Email Marketing
List Growth Checklist

Are you set up to gather email addresses in every situation?
Use this checklist to make sure your business is ready.

Face-to-Face Interactions

☐ Did you create your script?
☐ Have you trained your staff to ask for email addresses?
☐ Do you have something at the register to collect email addresses?

Print

☐ Have you set up a Text-to-Join keyword and included it on signage?
☐ Have you added your Text-to-Join keyword to direct mail pieces?
☐ Have you added your Text-to-Join keyword to business cards?

Online

☐ Do you have an embeddable sign-up form on every page of your website?
☐ Do you link to your sign-up form in your social media posts and profiles?
☐ Do you link to your sign-up form in your email signature?

Apps & Integrations

☐ Have you downloaded the ListBuilder App to collect contacts on a mobile device?
☐ Have you downloaded the Constant Contact Forms plugin for WordPress?
☐ Have you visited our Apps & Integrations page to see what other integrations might work for you?
List Growth Script

“I can’t wait to get more email today!” Said no one ever. So why would you ask, “Would you like to join our email list?”

Use the questions below to create a script you can use to ask for email addresses face-to-face, online, or in print.

1. What would be enticing to a potential email subscriber?

   Thanks for shopping with us today. Would you like to receive ________________________________?  
   (details of your offer)

   I’ll just need an email address.

2. Are there any objections they might have?

   In the future, we’ll send you ___________ emails a month with promotions, special events, and VIP exclusives.  
   (number)

   We never share your information and you’ll be able to unsubscribe at any time.

3. How can they sign up easily?

   [Customer says yes]

   Great! Please enter your email address on the _________________________________.  
   (email collection tool)

4. What should they expect next?

   [Customer enters email address]

   Thanks! That’s it. Check your inbox for _________________________________.  
   (what will they be getting?)