



Email List Building Checklist

Your Complete Guide to Starting from Zero

Everything you need to build a profitable email list in your first 30 days

Complete Platform Setup Steps

Choose your email service provider (ESP)

Research and compare: Mailchimp, ConvertKit, ActiveCampaign, MailerLite, or Klaviyo

Create your account and verify email

Complete all verification steps to avoid delivery issues

Set up domain authentication (SPF, DKIM, DMARC)

Critical for deliverability - follow your ESP's setup guide

Configure sender information

Business name, reply-to email, physical address (legally required)

Create your first audience/list

Set up segments for better targeting (e.g., by interest or source)

Design email template/branding

Match your brand colors, logo, and fonts for consistency

Set up compliance features

Double opt-in (recommended), unsubscribe links, privacy policy

Lead Magnet Creation Templates

Identify your target audience's biggest pain point

Survey existing followers or research competitor comments

Choose your lead magnet format

Checklist, cheat sheet, template, mini-course, ebook, toolkit, or resource library

Create compelling content that delivers quick wins

Focus on immediate, actionable value (10-15 minutes to consume)

Lead Magnet Title Template:

"[Number] [Adjective] [Format] to [Achieve Desired Outcome] Without [Common Objection]"

Example: "7 Proven Email Templates to Double Your Response Rate Without Sounding Salesy"

Design your lead magnet professionally

Use Canva, Adobe, or hire a designer. Make it visually appealing

Create a delivery system

Host on Google Drive, Dropbox, or directly in your ESP

Test the download/access process

Sign up yourself to ensure smooth user experience

Landing Page Copy Framework

Craft attention-grabbing headline

Focus on the transformation or benefit, not the feature

Landing Page Structure Template:

- 1. Headline:** "Get [Specific Outcome] in [Time Frame]"
- 2. Subheadline:** Expand on the promise with one compelling detail
- 3. Bullet Points:** 3-5 benefits they'll receive (use "You'll get..." or "Inside, you'll discover...")
- 4. Social Proof:** "Join [X] people who've already downloaded this"
- 5. Clear CTA:** "Download Your Free [Lead Magnet] Now"
- 6. Privacy Note:** "We respect your privacy. Unsubscribe anytime."

Write benefit-focused bullet points (3-5)

What will they learn, achieve, or receive?

Add trust elements

Testimonials, subscriber count, your credentials, or media mentions

Create compelling call-to-action button

Use action words: "Get My Free Guide" not just "Submit"

Add image or mockup of the lead magnet

Visual representation increases conversions by 20-30%

Include privacy reassurance

"No spam, unsubscribe anytime" builds trust

✉ Welcome Sequence Outline

📧 5-Email Welcome Sequence Framework:

Email 1: Immediate Delivery (sent instantly)

Subject: "Here's your [Lead Magnet] + what to expect"

Content: Deliver lead magnet, set expectations for future emails, quick personal intro

Email 2: Your Story (sent 1-2 days later)

Subject: "Why I created [Your Business/Blog]"

Content: Share your journey, mission, and what makes you different. Build connection.

Email 3: Quick Win (sent 3-4 days later)

Subject: "Try this simple [tip/strategy] today"

Content: One actionable tip they can implement immediately. Show your expertise.

Email 4: Social Proof (sent 5-6 days later)

Subject: "How [Customer Name] achieved [specific result]"

Content: Case study or testimonial. Show what's possible.

Email 5: Soft Pitch (sent 7-8 days later)

Subject: "Ready to take the next step?"

Content: Introduce your product/service or primary content. Clear CTA but no pressure.

💡 Pro Tip:

Include a P.S. in every email asking a question or encouraging a reply. This improves engagement signals and deliverability.

First-Week Promotion Strategy

Add signup form to website header/footer

Make it visible on every page

Create blog post announcing the lead magnet

SEO-optimize for relevant keywords your audience searches

Set up exit-intent popup

Capture visitors before they leave (use tools like OptinMonster or Sumo)

Share on social media (daily for 7 days)

Vary the angle: benefits, behind-the-scenes, testimonials, stats

Add to email signature

Include a one-line pitch and link

Engage in relevant online communities

Reddit, Facebook groups, forums - provide value first, mention lead magnet naturally

Run a small paid ad test (\$5-10/day)

Facebook or Google Ads to validate your offer and audience

Reach out to 10 peers for collaboration

Guest posting, newsletter swaps, or co-hosting events

Create a Pinterest pin (if relevant to your niche)

Pinterest drives consistent long-term traffic to opt-in pages

Social Media Post Template:

Hook: Start with a relatable pain point or surprising stat

Story: Brief personal connection (1-2 sentences)

Solution: "That's why I created [Lead Magnet Name]"

Benefits: 3 bullet points of what's inside

CTA: "Grab yours free at [link] - link in bio!"

Growth Tracking Spreadsheet

Set up tracking spreadsheet (Google Sheets recommended)

Create tabs for: Weekly Stats, Traffic Sources, Email Performance

Track these key metrics daily/weekly

Metric	What to Track	Goal (First 30 Days)
New Subscribers	Total new signups per day/week	10-50 subscribers
Landing Page Traffic	Unique visitors to opt-in page	100-500 visitors
Conversion Rate	% of visitors who subscribe	20-40%
Email Open Rate	% who open your emails	30-50%
Click-Through Rate	% who click links in emails	2-5%
Unsubscribe Rate	% who opt out	<1%
Traffic Sources	Where subscribers come from	Track top 3-5 sources

Install Google Analytics on landing page

Track traffic sources and user behavior

Set up UTM parameters for each traffic source

Know exactly which promotions drive the most signups

Review and analyze metrics weekly

What's working? What needs improvement? Adjust strategy accordingly.

A/B test one element at a time

Headlines, CTA buttons, email subject lines - optimize continuously

Growth Milestone Checklist:

- First 10 subscribers - Celebrate! You've started
- First 100 subscribers - Time to survey your audience
- First 500 subscribers - Consider your first product/offer
- First 1,000 subscribers - You've built a real asset

Quick Start Action Plan

Your First 7 Days - Day by Day:

- Day 1:** Choose ESP and set up account + domain authentication
- Day 2:** Create your lead magnet (keep it simple!)
- Day 3:** Build landing page and write copy
- Day 4:** Set up welcome sequence (all 5 emails)
- Day 5:** Test everything - sign up yourself multiple times
- Day 6:** Launch promotion across all channels
- Day 7:** Review first results and adjust as needed

Remember: Building an email list is a marathon, not a sprint. Consistency beats perfection.

Focus on providing value, and your list will grow organically.

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