

Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks

Leveraging the Power of Email Checklist

- I understand the importance of first contact, when my subscriber first signs up to my email subscriber list
- I have ensured that my new subscriber:
 - Can easily download my sign-up gift or newsletter
 - Receives what I promised her—or better
 - Is going to want “more” from me and my emails
- I am committed to ensuring that:
 - My subscriber remembers my name in future, when she sees it in her inbox
 - The sight of my name in her inbox gives her warm, happy feelings
 - My emails focus on my subscriber and her needs
 - My emails build trust—and a good, active relationship
 - My subscriber takes it for granted that most of my emails will be well worth opening
- I am aware of the importance writing email series, as well as single “broadcast” emails, and I am planning more than one series
- I understand the importance of a consistent flow of emails that appear in my subscribers’ inboxes at just the right interval to feel natural
- I am aware of common email mistakes and I am committed to making sure I avoid them, particularly:
 - Becoming too busy to email my list
 - Emailing sporadically, with long periods of no-contact in between
 - Emailing too often, so that my subscriber tires of seeing my name in her inbox
 - “Selling” instead of “helping”; not mixing my topics to include tips, freebies, anecdotes and information, as well as sales calls
 - Not making full use of calls-to-action
 - Spending too much time messing around with my Autoresponder when I have better things to do
 - Writing to a crowd, rather than making my subscriber feel I am writing just to her
 - Forgetting to focus on my subscriber and using too many “I” messages

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- Being too formal and sounding impersonal
- Being too informal (especially swearing to a non-swearing subscriber)
- Not tracking my list
- Not weeding out subscribers who have been completely inactive over a long period of time
- Not paying attention to my subject lines and ensuring they really make my subscriber want to open my emails
- I have ensured that my emails contain:
 - Clear indication of who the email is from and what I am connected to in my “From” field
 - Powerful subject lines
- Whenever appropriate, I am using super-charged “trigger” words such as “ALERT” and “REMINDER”
- I am making sure my subject lines don’t trigger spam filters
- I am making sure I lead with one or both of the following:
 - An arresting question
 - A strong opening paragraph that naturally leads the reader to continue reading
- I have named the “problem” and promised a solution (my link—or a tip that delivers!)
- I am making wise use of the P.S. device, using it to the max rather than sticking one in automatically
- I am planning my email campaigns to directly relate to and support my marketing campaigns (and subscriber-affecting events)
- I am planning my marketing campaigns and email promotions ahead, so I can take full advantage of:
 - Holidays
 - Seasons
 - Events in my subscriber’s location or life
 - Cultural markers and milestones (e.g. children going back to school)
 - Other _____
- I have automated as much of my email marketing as I feel comfortable with—leaving me free to concentrate more on my subscribers!

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Jennifer

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