

LIST BUILDING CHECKLIST

9 Simple Ways to Build a Seed List

1. **Join a forum**, post great content (ie, add some value to the discussion) and after 1-2 weeks and enough postings, include a link to your squeeze page from your signature
2. **Write articles** on topics in your niche and post a link to your squeeze page in your author bio box
3. Set up a **Twitter** account, follow people in your niche, get to know them and build up your followers then sometimes point to free resources and your squeeze pages
4. Set up a **Facebook** account, set up a Facebook fan page, grow your friends and then give away free material, then point to your squeeze page from time to time
5. Use **Pay Per Click**, like Google Adwords, and drive traffic to a blog which has tons of great free content and encourage people to join your list in exchange for free information; send them to a squeeze page
6. **Guest blog** for someone in your niche for free and just ask for a backlink to your squeeze page to get direct traffic to build your list
7. Create some short **videos**, post them on YouTube or use a tool like TubeMogul or Traffic Geyser to widely distribute your video content, include your squeeze page URL right in the video or on the video landing pages as backlinks to your squeeze page
8. Create a great short report that someone in your niche can **giveaway** for free as a compliment to a product they sell, then inside that free report, post a link back to your squeeze page
9. Go to a forum, find out what people need, create a low price product, **sell the product** and on the product download page get people to opt in for updates, bonus material or some other opt in magnet

Inside the Mind of Your Customer

- **Who is your audience or market?**
 - Have you identified your avatar or ideal customer?
 - Do you have something they want? Tips? Ideas? How to?
- **Who is your ideal customer?**
 - Have you built a clear picture in your mind?
 - Have you written this down to stay on track?
 - Do you know their fears, frustrations and passions?
 - What do they secretly desire?
- **What are you passionate about in this market?**
 - Will you stay motivated to follow up?
 - Will you be able to provide customer support over time?
 - Are you offering something of real value?
- **Are people in your niche buying stuff?**
 - Do you know how much they are spending?
 - Are they low value customers or big spenders?
- **Are people in your niche hungry or desperate?**
 - Have you identified something that they really want?
 - Do you know how they judge value?
 - Are other people successful in this niche?

Developing Your Irresistible Offer

- ☐ Does your message match what people expect? (Congruency)
- ☐ Are you using your language... or the language of the market?
- ☐ Have you included any elements of scarcity?
 - Limited number of seats?
 - Limited time available?
 - Personal access?
- ☐ Are you positioned as an authority in your market?
- ☐ Are you hitting emotional hot buttons with your offer?
- ☐ Are you using any social proof?
 - Case Studies?
 - Testimonials?
- ☐ Do you provide “instant” results if they opt in? In reality, instant results in almost anything are nearly impossible. However... it's a great goal. What can you do to help your people get fast results?
 - Quick return on investment?
 - Easy to use tools or methods?
 - Copy and paste materials?
 - Simple push button software?
- ☐ Are you personable and approachable?
 - Do you use clear language? Simple language?
 - Is your offer understandable?
 - Are you believable or too good to be true?
 - Are you fun and non-threatening?
 - Are you open and inviting?

Autoresponder Set Up

- ☐ **Have you registered a domain name?**
- ☐ **Do you have a hosting provider?**
- ☐ **Are you signed up with an autoresponder service**
 - Recommendation: ProFollow.com
- ☐ **Have you created your squeeze page?**
 - Most important... your offer. Do you have a compelling offer?
 - Does your squeeze page have anti-spam and privacy language?
 - Have you added any necessary disclaimers?
 - Have you added any necessary copyright notices?
- ☐ **Have you added analytics (e.g., Google Analytics) to gather data?**
- ☐ **Have set up your squeeze page?**
 - Have you set up your Thank You page?
 - Have you set up your Confirmation page?
- ☐ **Are your emails set up?**
 - Have you set up your Confirmation email?
 - Have you set up your first Follow Up email?

Content You Can Give to Your List

- ☐ Do you have any FAQs?
- ☐ Do you have any videos?
- ☐ Do you have any client stories?
- ☐ Do you have any pictures?
- ☐ Do you have any audio?
- ☐ Do you have any Q&A sessions?
- ☐ Do you have any personal stories?
- ☐ Do you have any blog excerpts?
- ☐ Do you have any products to announce?
- ☐ Do you have any comments about market trends?
- ☐ Do you have any market data to share?
- ☐ Do you have any great press releases?
- ☐ Do you have any software?
- ☐ Do you have any surveys?
- ☐ Do you have any business news?

Quick Testing Advice

- ☐ Have you sent yourself a test email?
- ☐ Have you tested all the links in your email?
- ☐ If you're using custom fields, do they show up properly?

Basic Email Structure

1. Email Subject Line
2. Opening
3. Interest Generator
4. Links
 - a. Can appear multiple times
 - b. Can show up in P.S. or after P.S.
5. Closing
6. P.S.
7. Disclaimers
8. How to Unsubscribe

Squeeze Page Basics

- ☐ Does the headline grab your attention?
- ☐ Do the graphics grab your attention?
- ☐ Are the opt in fields easy to find?
- ☐ Is there a great reason to opt in?

At-a-Glance Squeeze Page Usability

- ☐ Do you use bullets for easy scanning?
- ☐ Is your font easy to read?
- ☐ Does your page load fast?