



DIY CHECKLISTS

#2

EMAIL MARKETING

19 checklists to help you build an email list and
communicate effectively with your audience

Email Marketing Checklists

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Checklist 1 - Email Marketing Quick Start Guide

Project

Date:

Name: _____

THE BASIC REQUIRMENTS

	Yes	No
1 Have you a website domain and hosting?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you an autoresponder service? (ex. Aweber/Active Campaign)	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you a way to build and host a landing page? (ex. Optimize Press)	<input type="checkbox"/>	<input type="checkbox"/>

YOUR OFFER AND FUNNEL

	Yes	No
1 Have you a free report or video as a bribe for people to sign up to your list?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you created a squeeze page and connected your autoresponder?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have your created a download page with access to your bribe?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you an offer on thank you page that you can earn commission form? (Affiliate offer or your own offer)	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you a follow-up email in place thanking the subscriber for signing up?	<input type="checkbox"/>	<input type="checkbox"/>

GETTING TRAFFIC TO YOUR OFFER

Yes No

Notes