

Email Marketing Checklist

Email marketing allows you to pretty dramatically increase your sales by getting people who didn't buy the first time to come back to your site. You can also get a lot of repeat buyers and high ticket buyers by using an email marketing system well. If you ever find yourself with a lull in your résumé writing business, an email blast can generate new clients, repeat business, and referrals. And if you are thinking of selling information products to generate passive income and recurring revenue, an email list is essential.

Here's a checklist for some of the things you need to do to set up a strong email marketing system.

- Choose an email delivery program.** There are many different email delivery programs on the market, each with their pros and cons. Some get higher deliverability rates, but don't allow you to import outside leads. Others might have lower deliverability, but be more lenient on their regulations. Also take the price into consideration, as well as the quality of their support. See the bottom of page 2 of this checklist for recommended options, including [AWeber](#) and [Constant Contact](#).
- Decide on single or double opt-in.** One of the most controversial choices in email marketing is whether or not to require double opt-in. If you require double opt-in — meaning someone has to click a link in their mailbox to confirm their subscription — you can lose as much as 70% of your visitors. On the other hand, your spam rate will drop way down. Most response-oriented marketers choose to use single opt-in; however, I use double opt-in for all of my lists. The choice is up to you.
- Create an incentive to signup to your list.** Why should someone become a subscriber? Is there a free report you could give them, or some other sort of main selling point? Brainstorm a few free giveaways and try to come up with something really enticing. One easy way to create your sign-up incentive is to use Pass-Along Materials. You can have your sign-up incentive ready to go in as little as an hour with Pass-Along Materials. Learn more here: <http://bearesumewriter.com/pamsalespage>
- Write a compelling opt-in page.** Either use an opt-in page or a prominent email signup box on your home page. No matter what method you end up using, your sign up rate is one of the most important metrics in your business. Put a lot of time, attention, and energy into creating the best opt-in page possible.
- Determine the consistency of your mailings.** Make this decision before you launch your mailing list, because you'll want to let your readers know how often they'll hear from you — weekly? Monthly? Quarterly? For best results, email your list at least once a month.

- **Write your welcome autoresponders.** Your welcome autoresponders are the “set” autoresponders that everyone gets sent. It’s one or more messages, sent in a series, that can help turn prospects into customers.

- **Mailing content and sales messages.** You should be mailing unique, high-quality content newsletters on a regular basis. At least 80% to 90% of your mailings should be content. Your goal is to get people in the habit of opening and reading your emails. Once you get them in that habit, send them a sales email or have a sales message in your content emails every once in a while. Long term customer value is built from content, rather than many sales pitches.

- **Product launches and promotions.** Every once in a while, launch a new product or do a big promotion. Before you do these promotions however, make sure you have a few emails in a row with no sales messages and stellar content to build up “reading equity.” Then write a few emails that pre-sell the concept for the product, then one to three emails that actually sell the product. With a good sized list that’s in the habit of reading your emails, you can bring in a lot of visitors and sales from a well timed product launch.

This checklist will take you all the way from not having an autoresponder setup to building a large, responsive and highly profitable list. Some of these, such as creating an incentive, are a one-time setup, while others — like promotions — are things you should do on an ongoing basis.

Provided by Bridget (Weide) Brooks | Résumé Writers’ Digest
For a mailing list that incorporates auto-responders, consider AWeber
Affiliate link: rwdigest.aweber.com/

If you’re a novice to email marketing, consider Constant Contact
Affiliate link: <http://bit.ly/ConstantCRWD>