

**AZTEC**

**DESIGN**

**STUDIO**

**WEB SITE  
DESIGN**

# CHECKLIST WEB DESIGN BOOTCAMP

## Module 4



- I understand the importance of building an active, responsive email list immediately
- I understand that if I plan to sell my business someday, I absolutely need these two essentials:
  - A healthy email list
  - A registered LLC business structure
- I understand that list building is NOT all about selling—it is about building community and helping my followers and fans: My subscribers
- I understand that list building is really all about:
  - Trust
  - Friendship
  - Support
  - Encouragement
  - Listening
  - Helping
  - Mentoring
  - Connection
  - Solutions



- I have given my ideal visitor:
  - An urgent reason to join my subscriber list
  - A clear, easy way to do so
- I understand that my ideal subscriber may discover me through any of many different content types—but if I don’t provide a sign-up link or at least my website URL, I have wasted an opportunity to acquire her as a subscriber
- I understand that my subscriber looks to me for:
  - Answers
  - Inspiration
  - Links
  - Tools and resources
  - Tips
  - Entertainment
  - Comfort and encouragement
  - Instruction
  - Help
  - Specific solutions
- I understand that I have to—above all—deliver consistently on what I promise
- I understand the importance of connecting “up” as well as down—with influencers my subscribers will find valuable too



- I understand the importance of basic list-building strategies, and I have reviewed my list-building practices to ensure each one has actually been taken care of or implemented
- I have set up or updated the following basics:
  - A professional autoresponder subscription
  - My landing page and opt-in box
  - My website pop-up opt-in
  - My sign-up incentive
  - A basic Email series for those who sign up
  - My Facebook Page signup tab
  - My Twitter pinned post
  - My signature
  - My author bio/resource box
  - Other \_\_\_\_\_
- I have thoroughly explored the suggested autoresponders, and determined which one—and which plan—is right for me ... and for my planned future growth
- I have created a dedicated landing page: Not just a sidebar web form
- I have created a sign-up gift or incentive my ideal subscriber won't be able to resist
- I have created at least a basic email series, consisting of six or seven emails destined to get my ideal subscriber in the habit of opening emails from me
- I have filled my emails with the best tips, news and other content that I can gather and write



- Each email contains a specific, clear call to action in one or more of the following areas:
  - The email body
  - The signature
  - The P.S.
- I have created:
  - A Facebook Page sign-up tab
  - A Facebook Page!
- A Twitter Pinned Post
- A well-thought-out digital signature that contains a call to action
- I have written a short, conversational author resource box that contains a call to action
- I am using visual content (images, videos, color) in all my connection efforts—including social posts, blog posts—and emails
- I have made sure my landing page is well-designed, free of distractions and focused on getting my ideal subscriber to take a single action
- I have built list-building activities into my daily priorities, and I am committed to the habit of asking myself: “What can I do to build my list today?” every morning
- I have made a list of list-building activities I can engage in and content I can create—and singled out those that feel most natural and helpful
- I am sharing myself and being real
- I have re-vamped or created my affiliate program



- I understand the essentials of JV partnerships and I am connecting with influencers and potential future partners, and interacting with them even as I grow my list
- I realize I must have a healthy list in order to attract “big hitters” as JV partners
- I have started to provide valuable product for Giveaways, to build influencer relationships and credibility
- I have found my perfect, daily, list-building mix, consisting of:
  - Essential activities
  - Specific ‘mix-and-match’ strategies that I and my subscribers particularly enjoy
- I have created an email list, taken care of the essentials—and I am now actively building my list of responsive, enjoyable subscribers!