NAMS

Novice to Advanced Marketing System

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Effective List Building

- ☐ I understand the importance of building an active, responsive email list immediately.
- ☐ I understand that if I plan to sell my business someday, I absolutely need these two essentials:
  - ☐ A healthy email list
  - ☐ A registered LLC business structure
- ☐ I understand that list building is NOT all about selling—it is about building community and helping my followers and fans: My subscribers
- ☐ I understand that list building is really all about:
  - ☐ Trust
  - ☐ Friendship
  - ☐ Support
  - ☐ Encouragement
  - ☐ Listening
  - ☐ Helping
  - ☐ Mentoring
  - ☐ Connection
  - ☐ Solutions

Ideal Visitor

- ☐ I have given my ideal visitor:
  - ☐ An urgent reason to join my subscriber list
  - ☐ A clear, easy way to do so
- ☐ I understand that my ideal subscriber may discover me through any of many different content types—but if I don't provide a sign-up link or at least my website URL, I have wasted an opportunity to acquire her as a subscriber

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Service First

- ☐ I understand that my subscriber looks to me for:
  - ☐ Answers
  - ☐ Inspiration
  - ☐ Links
  - ☐ Tools and resources
  - ☐ Tips
  - ☐ Entertainment
  - ☐ Comfort and encouragement
  - ☐ Instruction
  - ☐ Help
  - ☐ Specific solutions
- ☐ I understand that I have to—above all—deliver consistently on what I promise
- ☐ I understand the importance of connecting "up" as well as down—with influencers my subscribers will find valuable too

Basic List Building Strategies

- ☐ I understand the importance of basic list-building strategies, and I have reviewed my list-building practices to ensure each one has actually been taken care of or implemented
- ☐ I have set up or updated the following basics:
  - ☐ A professional autoresponder subscription
  - ☐ My landing page and opt-in box
  - ☐ My website pop-up opt-in
  - ☐ My sign-up incentive
  - ☐ A basic Email series for those who sign up

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- ☐ My Facebook Page signup tab
- ☐ My Twitter pinned post
- ☐ My signature
- ☐ My author bio/resource box
- ☐ Other_____

Right Infrastructure

- ☐ I have thoroughly explored the suggested autoresponders, and determined which one—and which plan—is right for me … and for my planned future growth
- ☐ I have created a dedicated landing page: Not just a sidebar web form
- ☐ I have created a sign-up gift or incentive my ideal subscriber won't be able to resist

Great Content

- ☐ I have created at least a basic email series, consisting of six or seven emails destined to get my ideal subscriber in the habit of opening emails from me
- ☐ I have filled my emails with the best tips, news and other content that I can gather and write
- ☐ Each email contains a specific, clear call to action in one or more of the following areas:
  - ☐ The email body
  - ☐ The signature
  - ☐ The P.S.

Use Social Media

- ☐ I have created:
  - ☐ A Facebook Page sign-up tab

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- ☐ A Facebook Page!
- ☐ A Twitter Pinned Post
- ☐ A well-thought-out digital signature that contains a call to action

☐ I have written a short, conversational author resource box that contains a call to action

Graphics and Design

☐ I am using visual content (images, videos, color) in all my connection efforts—including social posts, blog posts—and emails

☐ I have made sure my landing page is well-designed, free of distractions and focused on getting my ideal subscriber to take a single action

Be Consistent and Real

☐ I have built list-building activities into my daily priorities, and I am committed to the habit of asking myself: "What can I do to build my list today?" every morning

☐ I have made a list of list-building activities I can engage in and content I can create—and singled out those that feel most natural and helpful

☐ I am sharing myself and being real

☐ I have re-vamped or created my affiliate program

☐ I understand the essentials of JV partnerships and I am connecting with influencers and potential future partners, and interacting with them even as I grow my list

☐ I realize I must have a healthy list in order to attract "big hitters" as JV partners

☐ I have started to provide valuable product for Giveaways, to build influencer relationships and credibility

☐ I have found my perfect, daily, list-building mix, consisting of:

- ☐ Essential activities

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- ☐ Specific 'mix-and-match' strategies that I and my subscribers particularly enjoy

☐ I have created an email list, taken care of the essentials—and I am now actively building my list of responsive, enjoyable subscribers!

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