

CAUTIONARY

E-MAIL MARKETING



Hybrid Cheat Sheet

Check List

Mark every step of the process as you consider / complete them. That will help you to keep track of things you need to do. Include additional steps if necessary.

☐ **Methods of List Building (Good And Bad)**

- ☐ Newsletters, announcements, and promotions
- ☐ Renting lists (form of spam) *bad
- ☐ Sending traffic to a squeeze page, landing page, etc. to get their email
- ☐ Give away a free report, e-book, service, video, etc.
- ☐ Linking your promotion in a forum signature or other board signature
- ☐ JV Giveaway events (all send traffic to a main giveaway page)
- ☐ Link exchanges (ad swaps, etc)
- ☐ Pop up windows, registrations, exit popups, memberships, etc. on a website
- ☐ Article marketing and Video marketing
- ☐ Solo ads (find reliable vendors in your niche)

☐ **Essential Rules / Tips For Email Marketing**

- ☐ Keep the lines width up to 65 characters (short and simple sentences)
- ☐ Avoid writing in ALL CAPS (it can be seen as yelling, and offputting)
- ☐ Always double-check your spelling and grammar (read it out loud if possible)
- ☐ Use a variety of keywords to prevent keyword stuffing (spam filters catch this)
- ☐ Do not include too many links, and jump around topics too much
- ☐ Keep your call to action based emails between 150-250 words in length
- ☐ Make sure you have a clear unsubscribe link at the bottom (respect this!)

Resources List

☐ **Auto-responder Services**

- Aweber
- GetResponse
- SendLane
- MailChimp
- iContact
- Constant Contact
- InfusionSoft

☐ **Landing Page Builders**

- Profit Builder
- Thrive Content Builder
- Optimize Press 2.0
- InstaPage