

List Building Success Checklist

List building is all about traffic and having compelling offers in place. This handy checklist will help you get started. We'll also be working on these items in more-depth in this week's training and giving you the fill-in-the-blanks templates to make it dead simple. [Join us here](#) while spaces are still available.

Step 1: Setting up Your Website

- ☐ Set up a landing page that promotes your free offer.
- ☐ Make sure your opt-in box is on all your pages.
- ☐ Try tools like pop-ups, footer ads and other tools that get attention.

Step 2: Drive Traffic

TIP: When using these traffic and link building tips, link directly to your opt-in page. Your goal is to build your list and you're more likely to do that by sending your visitors to a highly-focused landing page.

1. Start a highly targeted ad campaign to your opt-in page. Try Facebook Ads or Google Adwords.
2. Write guest blog posts on other relevant blogs and invite blog readers to sign up for your awesome freebie.
3. Research keywords at keywordtool.io and Google Trends and optimize your content for those phrases. Include promotions for your mailing list on those content pages.
4. Take those same keywords and make short, but highly useful videos to drive traffic to your opt-in page.
5. Encourage your affiliates and other publishers in your niche to share your videos and embed them on their site for more exposure. If you're sharing high value content, they're more likely to do so.
6. Encourage your newsletter subscribers to share your emails with their friends. Include a note at the end of your emails telling them to pass it on.
7. Answer questions at Quora, Yahoo Answers, etc. Where relevant, link to your content in your answer. Just make sure you follow the posting guidelines.



8. Provide useful commentary on blogs and news sites. Include a link to your opt-in page in the appropriate space. Don't link to your site in the body of your comment.
9. Distribute press releases online (PRWeb.com) and to other online and offline media. Encourage press release readers to get their free guide / tool, etc. Try your local media for the easiest and quickest exposure.
10. Write about another company, a blog post, etc. Link to them and let them know you wrote about them. They may just mention you back.
11. Join and participate in forums, Facebook groups, etc. Don't spam the group with your freebie but be a helpful member of the community and your exposure will grow.
12. Create your own Facebook groups, LinkedIn Groups, etc.
13. Become a reviewer on sites like Amazon.com, link to your opt-in page from your profile page.
14. Recruit affiliates to promote or give away your freebie. You can offer pay-per-lead commissions or pay-per-sale commissions if you have your own product.
15. Have a sweepstakes or giveaway on your site. Encourage entrants to claim their free gift and subscribe to your mailing list. **TIP:** Don't automatically add sweepstakes entrants to your main list as it's not likely they'll remember you or be particularly responsive. Have them opt-in directly to hear more from you.
16. Sponsor sweepstakes or giveaways on other sites by offering a prize in exchange for a promotion for your website. Ask them to link to your opt-in page.
17. Create a freebie that other webmasters can use a bonus for their product. Check out clickbank.com, jvzoo.com or search for products in your topic area and offer a high value bonus that increases the value of their product. Include promotions in the bonus that bring people back to sign up for your list.
18. Use social media – Twitter, Facebook Pages and connect with your target market. Include a link to your free offer in your profile.
19. Get interviewed on websites, podcasts, etc. Get out there and get known!
20. Be controversial and get attention. Don't be a jerk, unless that's your thing, but don't be afraid to stand out from the crowd. This is what people like to buzz about.
21. Interact with readers on your blog, so they will come back and recommend others.



22. Offer testimonials for products you like. Many sites will publish your website URL.
23. Organize and promote a free webinar. Ask other website owners and your readers to let others know about the free event.
24. When you write a blog post or article for your own site, write a recommendation to sign up for your mailing list right in the body of the article.
25. Cross-promote with fellow online business owners. Recommend one another's publications, freebies, etc.
26. Interview other high-profile people your target market wants to hear from. Look for others who have good followings in social media, high traffic website and large mailing list. These are perfect people to interview because they're likely to share their interview with your audience. Make sure you have an opt-in offer on the interview page.
27. Send promotional items to bloggers who may write about you.
28. Create a useful quiz for your website visitors. Thrive Themes has a useful quiz builder plugin for WordPress. People love taking quizzes and if you can give them some fun or useful insight about themselves, even better.

There you have plenty of ideas to start driving traffic to your opt-in offer. Do one of these each day and you'll have a steadily growing list in no time.