

Email Marketing

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EMAIL MARKETING STEP BY STEP CHECKLIST.

Feel free to print this page and check each task as you complete it.

- ☐ Set up an [Aweber](#) account to manage your email marketing campaigns. I have been using Aweber since 2005 and in my opinion it is the best autoresponder service out there. Check out the resources section to grab a 30 day trial for only \$1.
- ☐ Set up a simple squeeze page offering something of value in exchange for an opt-in. This could be a free report, video training, bonuses, anything of value. Just because it's free doesn't mean you can cut corners so make this your best work possible.
- ☐ Once your squeeze page is set up start driving traffic. Your blog and social media are a good place to start.
- ☐ Once you start building a list give value via your blog, free training, videos, tips, etc.
- ☐ Don't use hype in your marketing, educate, offer bonuses, secure discounts, etc.
- ☐ Once you reach 100 subscribers you may want to consider doing some ad swaps to grow your list faster. See the ad swap section for more info.

Tip. Remember that nothing is more important than the relationship you have with your subscribers so always have their interests at heart.

If you want to learn more about setting up a simple list building campaign I can highly recommend [Breakthrough List Building](#). This is a great step by step list building guide created by one of my Students Jennifer Taylor. You can get more info and a massive discount from the resources section.