

The 2X Conversion Checklist

www.Email1K.com

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

Questions to Ask: Do I have a popup and/or scroll box installed that allows a visitor to easily sign up? How can I improve the copy? Is the conversion rate improving or declining?

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

Questions to Ask: What content do I already have that is performing best? What specific bonuses can I offer within each piece of content?

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

Questions to Ask: Is my homepage cluttered or clear? What does my heatmap show me? Is email the #1 focus of my homepage?

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

Questions to Ask: Where are my customers/subscribers spending time online? What topics are they talking about? Where can I 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

Questions to Ask: What posts or content have I posted in the past has done well? What quotables can I pull from old content? What was the most popular post 6 months ago? 12 months ago?

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

Questions to Ask: What sites already have the customers/readers I want? Have I reached out to any ideal sites this week? What does that audience want/need to hear that I can uniquely offer?

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

Questions to Ask: Do I have a unique landing page for each guest post? Does it offer a benefit / bonus specific to that audience?

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

Questions to Ask: Is there a particular company or product that my target audience/customer is talking about? Is there someone on Twitter who is a big fan of the product who would promote it?

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

Questions to Ask: Would retargeting on Facebook be valuable? What can I giveaway for free? Do I include social proof that is appealing?

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

Questions to Ask: What content / emails receive the most positive feedback? What existing content could I combine to create a course?



Smile: You're supposed to :)