

LIST.

AUTHORITY



How To Build An Email List of
1000 Subscribers In 30 Days And
Profit From Your First Newsletter

CHECKLIST

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About Tracy Repchuk

Tracy Repchuk, is an International Bestselling Author and Online Marketing and Social Media Strategist and will show you the step-by-step solution to attract more leads, get more clients and make more sales. As an award-winning entrepreneur since the age of 19, she has helped thousands of clients get their message online fast and effectively. She has appeared on TV for NBC, Fox, CBS, CW, ABC. newspapers such as Washington Post, Forbes, USA Today, Chicago Tribune and has over 60 additional appearances in over 35 Countries.

- 7 Time International Bestselling Author including 31 Days to Millionaire Marketing Miracles from Wiley Publishing
- World-renowned speaker in over 35 countries including Keynote in China at Global Leaders Economic Summit for presidents, heads of state and CEOs for technology
- Award winning entrepreneur, writer and speaker since 1985 at the age of 19 when she started her software company including awards from Senate, Assembly, and the White House Presidential Award from President Obama
- Been on the internet developing brands, websites, SEO and now social media since 1994 and currently serving on the Forbes Coaching Council
- Featured in over 22 National and Local TV as a trusted resource for technology, internet and social media including ABC, NBC, CBS, FOX and appeared in 3 motivational movies
- Director of Technology and eCommerce Strategies for the World Film Institute, Family Film Awards and Olympia Awards for the 7 Arts
- Served thousands of clients around the world to develop a fully branded end to end website presence so they can professionally match, rise above the competition, and reach millions with their message.



List Authority Checklist

So, you've read the book and you're feeling pretty psyched and ready to get started?

But wait, did you pay careful attention? Do you remember all the points we covered? Before you rush ahead and potentially miss some crucial steps, let's take a look at the key points again. Follow this checklist and it will walk you by the hand from the first stages to getting that 1,000th subscriber.

1. Sign Up for an Autoresponder

First step is to sign up for an autoresponder service. This will likely mean choosing between the three big options which are:

- Aweber
- GetResponse
- MailChimp

See which is the most cost effective for you both now and in the long run and then sign-up. With these you'll be able to manage new subscribers, people who want to unsubscribe etc. You'll also be able to easily store all your addresses and have them automatically backed up.

2. Create an Opt-In Form

With your autoresponder chosen, you'll now have the means to start creating your opt-in form. This is where people are going to actually enter their details and then hit that 'subscribe' button. Make sure you pick something with the right colors to stand out on your website and to attract clicks.

3. Choose a Domain Name

This step is optional but it will certainly help a great deal if you can create a domain name for yourself that you can then use for branding and to help people easily find your content. Choose a name that describes what your mailing is about and that's short, memorable and unique. You might have to try a few to get one that's not taken!

4. Sign Up for Hosting

A hosting account is what you are going to need next. This is where you host your files and you will need this to store your 'squeeze page' and your opt-in form. The domain name is the address that sends people to your files stored here. Note that you will likely set-up your domain name and hosting at the same time.

We recommend BlueHost as currently the best hosting provider ñ but there are plenty you can choose from!

5. Create Your Landing Page/Squeeze Page

This is a page designed with the sole intention of getting people to sign up. It will involve a long block of text that is written in a persuasive manner and with the minimum number of distractions (no menus etc.). You can use a number of tools to create this:

- LeadPages

- OptimizePress

- UnBounce

They will make it easier and ensure that the finished product looks professional.

Pay a writer if you're unsure of how to phrase the persuasive text.

6. Create an Incentive/Bribe

- A free report
- An eBook
- A membership
- Discounts/coupons
- Email newsletter

An incentive is a free giveaway you will use to encourage people to sign up.

If you want to write an e-book but you don't know how, this process can again be outsourced. Elance.com and Upwork.com are sites where you can find freelancers easily.

7. Advertise

Now you can start advertising your squeeze page. You have a number of different options available to you but the ones we most recommend are:

- Forum marketing
- Content marketing
- PPC Advertising (Google AdWords and Facebook Ads)
- Solo Ads (Ads that are sent out to other mailing lists)

8. Market

As well as paying for ads, you can also use traditional marketing to promote your squeeze page. If you have a website or blog, then placing your opt-in form on there is a good strategy. Likewise, you can also promote your mailing list in forums or on communities such as Reddit and Google Plus.

9. Split Test and Experiment

From here you can then begin tweaking the design of your landing page, the phrasing of your text etc. in order to see if you can increase your conversions. Split testing is a good strategy for doing this efficiently.

10. E-Mailing

And of course you need to start sending your e-mails and creating an autoresponder sequence too! Space your e-mails out so that you're sending one or two a week and try to gradually build anticipation for your product.

11. Monetization

There are multiple ways of making money from your list:

- Become an affiliate
- Create your own digital products
- Resell
- Sell Amazon goods

Continuing Progress

For those of you in the IOI program remember you also have 3 major resources;

1. The Science of Social Media

All the social media training you need to understand, setup, use and grow your reach.

To access or Join: <http://www.TheScienceofSocialMedia.com>

2. Message to Millions Mastermind

When you first join you get one full year in the mastermind. After that, you get lifetime access to the materials. make sure you take advantage of this resource which covers;

- | | |
|-------------------------------|-------------------------------|
| 1. How to Create Your Message | 7. Speaking |
| 2. Being Brand You | 8. Getting on TV |
| 3. Online Marketing | 9. Your Million Dollar Design |
| 4. Social Media Mastery | 10. Outsourcing |
| 5. Sales and Selling | 11. Your Own Live Event |
| 6. Product or Book Launches | 12. Traffic and PR |

Access your mastermind and materials here - <http://www.MessageToMillionsMastermind.com>

If you wish to join my mastermind - use the above link

If you prefer to go through all the trainings yourself, not in a mastermind community, and save a ton of money and still get lifetime access to all the materials and trainings go here:

<http://www.MessageToMillionsMastery.com>

3. Last but not least IOI members have Internet Success Mastery

This is the step by step process that takes you through the 6 major elements of an online business.

1. Niche selection and keyword mastery
2. Listbuilding and landing pages and blogs
3. Copywriting and Autoresponders
4. Membership Sites
5. Sales pages
6. Traffic Mastery

To gain access or join > <http://www.InternetSuccessMastery.com>

Want it all done for you - brand, web, landing page, maintenance and more

Ask About our Platinum and Diamond Programs

Join the community, get more free gifts and updates - <http://www.FastActionResults.com>.