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 for Social Media	____
Total Possible Score	30	Total Possible Score	33
_____ / 30 = %		_____ / 33 = %	
Your Total for Online Marketing	____	Your Total for Create Great Emails	____
Total Possible Score	50	Total Possible Score	17
_____ / 50 = %		_____ / 17 = %	
Your Total for ALL CATEGORIES	____	Your Total for Minimize Opt-outs	____
Total Possible Score	143	Total Possible Score	9
_____ / 143 = %		_____ / 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.

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