

# Cheat Sheet



## **PROGRESSIVE** **LIST BUILDING MADE EASY**

**Skyrocket Sales & Boost Conversions with Our Proven  
& Tested Progressive List Building Techniques**

## What Is List Building All About?

- ✓ List building is the action of collecting email addresses to grow your mailing list.
- ✓ List building works by using a wide variety of tactics and strategies to convince people to give you their email address.
- ✓ List building is a cornerstone marketing method that should be applied by any business that wants to truly grow beyond its existing client base.
- ✓ The future of list building is an exciting mix of automation and more dynamic email experiences.

## Highly Effective Lead Segmentation Tips To Increase Retention

- ✓ Learn Segmentation Basics
- ✓ Send A Welcome Message To New Subscribers
- ✓ Send Preference Surveys
- ✓ Analyze Interests
- ✓ Discover Inactivity

## Crazy List Building Strategies That Work On Social Media

- ✓ Include A CTA And Sign-Up Form URL

## High-Converting Lead Magnet Ideas For Your Campaigns

- ✓ Checklists
- ✓ Cheat Sheets
- ✓ Templates
- ✓ Swipe Files
- ✓ Samples and Trials
- ✓ Toolkits

## Exit-Intent Hacks To Reduce Abandonment And Increase Subscriptions

- ✓ Use Scarcity
- ✓ Use Personalization
- ✓ Offer Content Upgrades
- ✓ Show Multiple Choice Pop-Ups
- ✓ Offer Rewarding Incentives

## Alternative List Building Strategies You Can Try

- ✓ Ask People To Double Opt-In And Hack The Confirmation Page
- ✓ Guilt-Trip Prospects Into Subscribing
- ✓ Use Testimonials
- ✓ Add Navigation Shortcuts To Your Landing Pages
- ✓ Add "Power Words" Into Your Calls

## In Your Social Bios

- ✓ Pin A Tweet With A CTA
- ✓ Promote Your Sign Up Forms On Well-Performing Posts
- ✓ Create CTA Posts For Instagram
- ✓ Create A CTA Cover For Your Facebook Page

## Don'ts

- ✓ Don't Buy Email Lists
- ✓ Don't Violate Email Regulations
- ✓ Don't Collect Unsolicited Leads
- ✓ Don't Spam
- ✓ Don't Sell Your Leads
- ✓ Don't Use A Generic Service
- ✓ Don't Send Off Topic Emails
- ✓ Don't Neglect Your Lists
- ✓ Don't Go Overboard With Pop-Ups
- ✓ Don't Mislead Prospects

## Shocking Case Studies

- ✓ [Francisco Lodeiro](#)
- ✓ [Leelo Bush](#)
- ✓ [Laura Jean Warnke](#)
- ✓ [Buffer](#)
- ✓ [AppSumo](#)
- ✓ [University Of Alberta](#)
- ✓ [Backlinko](#)

## To Action

## Do's

- ✓ Keep It Simple
- ✓ Welcome New Subscribers
- ✓ Use Email Automation
- ✓ Analyze Your Subscribers
- ✓ Split Test Your Campaigns
- ✓ Follow Up
- ✓ Reward Top Email Openers And Clickers
- ✓ Set Up A Referral Program
- ✓ Generate Offline Leads
- ✓ Use All Your Marketing Channels To Build Your List

## Premium tools and Services to consider

- ✓ [Optinmonster](#)
- ✓ [Thrive Leads](#)
- ✓ [BounceX](#)
- ✓ [Ninja Popups](#)
- ✓ [UpViral](#)
- ✓ [Sumo](#)
- ✓ [Boxzilla](#)
- ✓ [Sleeknote](#)
- ✓ [Hellobar](#)
- ✓ [EasySandy](#)
- ✓ [UAV Coach](#)
- ✓ [Vero](#)
- ✓ [Bryan Harris](#)