

Email Marketing Checklist

- I am committed to practicing my email marketing for my subscriber's benefit and I am focused on my subscriber
- I am aware of the increase in mobile email access on the part of consumers
- I am committed to maintain high, professional-quality standards in my email marketing
- I am committed to:
 - Ensuring that my subscriber feels a rush of kindly feeling, when she sees my name in her inbox
 - Giving her a good reason to open that email on the spot
- I am developing the habit of spending time crafting the perfect Subject line
- I have completed the exercise in analyzing my inbox
- I have done further research to ensure I have located and identified "hidden" customer segments within my market by:
 - Checking my blog for comments, questions, complaints and the number of views per post
 - Done as above with forums or membership sites I run or belong to

- Input these questions in Google, to find other searchers (and forums); and see what results
- I have directly asked my potential subscribers:
 - In person
 - In social networks
 - In forums
 - Via polls and surveys
- I have made sure I find out as much as I can out about the psychology and lifestyle of my target subscriber (not just relying on demographic data)
- I have identified her unique challenges, needs and situation
- I am committed to helping my target subscriber:
 - Save time
 - Have an easier life in the areas I can assist
 - Get the "instant results" from my marketing presentation that mobile searchers like
- I am careful to call my sign-up incentives "gifts" – and not the outdated "freebies"

- I have created at least one of these types of sign-up gifts:
 - Template
 - Checklist
 - Free app
 - Sample eBook chapter
 - Podcast or webinar replay
 - Coupons or discount
- I have put thought and research into whether or not this is the best gift for my target subscriber
- I have made the decision to:
 - Position my sign-up form or anchor text within every blog post
 - Position my sign up form in a separate widget or sidebar
- I have ensured that, no matter which sign-up form placement I use, it appears on every page of my blog
- I have begun to actively set up my first list, using or creating:
 - An Autoresponder

- At least one list that I have created
- A sign up form
- A blog
- A squeeze page or landing page
- An email signature pointing to my squeeze page or landing page
- A QR code to put on all my stationery, sites and products
- I am aware that I should not include a graphic in my email signature
- I have signed up for an Autoresponder service that allows me to:
 - Create many lists
 - Migrate subscribers to other lists
 - Send both follow-up and broadcast emails
 - Create contact forms and lightbox-style popups
 - Export and import subscribers from previous Autoresponders
- My gift and/or product is truly unique, and stands out from my competitors' offerings

- If my gift and/or product doesn't manage to achieve this and instead matches my competitors', I have given it a special advantage by using the most appropriate of the following tactics:
 - Offer payment installments, when my competitors insist on a full, high-ticket price
 - Have an easier access and download system than my competitors'
 - Offer better bonuses and guarantees
 - Customization options that my competitors' products don't have
 - Offer better quality, all round
 - Offer a "Lite" version
- I have created (or already run) a blog focused solely on my target subscriber and her needs and dreams
- I have located or created an RSS feed for my blog
- I am keeping it current, pointing people to my email list
- People see my sign up box (containing a call to action and "hook") on every page of my blog
- I am looking for ways to reinvent every evergreen trend, so that it doesn't become stale but reaches people in fresh new ways

- I am ready to keep track of and jump on the edge of new tactics
- I am on the alert for ways to suit the email media delivery to my target subscriber
- I have subscribed to my own Autoresponder's official blog and I am checking up on emails announcing new posts
- I have downloaded a RSS feeder so I can save time by reading my feeds in one go
- I am taking full advantage of my Autoresponder's capabilities to connect with social media directly using my follow up and broadcast emails
- I am keeping choice tips and benefits to place in my P.S. section
- I have installed Aweber's PayPal App, if I have chosen Aweber as my Autoresponder
- I have integrated social media sharing and share buttons with my Autoresponder messages
- I have created an email Newsletter in the format best suited to my target subscriber
- I have searched my inbox
- I have realized that questions and even complaints can be a real gift, providing me not only with potential testimonials but also:

- New blog post fodder
 - New, updated material for my FAQ page or section
 - New product ideas
 - New sign-up gift ideas
 - An opportunity to boost my reputation as the “go to” person in my field
- I have:
- Educated my subscriber about my Help policies and contact protocols
 - Educated any staff or contractors in the same
 - Made clear what my staff or contractor scope of responsibility actually is
- I have created a FAQ or Resource section for my subscribers:
- Exclusively
 - For everyone who visits my website
- I have created simple but useful Templates for various email purposes such as:
- Directing questioners where to find my FAQ or Resource section

- Acknowledging feedback
- Sending a thank you letter
- _____
- _____
- _____

- I have considered:
 - Hiring an assistant
 - Using Help Desk Software

- I am archiving my newsletters and:
 - Automating this process through my Autoresponder
 - Doing it manually

- I am planning for and creating seasonal broadcasts

- I am segmenting my lists into sub-lists sorted by specific interests

- I have created my first eCourse



- I am offering my first eCourse for free
- I am offering a paid eCourse
- I have created a separate list for my eCourse attendees
- I have offered to answer one question per day for my eCourse attendees, and I am using these questions (in addition to providing help for them) to find out:
 - What they like
 - What they don't like
 - What frustrates them
 - What excites them
 - What they want to see more of
 - What they want to see less of
- I am committed to constantly evaluating email marketing trends that never go out of style and finding fresh new ways to make the most of them – and please my subscribers