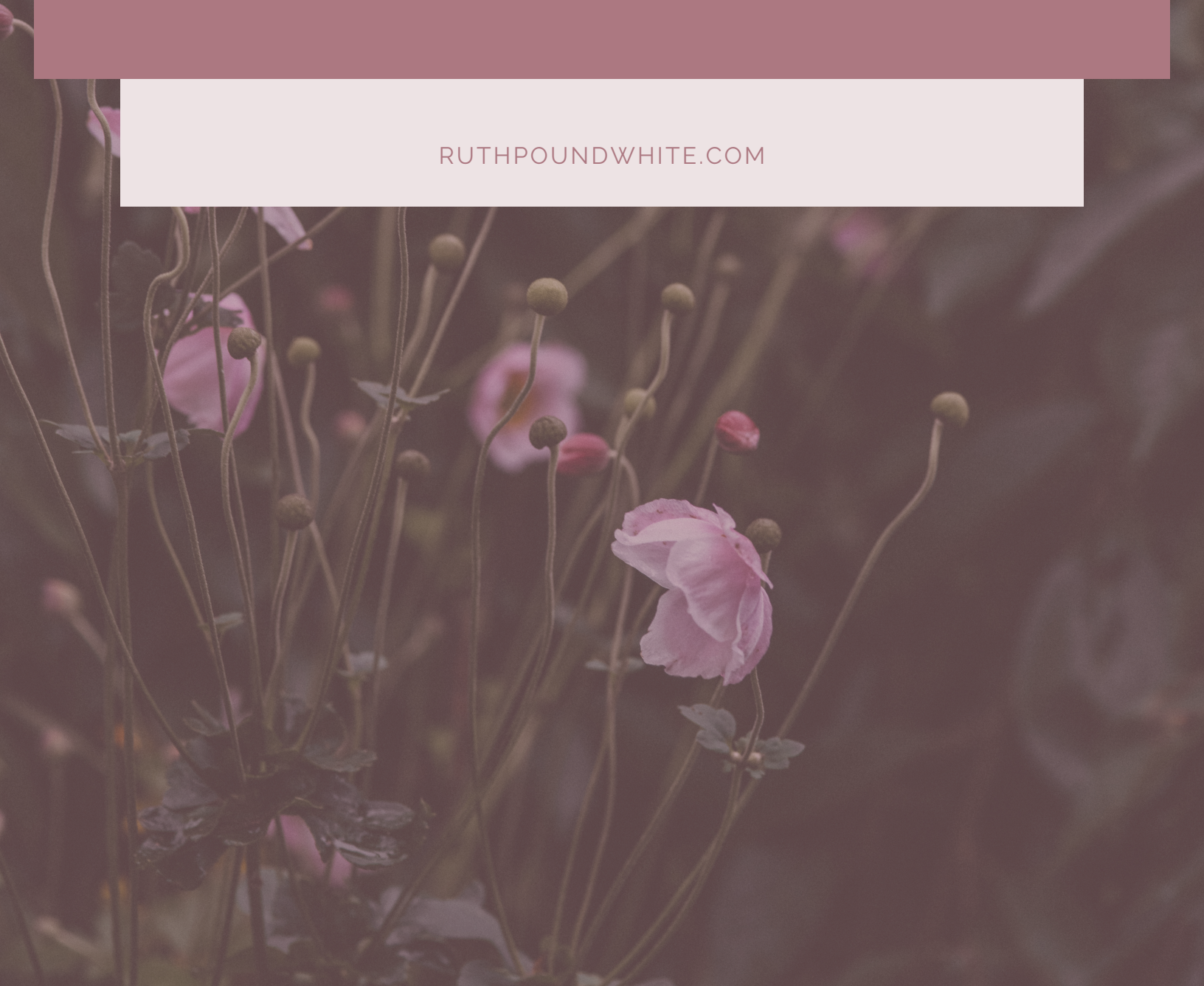


Free Checklist

The 6 Stages of Growing Your Email List

RUTHPOUNDWHITE.COM



Before we start...

- I want you to remember that there is no one right way to do business. So take what works for you and leave the rest.
- Acknowledge that, yes, there's a little bit of tech involved in list building - but it's a one time hurdle for a long term benefit. Everything is figureoutable.
- Everybody starts at zero. This is why I want you to make a commitment to keep building your list, and start emailing from day one. List growth can feel slow and then suddenly snowball.
- Give yourself permission to dive in, learn, make mistakes and tweak as you go.
- And if you want to be supported along the way, click here to read more about my full course, Cultivate: <http://ruthpoundwhite.com/cultivate/>

Note - links in this guide are affiliate links, meaning I will get a commission if you sign up to services I link to. Please know that I only link to services I use and recommend.



The Six-Stage List Building Checklist

*Note, you'll be guided through all of these stages - in detail - in my full soulful email marketing course, Cultivate: <http://ruthpoundwhite.com/cultivate/>

1

Stage 1: Basic Email List Setup (aka The 'Minimum Viable Product')

.If you haven't done it already, you'll get started with setting up your email list & opt-in form in the simplest way possible (knowing you can do more in time). See the more detailed checklist for this below.

2

Stage 2: Goals, Purpose, Value & Mindset

Once you've got a way to get new subscribers, it's time to get super intentional about who you're doing it for, why you're doing it, and what role email plays in your business. It's useful to revisit this stuff regularly.

3

Stage 3: List Growth

Now you've got the foundations down, it's time to grow! And you don't need to do "all the things" to get new people on your list. Choose one growth strategy to focus on for a few weeks.

4

Stage 4: Primary Email Strategy, Schedule & Nurturing

Now it's time to come up with ideas that focus on your ideal reader, set your schedule & write a welcome email if you don't already have one (it's the most-opened email you'll ever send!)

5

Stage 5: Advanced Email Strategy, Sales & Sequences

Once you've got a steady email rhythm, it's time to add sequences or work on making your emails more effective (ie. they get opened and make sales).

6

Stage 6: Ongoing Email System & Improvements

Ongoing management and growth of your list happens once you've got everything else covered. It's all about maintaining the quality of your list, and that incredible relationship you have with subscribers.

Stage 1: Basic Setup for Those Who Don't Yet Have a List

This checklist covers the basics of starting up your email list - skip it if you're already up and running! Remember: this is a tech hurdle that you have to get over one time. The purpose and value stuff that I talk about in the workshop really is key to long term email list success.

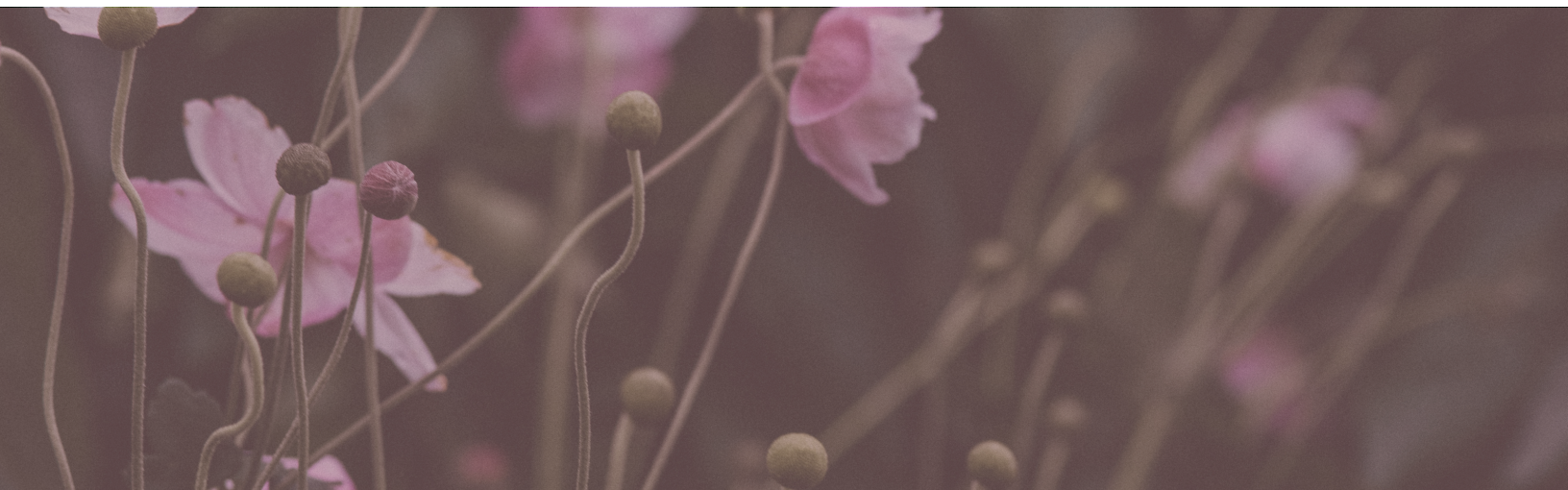
Remember, don't get overwhelmed and keep things as simple as you need them. At the very least you need a service provider and an opt-in form. All the rest can come later!

- Choose a service provider (e.g. [ConvertKit](#))
- Edit basic settings like sender name & from address
- Sign up to a [PO box service](#) for your address that you show in the bottom of emails (if necessary)
- Create a privacy policy on your website (if you have one)
- Create your first sign up form ('opt-in form') or landing page using your service provider
- Add the form to a page on your website, or use the landing page link provided by the service provider
- Add the form/ signup link to places people can see it: social media bio, your about page etc.
- If you have time, create a welcome email with an introduction to you and what people can expect from your newsletter
- Test the form yourself to make sure it works!
- Start talking about your newsletter even if you haven't finished setting it up yet - tell people you're working on it behind the scenes.

Stages 2-6: Your Priorities

Going Forward

- Know the purpose of your list, who you are writing to, and how you'll measure success.
- Know the value you offer & give people a solid reason to subscribe. Having a reason is essential.
- Talk about your email list wherever you already show up online & start growing it.
- Email your list from day one - imperfect and inconsistent is better than nothing.
- Choose one list building strategy to focus on for a few weeks at a time (e.g. a freebie, a challenge etc.)
- Choose to make your list a priority and you can make it a "hub" for everything else you do.
- Once you've got those basics down, create a thank you page and a welcome email.
- Once you're already doing the essentials, start working on advanced strategies like sequences, improving your open rates, tracking & tweaking.



Want More Support to Grow Your List?

Did you know I have a full soulful email marketing course?

Here's just some of what it covers...

☆☆ How to save time on your marketing, and find a way to connect with people outside of social media (so you're not mercy to the algorithm, or the possibility of Zuckerberg closing down your account!).

☆☆ The easier way to make the money you need to make your business sustainable (aka profitable without requiring you to work 12-hour days)?

☆☆ Fiiiiinally get around to building that engaged email list that's been on your to-do list for months (or years)?

☆☆ AND know exactly what to send to your subscribers, how often to write to them, with the confidence to share the value of what you do & sell without annoying them?

Click here to learn more
about cultivate

<http://ruthpoundwhite.com/cultivate/>

About the Author

Ruth Poundwhite is a coach and mentor to quietly ambitious business owners.

When she started her business in 2008, as a huge introvert Ruth had no idea she could do it without being "loud" and trying to do "all the things".

Now she uses the powers of intuition and self-exploration to help her and her clients own their big goals, and find ways to market, sell and show up online on their terms.

Website: <https://ruthpoundwhite.com>

Instagram: <https://www.instagram.com/ruthpoundwhite/>

Creatively Human Podcast: <https://ruthpoundwhite.com/podcast/>

