

List Building Hero Worksheet

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Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: SOLID FOUNDATIONS

Laying The Groundwork For Success

You can definitely make money without assembling a list but your days will become consumed with _____ each day.

Your email lead list is not just a bunch of data. It is a _____.

Your subscriber list is composed of _____ that you can capture using a _____ provided by your _____ service.

Autoresponders can be used to send messages in these 2 ways: _____.

A _____ is a webpage used to entice a visitor to enter their name and email into a web form.

The webform has a special code that connects _____ to your _____.

Lead magnets can be: _____.

The most effective kind of lead magnet is _____.

Create email marketing “campaigns” composed of a series of emails intended to: _____ and _____ over time.

Create not one but many email lists and segment subscribers by _____ and _____.

LESSON 2: THE HERO OF YOUR BUSINESS Your

Business' Subscriber List Is Even MORE Important Than The CEO

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Your customers use _____ on _____ to stay in touch with people and engage with the world.

Email marketing has changed throughout the years when it comes to _____, _____, _____, and other factors.

Studies have shown that more than half of the USA checks _____ before starting _____.

For your email marketing to be effective you must consider, and even predict _____ and _____ when it comes to reading these messages.

_____ is not the same as list building.

Train your subscribers to _____. Monetization is your _____.

Growth for the purpose of growth is the etiology of the cancer cell. You must grow your list with a _____.

Not all leads are created equally and its your job to move them and _____ through marketing.

You should mail your list daily whether it has _____ or _____ subscribers.

Some _____, some _____, so _____... NEXT.

LESSON 3: THE GREEN LIGHT TO BUILD

It's time to start putting this all together.

Every list first starts with an _____.

The more you know about _____ the better you will be at crafting the perfect lead magnet and building your list.

List 4 types of possible file formats to use as lead magnets: _____

Always be testing new lead magnets and landing pages. Use the 3 R's _____

List some lead magnet ideas: _____

Your lead magnet itself needs to be _____ somewhere so that you give people the

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download link after they've _____ to your list.

Simple landing pages typically _____ better than fancy ones.

You should monitor the ratio of _____ and _____ and always strive to improve it by split testing.

Landing page _____ should be for creating curiosity not for satisfying it.

LESSON 4: PUTTING THE PRINCIPLES INTO PRACTICE

Taking Consistent Measurable Action

These are the three things you need to start building your list: _____
_____.

Remember to follow up with your subscribers ALWAYS have _____ in place FIRST.

The monetary worth of your list is typically _____ per _____ per month.

A purchase decision is made on _____ and later justified with _____. All recurring purchase decisions are based on _____.

Reverse engineer your promises and fulfill them in your _____ with _____.

Your perpetual process is to _____ them _____ them, _____ them, _____ them, _____ them. REPEAT.

The goal, over time, is to have more _____ than _____

daily. Never be afraid to _____ OFTEN.

The best marketers are the best consumers. Reverse Engineer what makes YOU _____, _____, _____, and Buy.

Quality beats quantity all the time. A list of _____ that _____ is worth much more than _____ that _____.