

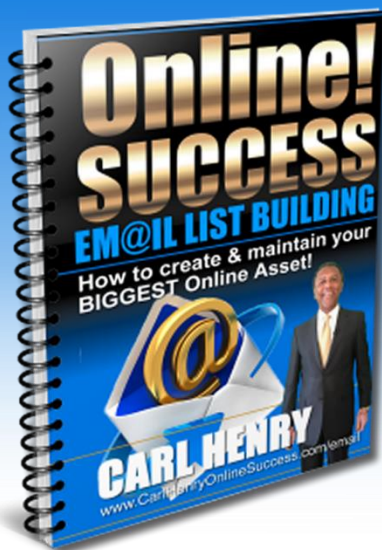
# Online! SUCCESS

## The Email List Building Checklist

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If you want to build an email list that will make you money here are 12 essential Actions you should take.

1. You absolutely must build your list focused on a laser targeted subject.
2. Your chosen subject must answer a pain, solve a problem, fill a burning desire or fill a knowledge gap.
3. immediately Give a gift of value and on-topic in return for their email that gives a positive result in advance of any sales pitch.
4. Only send information focused on the subject they have subscribed for.
5. Never lie, trick or send substandard information, recommendations or reviews to them.
6. Think of each person on your list as a potential sales lead but treat them exactly as you would treat a relative or a very good friend.
7. Don't be afraid to use paid advertising to build your list, balance the cost of each subscription against potential lifetime sales value.
8. Build a relationship with your subscribers by giving on-topic information of high perceived value with the objective that they know, like and trust you.
9. Surprise your subscribers by over delivering on your promises.
10. Give 2 or 3 times before you "take" in the form of offering something for sale.
11. Use a professional mailing list software that manages sending, quality control, list hygiene and that gives you feedback statistics you can use.
12. Set up automated email delivery so your 'ever-green' messages are sent out even when you are not working.



We will be giving you much more in depth information in our new **\*\* Free \*\*** eReport "ONLINE! SUCCESS – Email List Building" which will be available shortly and emailed to you **directly if you have subscribed to our list.**

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