Email1K Conversion Checklist

☐ **1) List Builder & Scroll Box:** Install List Builder and Scroll Box

☐ **2) Content Upgrades:** Provide bonus material on top-performing and new content

☐ **3) Optimize Homepage:** Make your homepage have one goal - email collection

☐ **4) Get Involved:** Find a community where your ideal customers/subscribers spend time. Add value to that community.

☐ **5) Recycle Content:** Give old posts a second and third chance by reposting every 90 days on social media. Use MeetEdgar.com or BufferApp.com

☐ **6) Guest Posting:** Be strategic and write guest posts for sites that have the readers/subscribers you want.

☐ **7) Optimized Guest Post Landing Pages:** Create unique landing pages for each site you guest post on. Here's an example

☐ **8) Giveaway:** Run giveaways to get exposure to new audiences.

☐ **9) Run Ads on Facebook:** Facebook can be the best place to jump start and find new email subscribers without spending much. (Here's how to get started)

☐ **10) Email Course:** Market and create a 30 day email course that offers your best content in a logical sequence.

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