

The Email List Growth Checklist

Are you doing enough to grow your list? Let's find out. Check each item that you're doing, or that you've tested in the last two years. Tally up the total below.

OPTIMIZE OPT-INS

- Sign-up form (not just a link) 5 pts _____
- Sign up form on on all pages 4 pts _____
- Sign up form in two places on pages 4 pts _____
- Not using a generic sign-up button 2 pts _____
- Tested or using pop-ups 5pts _____
- Testimonial for emails near opt-in 2 pts _____
- Sign ups fields kept to minimum 5 pts _____
- Incentive to sign up 3 pts _____
- Link to past newsletters 2 pts _____
- Privacy policy / "no spam copy" 2 pts _____

Total for Optimize Opt-Ins _____

ONLINE MARKETING

- Sending traffic to squeeze page 3 pts _____
- Write an ebook 3 pts _____
- Sign-up promo in email signature line 4 pts _____
- Partner with other websites 3 pts _____
- Co-registration 1 pts _____
- "Send to a friend" on product pages 4 pts _____
- Hello bar 2 pts _____
- Create a mobile app 3 pts _____
- AdWords communication extensions 3 pts _____
- Host a webinar 3 pts _____
- Prompt to join list while ordering 5 pts _____
- Use "text to join" 3 pts _____
- Guest post on related blogs 3 pts _____
- Use the iPad app iCapture 1 pts _____
- Sign up prompt on all print materials 4 pts _____
- Speaking engagements 2 pts _____
- Use the phone 1 pt _____
- Employee contests 2 pts _____

Total for Online Marketing _____

SOCIAL MEDIA

- Email signup tab on Facebook page 5 pts _____
- Like gate to your Facebook page 2 pts _____
- Contest on your Facebook page 3 pts _____
- LinkedIn group 2 pts _____
- Signup prompt for blog comments 3 pts _____
- Tweet about newsletter 3 pts _____
- Promote emails in YouTube videos 3 pts _____
- Promote newsletter in Pinterest 3 pts _____
- Promote newsletter in Google+ 3 pts _____
- Promote newsletter in Slideshare 1 pts _____
- Social icons in newsletter 5 pts _____

Total for Social Media _____

CREATE GREAT EMAILS

- Know what your readers really want 5 pts _____
- Segment your list 4 pts _____
- Design for phones 5 pts _____
- "Guest emailers" 1 pts _____
- Encourage readers to share stories 2 pts _____

Total for Create Great Emails _____

MINIMIZE OPT-OUTS

- Use double opt-in 5 pts _____
- Subscribers control frequency 4 pts _____

Total for Minimize Opt-Outs _____

TOTAL SCORE: _____

These checklist items are from *50 Ways to Grow Your Email Marketing List* by Pam Neely. Buy it on Amazon.

Let's see what we've got. Enter your total scores for each category below.

Total for Optimize Opt-Ins _____
Total Possible Score 30

_____ / 30 = %

Total for Social Media _____
Total Possible Score 33

_____ / 33 = %

Your Total for Online Marketing _____
Total Possible Score 50

_____ / 50 = %

Your Total for Create Great Emails _____
Total Possible Score 17

_____ / 17 = %

Your Total for ALL CATEGORIES _____
Total Possible Score 143

_____ / 143 = %

Your Total for Minimize Opt-outs _____
Total Possible Score 9

_____ / 9 = %

You can see where your list growth efforts are weak by looking at the category percentages.

Want to improve? Go back to the checklist and see which items you aren't doing. The items are scored according to how valuable they will be to your list building. In other words, start with the 5 point items first, then work down to the 1 point items. That will give you the most bang for your buck in terms of time and effort.

Need help? Feel overwhelmed? No need to worry. I'm happy to lend a hand. Visit the services page of my website (<http://pamneely.com/services/>) to see what I can do for you.