List Building Checklist

☐ Your Audience of One™

☐ Clarity of SPICE Problem

☐ Website or Blog (or both)

☐ Tool for Creating Opt-in Pages

- o OptimizePress
- o ClickFunnels
- o ActiveCampaign
- o Leadpages.net
- o Other

☐ Landing Pages (one for each free offer)

☐ Social Media Profiles

- o Facebook
- o Twitter
- o LinkedIn
- o Periscope
- o Instagram
- o Pinterest

☐ CRM Customer Relationship Management System

- o Infusionsoft by Keap
- o Ontraport
- o ActiveCampaign

- Hubspot
- Other

☐ Opt-in Free Offer
- Webinar
- Audio or CD
- Video or DVD
- Special Report, White Paper, Insights Paper
- Challenge
- E-Book
- Sample

☐ Signature Talk

☐ Key Marketing Messages Document

☐ Follow up Auto-responders

☐ Content Calendar
- Weekly article, podcast or blog
- Social Media Posts

☐ E-zine/Newsletter