

Cheat Sheet



# List Building 2019

## Made Easy

Powered By “Your Website URL here”

Skyrocket Sales & Boost Conversions with  
Our Proven & Tested List Building  
Techniques



# Limited Special Offer

## List Building 2019 Made Easy

(Video Training)



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### What Is List Building All About?

- ✓ List building refers to the practice of growing and nurturing a list of contacts
- ✓ List building almost exclusively refers to the practice of growing and nurturing a list of email leads
- ✓ The most common strategy is to use opt-in pages featuring a free download
- ✓ List building is a form of permission-based marketing
- ✓ The goal of adding many people to your mailing lists is to create long lasting relationships

### Setting Up A List Building Campaign

- ✓ Create A Mailing List
- ✓ Create A Campaign

### Creating Page-Specific Call-To-Action Buttons

- ✓ Install MaxButtons
- ✓ Create A Page-Specific Call-To-Action Button
- ✓ Insert The Call-To-Action Button On A Specific Page

### Setting Up A Timed Pop-Up Opt-In

- ✓ Set Up Your Pop-Up Form
- ✓ Design Your Pop-Up Form

### Creating A Lead Magnet

- ✓ Create A Lead Magnet The Easy Way

### Creating A High-Converting Landing Page

- ✓ Set Up The Landing Page
- ✓ Design The Landing Page

### Using Blog Posts To Convert Visitors Into Subscribers

- ✓ Add Your Content
- ✓ Add Your Calls To Action

### Converting Subscribers Into Customers With A Sign-Up Bonus

- ✓ Send A Sign-Up Bonus To Subscribers

### Using YouTube Ads To Increase Sign Ups

- ✓ Create A Lead Capture Campaign For YouTube

### How To Get More Subscribers With A Content Series

- ✓ Edit Complex Topics Into Short-Form Content Pieces
- ✓ Repurpose Your Content As A Content Upgrade
- ✓ Schedule A Weekly Blog Post Series

### List Building Tricks To Try In

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- ✓ Add Your Timed Pop-Up Form

### Using LinkedIn Groups To get New Email Subscribers

- ✓ Add A Lead Capture Page Link To A Group Welcome Message

### Setting Up A Survey To Grow Your Mailing List

- ✓ Create A Lead Gen Survey
- ✓ Last Steps

### How To Optimize Confirmation Pages To Boost Your Subscriber Rate

- ✓ Add A Bold Headline To Signal The Confirmation Step
- ✓ Emphasize The Benefits Of Signing Up
- ✓ Add Urgency To Your Confirmation Request With A Call To Action
- ✓ Add A Countdown
- ✓ Add A Quick Visual Guide Of The Confirmation Process

### Social Media Tricks To Grow Your List In 2019

- ✓ Use Your Facebook Cover Photo To Promote A Lead Magnet
- ✓ Use Facebook Lead Ads
- ✓ Add A Sign-Up Page Link To Your Instagram Bio
- ✓ Host A Question And Answer Session On Instagram Live

## 2019

- ✓ Launch A Referral Contest
- ✓ Add A Sign-Up Link To Your Email Signatures
- ✓ Use Your Home Page As An Opt-In Page
- ✓ Add A Leadbox Link To Your Author Bylines

### Call-To-Action Best Practices For Marketers

- ✓ Communicate Value Through Your Calls To Action
- ✓ Shame Your Leads Into Opting-In
- ✓ Use Alternative Call-To-Action Text
- ✓ Add Call To Action Links To Your Highest Converting Opt-Ins Across Your Site

### Don'ts

- ✓ Don't Go Overboard With Pop-Ups
- ✓ Don't Buy Lists
- ✓ Don't Import Lists Without Permission
- ✓ Don't Send Too Many Emails
- ✓ Don't Break Anti-Spam Laws
- ✓ Don't Focus On Sales
- ✓ Don't Be Generic
- ✓ Don't Demand Immediacy
- ✓ Don't Discourage Replies
- ✓ Don't Be Misleading

### Shocking Case Studies

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- ✓ Tease Your Twitter Followers With Exclusive Content

### Do's

- ✓ Keep Sign Up Forms Simple
- ✓ Send Welcome Emails
- ✓ Segment Your Lists
- ✓ Use Email Automation
- ✓ Use Dynamic Content
- ✓ Send Timed Emails
- ✓ Link To Sign-Up Offers On Your Most Visited Pages
- ✓ Split Test Campaign Design And Copy
- ✓ Clean Your Mailing Lists
- ✓ Monitor Performance

- ✓ [GrowthEverywhere](#)
- ✓ [Backlinko](#)
- ✓ [Buffer](#)
- ✓ [Video Fruit](#)
- ✓ [AppSumo](#)
- ✓ [University Of Alberta](#)
- ✓ [CodeinWP](#)
- ✓ [UAV Coach](#)
- ✓ [Baked NYC](#)
- ✓ [QualityStocks](#)

### Premium tools and Services to consider

- ✓ [OptinMonster](#)
- ✓ [Optimizely](#)
- ✓ [Unbounce](#)
- ✓ [Ninja Popups](#)
- ✓ [Rafflecopter](#)
- ✓ [Thrive Leads](#)
- ✓ [OptinMonk](#)
- ✓ [KickoffLabs](#)
- ✓ [Drip](#)
- ✓ [Sleeknote](#)

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