

E.G., You'll get a surprising trick for doubling your conversion rate – and it only takes two minutes!

- Insert a call to action. Tell readers to click on the link, and give them a good reason to do so.

E.G., Click here to find out the secret that Hollywood stars are using to lose weight fast – and do it now, because this special introductory offer ends soon!

And finally...

Step 5: Proof and Polish

Now the final touches before you send this email or series:

- Proof for spelling errors, grammar errors and typos.
- Polish by cutting out unnecessary words, and clarifying in other places as needed.
- Make it look professional. If you're sending out HTML emails, then use a professional.
- Be sure your email and template are responsive and look good across devices.
- Check that the links work.

That's it, you're done. Now you can load it up and hit the send button!

Conclusion

So as you discovered, the key to preselling content is to focus on addressing the issues that are most important to your readers, such as the benefits of the offer, handling any objections they may have, etc. Use this checklist to create your next preselling email or series, and I'm betting you'll like your response rate!

5. The Follow-Up Checklist

One of the most effective ways to sell a product by email is to send out multiple emails all centered on that product. That's because most people need an introduction and multiple exposures to that particular product before they make the buying decision.

So how do you set up this sort of email series? That's what this checklist will help you do.

Step 1: Decide What To Promote

The first step is to figure out the reason for creating this series, and what it is you intend to sell. For example, you might be promoting:

- A tripwire product behind a lead magnet.
- A brand new product.
- An older product that you haven't promoted in a while.
- An affiliate offer.
- A product for a JV partner.
- A backend offer to existing customers.
- A special promotional offer (e.g., for a discount deal).

Next...

Step 2: Determine How Many Emails To Send

Once you know what you're selling, then you next need to figure out many emails to send. Typically, you can figure on sending two to seven emails. Ask yourself these questions to help you determine the right number.

- Are you writing to new prospects? If so, aim for a five-to-seven part series. That's because you're not only introducing a product, you're building a relationship with these prospects.
- Is this a newly launching product? If so, aim for a four to seven part series with emails a week before launch, a day or two before launch, on the launch day, and a couple days after the launch day.
- Is this a premium/high-ticket product? If so, aim for at least three emails in order to properly cover all the benefits, handle objections, and offer proof.
- Does this product require explanation? If you've invented a product, you may need more emails to properly explain it and get people excited about it. In this case, aim for the upper end of the range.

For example, when autoresponders first came out, very few people understood immediately how these tools would help marketers. So those who launched the initial autoresponders had to spend more time educating their audience.

Next...

Step 3: Outline Your Emails

At this point you know what you're promoting, and you know how many emails you're going to send. So let's look at a typical example of how to set this series up.

For this example, let's suppose your prospects have requested your lead magnet. Now you're sending out a series of new emails to your subscribers to promote your tripwire offer. Since these are new prospects, you decided to send five emails.

Each email should include one tip, one lesson, one step, one "secret", one resource or one other related bit of information. In other words, each email gives your prospect additional information to solve their problem. And each email promotes your tripwire product as part of that solution.

TIP: Each email should be useful yet incomplete, meaning each email should offer good information, yet lead to your paid product as the solution to the rest of the prospect's problem.

For this example, let's suppose the email series includes five tips for losing weight, and you're promoting a diet guide within each email. Take a look...

Day 1: Tip 1 + promo. About 90% content and 10% promo at the end. Put your promo in the postscript section of the email. Introduce the product, share the top two or three benefits, and invite readers to click the link to learn more.

Day 2: Tip 2 + promo. About 90% content and 10% promo at the end. This time you can put the promo right at the end of your content, so that it naturally flows together.

Example: "If you'd like a really effective twist on this powerful tip, then you'll want to check out this amazing book..."

Day 3: Tip 3 + promo. About 80% content and 20% promo at the end. Same as the previous day, except you put aside more space in your email to talk about the offer. Be sure to share the benefits. Your prospects are

wondering why they'd want this product – you need to be able to answer that question.

Example: I can't say enough good things about this diet guide. That's because this is the exact strategy I've used to shed my own weight 10 years ago, plus it's helped a countless number of my clients over the years. It's the easiest diet you'll ever try. But don't take my word for it – click here to find out for yourself!

Day 4: Tip 4 + promo. About 70% content and 30% promo. This time start off the email with the benefits of the product. Then go into the content (explaining your tip). At the end, mention the product again along with a call to action.

Example: Don't forget to grab your copy of this diet guide now – after all, 3894 satisfied, leaner and happier customers can't be wrong!

Day 5: Tip 5 + Promo. About 25% content and 75% promo at the end. This time you share a short tip at the beginning, and then directly lead to your promo. The tip you share and the promo should be tied to one another.

Example: Perhaps you share a tip about using ingredient substitutions to make meals healthier. You can then promote the diet guide, which includes a table of 100 ingredient substitutions, recipes and complete meal plans.

Next...

Step 4: Create Your Emails

At this point all you have to do is create the emails that you outlined in the previous steps. Use this mini checklist as you do:

- Create a benefit-driven subject line for each of the emails. Bonus points if you can arouse curiosity.

EG., The one diet food you should NEVER eat...

- Be sure your content is useful yet incomplete. The content portion of the email should natural lead to the pitch portion.

Example 1: To discover even more great tips like this, click [here](#)!

Example 2: That's a crash course on this topic – to get the exact step-by-step instructions, click [here](#)!

- Ensure that your content is highly related to the product you're selling. In other words, anyone who reads and enjoys your email should naturally want the product.
- Check that your content to pitch ratios are roughly what I mentioned above. They don't need to be exact. But you want to be sure that you are offering more content than pitch in the initial emails.
- Provide a call to action. Tell people what to do and why.

E.G., Use the same meal-planning app the pro bodybuilders use when they want to lose weight. Click [here](#) to check it out—and do it now, while you can still snag an awesome discount!

- Proof your emails for typos and other errors. Check that all links work.
- Send the emails to yourself to be sure they look good across devices and platforms.
- Implement analytics so you can test and track open rates, click-through rates and conversions.

Once you've done all of the above, then you can schedule them to start sending!

Conclusion

Now that you have a step-by-step checklist for creating your own conversion-boosting follow up series, there's just one thing left for you to do: put it to work for you! 😊

6. The Lead Magnet Checklist

So you're setting up your lead-capture system, and one of the things you need to do is create a lead magnet. This is an important piece, because your lead magnet and the follow up emails you send are going to be intricately linked.

So how do you set up this lead magnet? Use this checklist...

Step 1: Choose One Product to Promote

You may be tempted to promote multiple products, but in most cases (unless you're creating something like a gear list or resource list), you're better off focusing on promoting just one product. Generally this is your tripwire product.

Step 2: Decide What Type of Lead Magnet to Create

You have a lot of options from which to choose, including these 15 ideas:

- Ebook or report.
- Video.
- Audio.
- Gear list or resource list.
- Cheat sheet.
- Mind map.
- Worksheet or workbook.
- Checklist.
- Infographic.
- Spreadsheets.

- Planner or calendar.
- Access to a membership site.
- Access to a private group.
- Access to a live webinar.
- An app or other tool.

Choose the one that best fits the product you intend to promote.

For example, if you're selling a debt management guide, then a set of debt management worksheets will be useful in leading prospects to your tripwire product.

Another example: if you're selling business start-up information, then a set of cheat sheets might be a good bet. That's because you can provide an overview of the process with steps and tips, but prospects need to purchase your product to get in-depth how-to information.

One more example: if you're selling an app, then offer a "lite" version of this app as a free lead magnet.

TIP: Do some market research to determine what types of products and topics are highly desirable in your niche. If people are buying a certain type of product, then you can bet they'll snap it up if you offer something similar as a free lead magnet.

Next...

Step 3: Create the Lead Magnet Around This Product

Now it's time to actually create the lead magnet with the goal of promoting the product at the end. How you actually create the product depends on what it is, so we won't go into specifics here. Nonetheless, use this mini checklist to create it (keeping in mind not everything will be applicable for all types of lead magnets):

- Choose an attractive, attention-getting name for your product. EG, "The Seven Secrets For Fast Fat Loss Every Woman Over 40 Ought to Know!"

- Plan how to create something useful yet incomplete, which naturally leads to your paid offer. For example:
 - Offer an overview of a process in the lead magnet, and point to the paid offer to get the full details.
 - Offer tips in the lead magnet, and direct people to the main product to get the in-depth information.
- Be sure you're creating a high-quality product. You want to make a great impression so people will buy from you again.
- Start simultaneously planning your follow-up emails. Everyone who requests your lead magnet should also get a series of emails which aim to promote the tripwire product. So think about what sorts of additional tips and useful advice you can send to those who already possess the lead magnet.
- Insert at least one strong call to action (CTA) and a link. If it's a big product, like an ebook, you might insert a CTA at the beginning, middle and end. If it's small product, like a cheat sheet, then insert one CTA at the end.

For example:

-Now that you know how to set up your mailing list, you'll want to open an account with the most reliable and trusted email service provider bar none. Click here to get started...

-You just discovered seven ways to boost your metabolism. These tips alone will easily help you lose those first five to ten pounds. But if you have more weight to lose, then you're going to want to check out the diet guide that over 3500 people trust to lose weight safely and effectively. Click here to find out what this diet can do for you...

Now proof, polish and format... and you're done!

Conclusion

If you follow the simple steps you just learned for creating a lead magnet, you're sure to have a good product on your hands that will impress your prospects and boost your conversion rates!

7. The Lead Capture Checklist

If you're setting up your lead-capture system, then you may have noticed there are a lot of pieces and parts required to make it all run smoothly. That means that even if you already have your lead-capture system in place, you might be missing opportunities to capture those leads. That's why you'll want to use the following checklist to get your lead-capture system up and running. Take a look...

Set Up Your Lead Page

In many cases you'll send traffic directly to your lead pages. Here's what you need to do to get them set up:

Step 1: Create your lead magnet.

This should be something that has the following characteristics:

- Desirable (do your market research).
- Valuable.
- Easy to deliver.

Example of products that possess these characteristics include:

- Ebooks and reports.
- Cheat sheets.
- Mind maps.
- Worksheets.
- Checklists.
- Gear lists.
- Infographics.

- Videos.
- Audios.
- Apps.
- ... and similar tools and resources.

TIP: Create multiple lead magnets so that you can attract people in your niche with varied interests. For example, if you're selling organic gardening information, you might have lead magnets that focus on vegetable gardening, flower gardening, and herb gardening.

Step 2: Write your lead page copy.

This is where you tell your prospects why they should join your list. This doesn't need to be long-form copy. Use this checklist to be sure you're covering the main points when setting up your lead page.

- Create a benefit-driven headline.

E.G., "Dieting Just Got A Whole Lot Easier!"

- Introduce the problem and solution in the first few lines.

E.G., "If you're tired of diets that don't work, those that leave you hungry and irritable, and those that pack the weight right back on a year later, then you're going to love this FREE offer..."

- Create a bulleted list of benefits. Put forth the BEST reasons for your prospect to sign up for your list.

E.G., "You'll discover the #1 way to double your conversion rates with less than five minutes' worth of work. It's easy!"

- Insert a strong call to action. Tell people exactly what you want them to do next and why.

E.G., "Claim your free kettlebell training video now by entering your email address and clicking join in the form below – and do it now, before this free offer disappears!"

- Insert your opt-in form at the end. Check with your email service provider for instructions on creating this form.
- Test your opt-in form to be sure it works.

Step 3: Set up your autoresponder.

This includes:

- Creating an autoresponder for each specific campaign.
- Creating your opt-in forms for these campaigns.
- Loading your follow-up email messages into the autoresponders.
- Testing the whole system to be sure it works.

Next...

Set Up Your Website

Sometimes you may have links to your lead page sprinkled about your web properties. In other cases, you may put variations of your lead page copy directly into choice places on your website in order to capture more visitors. Here are places to capture these visitors...

Set Up Your Blog

Step 1: Set up sidebars.

Your opt-in form should definitely appear in a prominent place in your sidebar, such as the uppermost position.

TIP: You can test and track to determine the best places for your forms to appear.

Step 2: Include opt-in forms in the header and/or footer.

Note that placing opt-in forms in your header, footer AND sidebar is overkill. However, once well-placed opt-in form in your sidebar and another in your footer is very reasonable.

Step 3: Insert a lead-capture popup.

You'll want to test to see which of these lead-capture popups work the best for you. Here are timing alternatives to test:

- Popup appearing immediately upon entry to a page or website. This is usually the least effective, because a new visitor doesn't even know who you are or what your site is about, so they probably will dismiss the popup.
- Popup appearing after a delay. This delay may range from 30 seconds to two minutes or so. This gives people time to learn more about your site before you put an offer in front of them.
- Popup appearing on exit. This is a good strategy, because you have nothing to lose by asking an exiting visitor to join your list.

You can also test the actual format, including:

- Traditional popup.
- Slide-in (that comes from top, bottom or one of the sides).
- Lightbox popup, which darkens the rest of the website until the person either fills in the form or dismisses the popup.
- Any of the above popups with a countdown timer. The idea is to create a sense of urgency by making the free offer limited for a short period of time, such as 30 minutes or so.

Step 4: Insert opt-in forms directly into the content.

This is one of the most powerful ways to capture leads, because you can create highly targeted opt-ins. For example, at the end of a blog post about Facebook marketing, you might insert a lead magnet offer for a free Facebook marketing video.

Set Up Your Other Web Properties

Primarily, this is about setting up lead capture forms (or links, if forms can't be placed) on your other pages and properties, including:

- Social media pages, such as Facebook, Twitter, LinkedIn, YouTube and more.

TIP: On Facebook this is particularly easy to do, especially if you are with a major autoresponder such as [Aweber](#). Just search for the Aweber app, and you'll be able to create tab on your Facebook Page and insert an opt-in form directly into it.

- Any niche-groups you've created, including forums on your websites.
- Your thank you, download and confirmation pages.
- Talk to JV partners about swapping opt-in forms in choice places on your web properties.

Conclusion

The keys to a good lead-capture system include writing good copy and inserting your opt-in form across your pages and properties. That's what this checklist showed you how to do, so use it to be sure you've covered all your lead-capture bases!

8. The Types Of Email Campaigns Checklist

You already know you need to send out multiple emails to boost your response rates, no matter what your end goal is. But do you know what to include in these emails? And are you currently missing any important email types in your existing email messages?

Good news – you can use this set of mini checklists to make sure you're not missing anything. We'll cover five of the most common types of emails, including:

- The Welcome Email
- The Straight Promo Email
- The Content and Pitch Email
- The "Check This Out" Email
- The Invitation Email

Take a look...

The Welcome Email

This is the traditional email you send out to welcome a new subscriber to your list. Check that you've included these elements:

A recognizable "from" field. Be sure that your name on the "from" field matches whatever name you prominently display on your website.

For example, maybe your website displays your business name only, such as "Marketing Whizbangery, Inc." That's what the prospect expects. But then an email comes from "John Smith."

Complete disconnect – it leaves the prospect wondering who is sending the email. And that dampens response rates.

A relevant subject line. Ideally this should be a benefit-driven subject line. E.G., "Here is your fat-loss video, [name]!"

Welcome them to the newsletter. Be sure to also thank them for joining.

Delivery of the lead magnet. Do this right after you thank them. They joined for your lead magnet, so you need to deliver this immediately to provide instant gratification.

Benefits of this newsletter. This is to keep them excited and reading future issues. It also lets them know what to expect.

Whet their appetite for the next issue. The idea is to get them anticipating your next issue, which will increase your open rate.

Be sure this email looks good across a wide variety of platforms and devices. If you're using an HTML template, be sure it's responsive and looks good on phones, tablets, etc.

The Straight Promo Email

This is where you create a direct-response email with the intent of preselling the prospect and making a sale. Check the following elements...

A benefit-driven and/or curiosity-arousing headline.

For example:

- Are you making these dieting mistakes?
- Here's the #1 way to improve your golf game...
- Get rid of aphids for good! (See inside)
- This bodybuilding video has your name all over it...
- Double your conversion rate in just one hour from now!

An emotionally engaging opener. Hook them right up front by telling a story and demonstrating that you really understand their problem.

E.G., "I know what it's like to be humiliated on the beach. To take your shirt off and feel so self-conscious, and so sure that everyone is laughing at you..."

Introduce the solution. This is where you name the product and tell people what the product does.

E.G., “Introducing UnfairAdvantageCheatSheets.com – your complete template package for faster, easier and better writing!”

Showcase the top benefits of this solution. This is where you provide a bulleted list of benefits.

E.G., “Use this simple trick to whiten your teeth and create a more attractive smile – works fast!”

TIP: If this is a special deal, be sure to emphasize that point.

Provide a strong call to action. Now you tell people exactly what to do next and why.

E.G., “Click here to check out this amazing writing package—and do it now while you can still snag yourself a great deal!”

Make use of your postscript. Summarize the offer or reiterate a big benefit, along with another call to action.

Be sure this email looks good across a wide variety of platforms and devices.

E.G., “You won’t find a quicker or easier way to lose weight, so click here to get started now...”

The Content and Pitch Email

This is where you create a useful yet incomplete email, which naturally leads the reader to a paid product to solve their problem. Here’s what to include:

A benefit-driven and/or curiosity-arousing subject line. E.G., “Here’s the best way to tune a carburetor...”

Useful yet incomplete information. This may come in the form of step-by-step how to information, tips, or other instructional and useful advice.

However, this information doesn't solve all your prospects' problems, so this content should naturally lead to your paid product.

For example, if you're selling a big book of meal plans and recipes for bodybuilders, you might give your prospects a sample in the email, such as a week's worth of meal plans, and two or three enticing recipes. If people like what they see, they'll naturally want to get their hands on your complete book.

The pitch and call to action. Now you transition from the content to the pitch and include a call to action.

E.G., "If you like these meal plan ideas and recipes, then you're going to love the Big Book of Bodybuilding Meal Plans, which includes a whopping six-month's worth of meal plans and over 200 recipes! Click here to get your hands on these proven meal plans now..."

TIP: You may test using an image button to make your call to action stand out, rather than just using a link.

Next...

The "Check This Out" Email

This is a simple email where you encourage someone to go to your blog to read an article or watch a video. Be sure you include these points:

A benefit-driven and/or curiosity-arousing subject line. Get the click by letting them know what's in it for them if they open the email. E.G., "The craziest marketing trick you've ever seen..."

Open with benefits. This doesn't need to be a long email, since all you're asking them to do is click a link and read or watch something. So provide a few sentences telling them what the content is about and what benefits they'll get if they view it.

E.G., "You'll discover a little-known way to easily lose 10 pounds without hunger pangs or exercise!"

Provide a call to action. After you provide benefits, tell them what you want them to do next. (E.G., "Click here to read it now – you'll be amazed!")

Reiterate the benefits and call to action in the postscript. E.G., "If your weight loss is stalling, then you need to read this article that shows you how to blast through any plateau and get your metabolism roaring again. Click here to read it now for free..."

The Invitation Email

This is another short email. In this case, you invite people to take some specific step, such as register for a free webinar or join your Facebook network. Check these points:

A benefit-driven and/or curiosity-arousing subject line. E.G., "Your colleagues have already done this – have you?"

Extend your invitation and share the benefits. Be direct and to the point. E.G., "I'd like to extend an invitation to you to [take some specific step], because [insert benefits/reasons why]."

Close with a strong call to action. End by telling your reader exactly what to do next. E.G., "Click here to like our Facebook Page now, and you'll be automatically entered to win a \$100 gift card!"

Conclusion

If you have a list, these are the five types of emails you're likely to create repeatedly over the years. Be sure you're covering all the important points by using these checklists!

9. The List Segmentation Checklist

How would you like a quick way to boost responses every time you send an email? Well there is one, and that's to segment your list into micro-targeted pieces. Because once you do this, then you can send out ultra-targeted emails that get great results.

Now, most people do basic segmenting, such as separating the prospect mailing list from the customer mailing list. That's a good start. Use this checklist to be sure you're segmenting your lists in other proven and profitable ways...

Segmenting Prospect Lists

Create different list segments for each lead magnet you offer. This includes:

- Creating different segments for each lead page you create. This includes first-time leads, as well as those who sign for additional lead magnets or freemiums you might offer.
- Creating different segments for each webinar you offer, or any time you ask someone to "register" for something.
- Creating different segments for each contest you offer or other event.

For example, let's suppose you have three social media marketing reports. One is about Facebook, one is about marketing on Twitter, and one is about generating leads on LinkedIn. You'd have three separate lists of subscribers who requested these three lead magnets. This allows you to target your emails, such as by sending your Facebook list more information about Facebook ad campaigns.

You can also segment your list based on specific interests. You can do this in the following ways:

- Ask your subscribers to check which topics they're interested during the process of joining your list.
- Survey your subscribers and segment them based on their answers.

You may also segment based on where the prospects originated. For example, you can segment according to those who came from:

- JV partners.
- Social media campaigns.
- Specific paid advertising venues.
- Viral campaigns.
- SEO campaigns.

And so on.

Next...

Segmenting Customer Lists

You need to have separate segments for each of your different products. So someone who has purchased three products from you would be on three different segments of your list.

Specifically:

- Create specific segments for all of your different products.
- Create specific segments for customers who take advantage of order form upsells.
- Create specific segments for customers who take advantage of flash sales.

NOTE: When someone purchases from you for the first time, you need to remove them from your prospect lists completely, and add them to the appropriate segments of your customer list.

TIP: Some email service providers include built-in automation, which lets you complete this task effortlessly.

Next...

Segmenting Based on List Behavior and Demographics

Whether you're talking about a prospect or customer list, you can segment these lists further by list behavior and demographics.

You may segment based on demographics, including:

- Location
- Time zone
- Gender
- Age

And of course you can segment by any other demographics you've chosen to collect.

You also may segment your list by behavior:

- Segment based those who requested to join your list, but didn't confirm their opt-in.
- Segment based on those who didn't open a particular email.
- Segment those who opened an email, but didn't click a link.
- Segment those who opened and clicked, but didn't make a purchase.

Conclusion

Are your lists segmented yet? If not, use this handy checklist to be sure you've covered all your bases. You'll be glad you did!

10. The Social List-Building Checklist

Do you have a presence on social media? If not, you should. That's because your prospects are already there. And so are your competitors. What's more, social media is also a great place to build your list. Here's a checklist to help you do exactly that...

Determine The Best Platforms For Your Audience

Generally, here are the social media platforms for you to consider:

- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Pinterest
- Instagram

Now while it seems like these are the best platforms for everyone, do some research to determine if they are the best platform for you.

Specifically:

- Profile your own audience so you understand their demographics.
- Research these platforms to determine if your audience is likely to congregate on any one specific platform.

Don't spread yourself too thin. Focus on the platforms that are most likely to give you the best results.

Check the Platform For List-Building Apps

Once you determine the best platform, then you'll want to research the platform (and your email service provider) to see if there are any apps available to help you build your list.

For example, the large and well-known email service provider [Aweber](#) has a Facebook list-building app. This makes it easy for you to insert your opt-in form directly in your Facebook Page.

If your email service provider doesn't provide an app, OR if you can't insert forms directly into the page of a particular platform, then you'll need to create a lead page and link to that from your social media account.

Create Something Enticing For Subscribers

Next, you need to create a lead magnet that's sure to get your prospects' attention. This could come in a variety of forms, including ebooks, videos, apps, checklists, cheat sheets, mind maps, infographics, access to a membership site and more.

Here's how to determine what to give to your prospects:

- Do market research to find out what your prospects really want. If they're already buying something similar, then a similar (yet better) lead magnet will be in demand.
- Choose a topic that's closely related to your tripwire product. You want your lead magnet to naturally lead to a paid offer.
- Be sure it's a high-quality product that's sure to impress prospects.
- Package it professionally with polished graphics. Again, impress your prospects.
- Check that it's something that's easy for you to deliver automatically via a download page.

Next...

Write Your Copy

Now you need to entice your prospects to request the lead magnet by joining your list. You might put this sales copy directly onto a lead page, or

you might put it directly onto a social media page (such as the example above, where you use a list-building app). This can be short-form copy.

Use this checklist of questions to create this sales copy:

- Did you put your biggest benefit in the headline?
- Did you arouse curiosity in the headline? (Optional but effective.)
- Did you make it clear in the headline that the product is free?
- Did you summarize what the product does in a sentence or two? In other words, did identify what problem it solves?
- Did you create a bulleted list of benefits with at least five benefit statements?
- Did you offer proof of your claims, such as testimonials?
- Did you put a call to action to encourage people to request their free product now before the offer is gone?
- Does the page look polished and professional?
- Did you include a link to a privacy policy at the bottom of the page? (This is where you let people know how their information will be used.)

Secondly, if you are directing people from your social media page to a lead page, then you need to create an enticing bit of copy to persuade prospects to click away from the social media page and to your lead page. This bit of sales copy may only be a sentence or two long. Consider these points:

- Does your copy showcase the biggest benefit of clicking through?
- Does your copy highlight one or two other big benefits?
- Does your copy arouse curiosity to get the click? (Optional.)

- Do you provide a call to action (such as “click here to download now”)?

Set Up An Email Series

Next, you need to create a three to five part email series to welcome new subscribers and train them to open your emails. Here is what an example three-part series might look like:

Email 1: Welcome and lead magnet delivery.

In this email you:

- Welcome them to the list and thank them for joining.
- Provide a download link for the lead magnet.
- Remind them of benefits of the lead magnet so they’ll use it right away.
- Give them tips for making the most of the product.
- Build anticipation for the next email.

Email 2: Encourage them to use lead magnet + content + pitch.

In this email you:

- Highlight the main benefits of the lead magnet again and encourage them to use it if they haven’t already done so.
- Offer how-to information or tips that are related to the lead magnet.
- Do a soft-sell pitch for a related product.

Email 3: More content + pitch.

In this email you:

- Offer how-to information or tips that are related to the lead magnet.
- Do a soft-sell pitch for a related product.

And finally...

Segment Your List

It's a good idea to segment your list according to where these social media visitors came from. For example, you can send a list to your Facebook segment to talk about the new stuff you've posted lately. Or you can send a list to the Facebook segment to invite them to follow you on Twitter.

Conclusion

Now you have your hands on a step-by-step checklist for social list building. Your next step is to put this checklist to work for you. So set some time aside (preferably right now) to get started. Because the sooner you do, the sooner you'll see your lists growing!

11. The 3-Part Gain-Logic-Fear Email Campaign Checklist

One of the keys to a good email campaign is to hit on multiple points that will resonate with different subsets of the population.

Here's what I mean:

- Some people feel motivated to buy when you present them with benefits. (Gain.)
- Some people feel motivated to buy when you present them with rational reasons to justify a purchase. (Logic.)
- And still others are most motivated when a sense of urgency or scarcity kicks in. (Fear.)

That's why it's a good idea to create an email campaign that touches on all three of these points. Here's a checklist to walk you through it...

Decide What You're Promoting

Examples include:

- A tripwire product.
- A flagship offer.
- A newly launched product.
- A relaunched product.
- A backend offer.
- An affiliate offer.

Choose your offer and move to the next step...

Brainstorm and List Gain Factors

Now what you need to do is brainstorm all the benefits people receive when they use the product. In other words, what does the product DO for them?

Note: it's important to list benefits rather than features. Features are the parts of the product. Benefits are what those parts of the product do.

For example, a feature of a diet guide is that it includes meal plans. The benefits of having a set of meal plans is that it saves time, takes out the guesswork, and makes it easier than ever to lose weight.

Once you've brainstormed as many benefits as possible, then rank them in order of most important to least important. Take these two points into consideration:

1. Which benefits do your prospects value the most?

For example, maybe your dieting audience is tired of diets they can't stick to because the food is lacking or leaves them hungry. So they value diets where they can lose weight while eating delicious meals that don't leave them feeling deprived.

2. Which benefits does your product focus on delivering?

The benefits you'll want to focus on are those benefit where points 1 and 2 above overlap.

Finally, what you'll want to do is focus on the emotional punches behind benefits. How will these benefits make people FEEL?

E.G., Imagine how good you'll feel watching your waistline shrink, even as you enjoy all your favorite foods!

Next...

Brainstorm and List Logic Factors

The gain factors are primarily focused on how the emotional side of the benefits. Now you need to list the logical/rational factors. Some of these may be benefits, or they may simply be other "reasons why" someone should buy.

For example:

- You have case studies, testimonials and other proof that shows your product is the best on the market for achieving a specific result.
- Your product includes a strong guarantee, so there is no risk to the buyer.
- Your product includes all the tools someone needs to get a specific result.
- Your product has something that other products don't (think unique selling proposition here).

So write down all the logical reasons why your product is a good fit for your audience. Then rank these reasons from what you believe to be most impactful to least impactful.

Next step...

Brainstorm and List Fear Factors

Now it's time to list all the fear factors that come into play regarding your product itself or the offer. Create your list by asking yourself these questions:

- Is the product or service itself scarce? For example, a workshop starts on a specific date, so no one can register after that day. Or perhaps you're offering coaching, but you can only take on five students.
- Is there a special offer that's scarce? In this case, the product or service itself isn't scarce, but people need to move fast if they want to take advantage of a limited bonus or discount offer. For example, maybe you offer a 50% off sale for three days. This creates a fear of missing out.
- What bad thing happens if the prospect doesn't take action? What are the consequences of not solving the problem now?

For example, if a person goes car shopping without purchasing your car-buying guide, they may end up spending thousands of extra dollars.

Another example: if someone doesn't purchase your computer-security product, they might end getting hacked and losing all their important photos, giving hackers access to their bank accounts, giving identity thieves access to personal information, etc.

Once again, rate these fears in order of most impactful to least impactful.

And finally...

Create Your Three Emails

Now that you know what points to include in each of your three Gain, Logic and Fear emails, it's time to write them and create compelling subject lines.

For example:

Gain, Email 1: Eat brownies and still lose weight!

This email would then go on to talk about the benefits of the diet, focusing primarily on the idea that the dieter won't feel deprived, hungry or irritable. That makes weight loss fast and easier than ever.

Logic, Email 2: PROOF! This diet really works...

This email would present a solid case study with lots of data to back up the claims that it really works. You'd include measurements, weights, before and after photos and any other proof and data to back your claims.

Fear, Email 3: Last chance! Get your 50% off discount now...

This email would focus on a special offer. So while the previous emails mentioned the special offer, this email really hones in on the fear of missing out.

Another set of examples, this time for a debt management program:

Gain, Email 1: Get out of debt and start living the good life!

Logic, Email 2: Look how much money you can save on interest fees...

Fear, Email 3: Do harassing creditors make you scared to answer the phone?

One more example, this time for business course:

Gain, Email 1: Imagine being able to take care of your family...

Logic, Email 2: Here's what happened when a former truck driver put these strategies to work...

Fear, Email 3: Don't miss out on this special introductory offer! (See inside...)

Conclusion

Need to give an promo email campaign a big boost? Then just use this three-part "Gain, Logic, Fear" sequence. It works like crazy for countless others, and it's sure to work for you too!

12. The Autoresponder Checklist

Your autoresponder is one of the most useful tools you possess in your marketing arsenal. That's because it's a hands-off, automatic way to build relationships and generate sales. But that only works if you're setting your autoresponder up the right way!

That's exactly what this checklist will help you determine. Before you let a single email go out to subscribers, walk through the following points and ask yourself these questions...

Is Your Series Focused On a Goal?

Whether it's your initial autoresponder series to new subscribers, or it's a series you've loaded for those who've been members for a while, be sure your series is focused primarily on goal.

Generally, this goal is to sell a particular product. For example, if you're selling a low-calorie cookbook, you might send out a series of seven emails with a new recipe (and a diet tip) in every email. Those who want more of these delicious recipes will need to buy the book.

Of course making a sale isn't necessarily always the goal. You may create a series of emails around other goals such:

- Getting people to join your social networks.
- Introducing subscribers to your joint venture partners.
- Building relationships.

- Teaching people how to get better results.

And so on. Point is, define your goal before you write a single email. And then outline your emails in a way to help you achieve that goal.

Do The Emails Match The Stated Purpose Of Your List?

Whenever you send out an email, ask yourself if it matches your readers' expectations as well as the purpose of the list.

For example, sometimes marketers do a personal favor for a friend by announcing a product, fundraiser, contest or other event that doesn't quite match the niche. It seems harmless. But if even one email doesn't meet expectations, people will unsubscribe. In other cases, they may simply stop opening your emails.

Are The Emails Evergreen?

The emails you create today may be in use for many weeks, months or even longer. That's why you'll want to focus on sending evergreen content. Check these issues:

- Avoid sharing any dates when referring to the present. This includes talking about the year, the season, the month or even the day.
- Avoid talking about upcoming or past events that make it clear when you created the email.
- Don't refer to products as "new."
- Share time-tested tips and how-to information.
- Share time-tested products.

Next...

Have You Set Up Additional Mailings After the Initial Series?

Generally, your initial autoresponder series will be all about that initial product push. But once that is over, there are plenty of mailings you can load into your autoresponder to go out for many weeks or even months to come. Here are 12 ideas...

1. The Feedback Mailing

Here's where you ask your readers for feedback on the newsletter itself. What do they like? What would they like to see more of? What don't they like? What questions would they like to see answered in your emails?

Which brings us to the next mailing...

2. The "Frequently Asked Questions" Mailing

This is where you answer the most frequently asked questions in your niche.

TIP: Don't know what the most popular questions are in your niche? Check Quora, Yahoo! Answers, niche forums, niche Facebook groups and emails from prospects to see what comes up again and again.

Next...

3. The "Best Resource" Mailing

Here's where you provide a list of the best free and paid resources in your niche. This may include blog posts, reports, apps, tools and more.

4. The "Secrets" Mailing

Here's where you provide a high-value email with one of your best secrets. Think of this as an anchor post – except it's an email. It's one of the most valuable and comprehensive posts you'll write. For best results, choose a popular (in-demand) topic.

5. The Case Study Mailing

Here's where you share the specific results of you or someone else using a particular strategy or product. Be sure to share lots of data and proof.

6. The Inspirational Story Mailing

This is more inspirational than pure data. Here you share a story of how someone overcame the same problem your prospects are facing. It's even better if the person in the story had some sort of perceived shortcoming. Then the reader thinks, "If this person can do it, then I can too."

7. The "Join This" Mailing

It's a good idea to reach out to your prospects and customers across different communication platforms. That's why you'll want to send out invitations from time to time to join your social media networks, such as on Facebook and Twitter.

8. The Market Research Mailing

Here's where you send out a survey to learn more about the problems your audience is facing, what sorts of solutions they've tried, and what sorts of solutions they're seeking.

9. The "Loyalty Program" Mailing

You can send out an email to invite subscribers to join your loyalty program. This is where you offer "points" for purchases, which can be turned in for gift certificates or niche merchandise.

10. The "Surprise Discount" Mailing

Here's where you send out a secret link or special discount coupon code for one of your most popular products.

11. The "Refer a Friend" Mailing

Use this email to get referral traffic. You can outright ask your subscribers to invite their friends to view a particular piece of content, join your list, or

even buy a product. Or you can offer referral rewards, such as a free product or discount for referrals.

12. The "Watch This/Read This" Mailing

This is where you send subscribers to your blog to read an article or watch a video. You might even create a "greatest hits" list of your best blog posts. E.G., "The Five Blog Posts Every Competitive Bodybuilder Ought To Read..."

Conclusion

Ready to get better results from your autoresponder? Then be sure to put this checklist to work for you, both for your existing series as well any other emails you load into the future!

13. The Promotional Calendar Checklist

Still another key to a profitable and successful mailing list is to have a plan. Forget about last-minute planning, where you come up with an idea on the day you mail your list. Instead, you should be thinking and planning ahead.

How? By using this handy promotional calendar checklist. Let's take a walk through the steps, which you can use to plan anywhere from the next six months to a year...

Step 1: Define Your Goals

The first thing you need to do is clearly outline your goals for what you'd like to accomplish with your business this year. Then define how your mailing list goals will help you achieve your overall goals.

For example, your goals might include using your mailing list to:

- Build relationships with your prospects.

- Generate sales.
- Promote your joint venture partners' products.
- Generate referral traffic.
- Help kick start viral campaigns.

Define a primary goal (*the one that you'll focus on*), as well as your top secondary goals. Then keep these goals in mind as you outline your promotional calendar.

Step 2: Outline Your Promotions

Now your prime concern is to make sure you devote time and mailings to your own promotions. So take these steps:

- Write down the new products you plan on launching this year, along with the release date for each product.
- Determine how long your pre-launch period will be. This is the time you spend building anticipation for a launch, such as one week before the launch date.
- Determine how long your active launch period will be. This is time you spend actively focusing on promoting the newly launched product, such as five days or one week.
- Determine how many emails you'll send during the pre-launch period. For example, perhaps you'll send three emails – one a week before the launch date, one email three days before launch, and one email the day before launch.
- Determine how many emails you'll send during the active launch period. For example, you might send one email the moment the product launches, plus one email every day for the first five days.
- Determine what sort of promotions you'll extend during the launch period. For example, maybe you'll offer a 40% introductory discount for the first three days.

- Outline the emails you'll send during the pre-launch and launch phases.

At this point, you can now fill in your promotional calendar with your upcoming product launches. Be sure to schedule each email you'd like to send during both the pre-launch and launch cycle.

Next, let's sketch out promotions for your existing products. Here are the steps:

- Write down which of your existing products you'd like to promote over the next six months to a year.
- Determine what types of special promotions you'd like to showcase for these products.
- Figure out the promotional period.
- Outline the types of emails you'll send before and during the promotional period.

For example, perhaps you'll launch a three-email series to build anticipation for a one-day flash sale.

Or perhaps you'll create a five-day ecourse to promote your coaching and consulting offer. E.G., "The Five Secrets Of [Topic]..."

Now fill these existing-product promotions into your promotional calendar.

Step 3: Plan Your Partners' Promotions

As mentioned, your own promotions should be your top priority. Now that you've filled in your promotions on your calendar, your next step is to fill in your joint venture partners' promotions.

Here are the steps:

- Contact your top JV partners to let them know you're creating your promotional calendar, and that you'd like to know about their upcoming product launches.
- Be sure to get details about the pre-launch and launch cycles, so that you know how many emails you'll be sending, and when you'll be sending them.

Once you know the details, then you can fill these in on your promotional calendar as well.

Step 4: Consider Holidays and Events

Next up, consider major holidays and other events around which you may consider running a promotion. Examples include:

- Christmas
- New Year
- Valentine's Day
- Summer promos
- Back to school savings
- Halloween
- Business anniversary promotions
- Niche specific holidays, like "Adopt a Shelter Dog Day"

Those are just examples, some of which may not be a good fit for your type of business. Go month-by-month through the calendar and determine what types of holiday or event promos you'd like to run.

For example:

- Run a 40% off everything flash sale on New Year's Day.
- Create a buy one, get one free offer on your business anniversary.

Step 5: Plan Your Content

Now that you've outlined all your promotions on your publishing calendar, the final step is to fill in the other sorts of content you'd like to send. In

most cases, these content emails will include a pitch for a product embedded right into the content.

Examples of emails you may send:

- How to and tips articles, where you promote a related product within.
- Emails where you send readers to your blog (with the goal of engaging them there and getting them to click to your products).
- Product reviews and comparisons.
- Invitations to download freemiums or join webinars.

For example, you might decide to send an email about how to set up a mailing list, and then promote an email service provider from within this email.

Go ahead and plan these out, being sure to put these emails in close proximity to similar emails. So, for example, let's suppose you are going to launch a blogging product in three months. In the second month, you may focus on talking about blogging issues by sharing lots of good "how to" content, pitching blog-related products such as plugins, and all the while dropping hints about the upcoming product launch.

Conclusion

If you want to become a major-league email marketer, then swipe a page out of the playbook of other top list builders and start planning your promotional calendar in advanced. Just walk through the steps outlined above, and you'll have a solid plan in no time!

14. The Relationship-Building Checklist

Sometimes marketers build lists – even big lists! – But their response rates are remarkably dismal. And the reason that happens is because they haven't built a relationship with the members of the list. Without the relationship, a list is just a collection of email addresses and names who will likely never buy from you (*and rarely open your emails*).

You see, the key to a responsive list is to get your subscribers to know, like and trust you. And that's what this checklist will show you how to do. Walk through these steps to see if you have your bases covered in getting subscriber to know, like and trust you...

Know

Brand Yourself

This includes:

- Developing a USP (*unique selling position*). What makes you different than and better than your competitors? What makes you stand out?
- Creating a memorable brand. Showcase a major benefit of doing business with you.
- Building brand awareness. You can do this by integrating your brand fully into your emails, your website, your social media accounts, and your other web properties.

Next...

Email Regularly

You can't build a relationship offline without regularly talking to someone. Same goes for online. If you want to develop familiarity, you need to get in front of your audience on a regular basis. That means weekly, and maybe even more often in some cases.

You can start your relationship-building on autopilot by setting up an initial email series, where the emails go out every two to three days over the course of a two to three weeks. This helps build recognition.

Contact Them Across Multiple Channels

Even though this is about your mailing list, you can increase your list members' familiarity by talking to them on other platforms, such as your blog and social media pages.

Like

Tell Personal Stories

You don't want to make your newsletter be about you. However, telling personal stories does help people engage with you on an emotional level, which in turn makes it more likely they'll like you.

Examples:

- Tell a story about how you overcame the same problem your prospects are facing.
- Share tidbits about your personal hobbies, such as gardening or traveling.
- Share milestone events in your life, such as getting married, winning an award, or having a baby.

Next...

Interact on a Personal Level

There are multiple ways to do this, including:

- Asking for feedback via email. Then be sure to reply to everyone who offers you feedback.

- Inviting readers to come to your blog or forum to join the ongoing discussions.
- Encouraging readers to join your social media pages, including Facebook or LinkedIn groups, where you can interact with them.

Next...

Share Your Photos and Videos

You might include a professional photo in some of your emails. Or if you're telling a story – such as one about your vacation – you might include a relevant photo.

Another thing you can do is share “talking head” videos. So instead of sharing a how-to article, you can create a video of you sharing the information and/or giving a demo.

Here's why: people naturally like and trust someone more when they're able to put a face to a name. So once you start sharing your photos and videos, people are going to feel more bonded to you. They're going to feel like they can trust you. And of course that sort of trust and liking comes with a lot of good benefits for you.

Respect Your Subscribers

This includes:

- Don't sell or share your leads with other marketers.
- Don't add them to all your other lists (unless you are segmenting).
- Don't make it difficult to unsubscribe.
- Don't repurpose your list or send irrelevant stuff.
- Do guard their information in a secure environment.
- Do create a privacy policy and inform readers whenever you update it.

Next...

Trust

Send Them Your Best Content

Sometimes marketers reserve all their very best content for their paid customers. However, you need to impress your prospects, and one good way to do that is by sharing the kind of top-quality information no one else is sharing. You might even send excerpts from your products.

Become the "Go To" Source

Pick one specific sub-niche or topic, and become THE go-to source for that topic. That means:

- Providing the most comprehensive information on that topic.
- Sharing late-breaking news on the topic.
- Sharing academic news on the topic and translating it into lay-person's language.
- Bringing in other experts for interviews and panel discussions, so that your newsletter becomes the known source for the best info and experts on the topic.

Create Great Products

One of the reasons for building your list is to promote your products, right? Then you need to be absolutely sure you're creating the very best products you can. Because even if you get your subscribers to know, like and trust you through your newsletter, all that hard work will be wiped out in an instant if you're not putting out high-quality, useful products.

Share the Good, Bad and Ugly

Whether you're promoting your own products or affiliate products, share everything about them – even the bad parts. Stating the negatives of what you're selling will foster trust in your prospects, who in turn will be more likely to purchase the very products you're recommending.

Be Honest

All communications should be 100% honest. Most people can see through lies and excuses. And if they suspect you aren't being 100% truthful with them – even if it's just a feeling in their gut – they'll lose trust in you.

For example, sometimes you're going to screw up, like when you promise a freemium and then you don't get it done within the promised timeframe. When that happens, be honest, take full responsibility, and then make it up to your subscribers.

Conclusion

A big list means nothing if this list isn't also responsive. That's why you'll want to deploy this checklist to grow relationships. Because as your list members begin to know, like and trust you, you'll naturally see your conversions and sales increase. Give it a try to see for yourself!