

ACTION WORKBOOK: BUILDING YOUR EMAIL LIST TO 10K SUBSCRIBERS (AND BEYOND)

This workbook is where the rubber meets the road in the “build your email list” course. In here you’ll find all of the actions you need to take to start growing a healthy, responsive email list.

LESSON 2: 4 SIMPLE RULES TO FOLLOW + TYPES OF EMAIL TO SEND

In this lesson, we discussed four simple rules you can follow to keep your list healthy, responsive and growing:

- Always send valuable content (even when you’re selling)
- Write your email like a conversation (aim for engagement)
- Don’t trick people into joining your list
- And the *Golden Rule* of email marketing: **when in doubt, simply treat people like you want to be treated**

We also talked about four different types of email you can send to your audience:

- Blog broadcasts (example used: [Zen Habits](#))
- Ad-hoc or on-demand email (example used: [WooThemes](#))
- Auto-responders (example used: [LKR Social Media](#))
- Newsletters (example used: [HubSpot SEO Crash Course](#))

ACTION CHECKLIST - LESSON 2

- ☐ **Subscribe to several email lists.** Choose several blogs you like, several on similar topics to your own business/blog, and several that are focused on marketing and online business.
- ☐ Pay attention to what kinds of email you receive, how often, and how they're presented. Note what you like and don't like.
- ☐ **Decide which types of email you think you'll send to your list.** Write down your basic email sending strategy and take notes on why you think this is a good idea. You can change this later, but it's a good idea to put a stake in the ground now.

LESSON 3: CHOOSING AN EMAIL SERVICE

Now it's time to choose an email service. We discussed why Gmail is a bad choice for commercial email, and narrowed down the remaining choices. We explored MailChimp and AWeber specifically and shared reasons why you might choose one or the other.

Why choose MailChimp?

- The "Forever Free" account
- Great design and good looking interface

Why choose AWeber?

- More lenient policies regarding affiliate marketing and other industries
- Some advanced features that make certain strategies easier

ACTION CHECKLIST - LESSON 3

- ☐ **Evaluate several email marketing tools**, including MailChimp, AWeber and any others you think might be right for you.
- ☐ **Sign up for one or two services.** If you'd like to sign up for MailChimp, you can wait until our upcoming lesson which walks you through the signup process.



LESSON 4: HOW TO GROW YOUR EMAIL LIST

10,000 subscribers might sound like a big number, but the strategy for growing an email list to that size or beyond is actually very simple.

Keep in mind that the particular strategy you follow is a matter of personal preference, what you're comfortable with, and what is best for your audience + subject matter.

In this lesson, we talked about several effective strategies for growing your email list, including:

- **The Giveaway** (something valuable you offer to people who become email subscribers: an ebook, a video series, an email series, etc.)
- **Landing Pages** (a good landing page is focused on *one* thing, with limited distractions)
- **Multiple Points of Exposure** (multiple links to landing pages + forms in multiple obvious places - sidebar, end of post, home page, etc.)
- **Strong Calls to Action** (not just "join my newsletter", tell people *why* they should sign up and what they'll get)
- **The Final Ingredient (Traffic)**

ACTION CHECKLIST - LESSON 4

- ☐ **Develop your own email list growth strategy.** Consider the options presented in this lesson and others you might be aware of. Think about what is best for you and your site. Do some reconnaissance to see how other sites grow and handle their lists.
- ☐ **Write down your basic strategy.** Again, this can change later but you need to start somewhere, and this is the time.

LESSONS 5 - 14: SETTING UP YOUR LIST, CAMPAIGNS AND FORMS

In this screencast series, we'll walk through exactly how to set up and configure your email list, email templates, campaigns and signup forms.



ACTION CHECKLIST - LESSON 6

- ☐ Sign up for a new email service account, if you haven't already.

ACTION CHECKLIST - LESSON 7

- ☐ Create a new email list.
- ☐ Import existing contacts (if applicable).

ACTION CHECKLIST - LESSON 8

- ☐ Revisit your email campaign strategy from lesson 2 and make any adjustments as necessary. In the next lessons we'll be implementing the types you decided to use.

ACTION CHECKLIST - LESSON 9

- ☐ Create a basic email template to use in your campaigns.

ACTION CHECKLIST - LESSON 10

- ☐ Configure your confirmation process, including the thank you page, confirmation email, final confirmation page and final welcome email.

ACTION CHECKLIST - LESSON 11

- ☐ If applicable to your list strategy, configure an autoresponder series.

ACTION CHECKLIST - LESSON 12

- ☐ Configure an RSS-driven (blog broadcast) campaign.

ACTION CHECKLIST - LESSON 13

- ☐ Configure and send an ad-hoc campaign or newsletter.



ACTION CHECKLIST - LESSON 14

- ☐ Configure and embed your first email signup form.

LESSONS 15 - 18: APPLYING ADVANCED STRATEGIES

In this section of screencasts, we dive into the advanced strategies you'll need to use to really accelerate your list's growth.

LESSON 16: THE SIX POINTS OF EXPOSURE

In this lesson, we covered six places where you can expose your visitors to your email list signup forms:

1. **The Sidebar** (Example used: [Art of Manliness](#))
2. **A Subscribe Page** (Example used: [Brain Pickings](#))
3. **The End of Blog Posts** (Example used: [Smart Passive Income](#))
4. **A Home Page Feature Box** (Example used: [Think Traffic](#))
5. **Pop-up or Slide-over Forms** (Examples used: [Marie Forleo](#) + [Live Your Legend](#))
6. **Using a Notice Bar** (Example used: [Live Your Legend](#))

ACTION CHECKLIST - LESSON 16

- ☐ Decide which of these six points of exposure are right for your site and audience.
- ☐ Implement your chosen points of exposure on your site.

LESSON 17: 4 EFFECTIVE TYPES OF OPT-IN OFFERS

In this lesson, we covered four effective types of opt-in offers you can use to entice people to sign up for your email list:

1. **The Autoresponder Series** (Example used: [The Art of Nonconformity](#))



2. A Single Downloadable Offer (Example: [Quick Sprout](#))
3. Multiple Offers (Example: [I Will Teach You to Be Rich](#))
4. The “Toolbox” of Offers (Example: Think Traffic)

ACTION CHECKLIST - LESSON 17

- ☐ **Choose one of the four types of opt-in offers for your own site.**
- ☐ **Implement your opt-in offer.** This means writing or developing the content, placing strong descriptions and calls to action in your sign-up forms, and delivering the material within your sign-up process.

LESSON 18: LIST BUILDING WITH LANDING PAGES

Landing pages are: Simple, distraction-free pages focused on guiding the visitor to a specific outcome (generally to purchase or subscribe).

This is where forms, opt-in offers, calls to action and traffic all come together to make a perfect storm of email list building conditions.

In this lesson you'll learn how to use landing pages to supercharge your list growth.

We also discussed the final ingredient for making this work: **traffic**. We shared four traffic sources you can send to your landing pages: on-site traffic, guest content, social media and advertisements.

ACTION CHECKLIST - LESSON 18

- ☐ **Implement a landing page on your site.**
- ☐ **Drive traffic to that landing page and measure your results.** Use either your mailing list software, analytics software or an A/B testing package to track how many signups your landing page is generating, and what your overall conversion rate is.



LESSON 19: MANAGING YOUR LISTS

In this lesson, you learned about managing your lists, and when it's a good idea to have multiple lists. We also talked about how to handle unsubscribes, spam complaints and the people who stop opening your messages.

ACTION CHECKLIST - LESSON 19

- ☐ Include a survey link in your final confirmation email to find out why people unsubscribe from your list.

LESSON 20: GETTING PEOPLE TO OPEN AND READ YOUR EMAIL

None of what we've discussed in this course matters if people don't open, read and take action on the email you send. In this lesson, we talked about the importance of headlines, and how to condition your subscribers to expect valuable content from you.

ACTION CHECKLIST - LESSON 19

- ☐ **Pay attention to your email subject lines**, just like you would with a blog post headline. Experiment with your headlines and watch how it affects your open rates and click rates.

LESSON 21: OTHER WAYS TO DRIVE MORE SIGNUPS

In this lesson, you learned about other ways you can drive even more signups. We covered three main strategies:

- Supercharging your guest content by creating landing pages specifically for each audience you write for
- Creating new opt-in offers for your own audience
- Using technical solutions to increase exposure to your on-site signup forms (on contact forms, comment forms or elsewhere)

We also talked about three main reasons why your list might not be growing as quickly as you had hoped:

- Not enough traffic.
- Lacking opt-in offer.
- Not enough exposure.

ACTION CHECKLIST - LESSON 21

- ☐ Implement at least *one* of the additional strategies you learned in this lesson.
- ☐ If you have implemented everything we've suggested in this course, but your list still isn't growing, diagnose which of the three underlying issues from above that your site might have. Take steps to correct the issue.

LESSON 22: CONCLUSION

This course was a blast to produce. I hope you've had some great results from taking action on everything you've learned.

I'd love to hear your feedback as well, so please [head over to the forums](#) or write us at support@fizzle.co anytime. Tell us what you learned, what you achieved, or what you still have questions about.

