

IM CHECKLIST AI • FREE STARTER CHECKLIST

The Email List Starter Checklist

Your email list is the one audience no algorithm can take away from you. This checklist gets your first list live: a place to sign up, a reason to sign up, and a first message that starts the relationship right. You do not need a big audience to start. You need a working system, and this is it.

Project: _____ Date: _____

Part 1 - Set Up The Basics

- ☐ 1 **Choose an email platform and create your account.**
Any reputable platform works to start. Do not let the choice stall you for weeks.
- ☐ 2 **Create your first list or audience inside the platform.**
Name it clearly so future-you knows exactly who is on it.
- ☐ 3 **Verify your sending domain so your emails reach the inbox.**
Skipping this is why beginner emails land in spam.

Part 2 - Give People A Reason

- ☐ 4 **Create one simple free gift that solves a specific problem fast.**
A short, useful checklist or guide beats a long ebook nobody finishes.
- ☐ 5 **Build a sign-up page that promises the gift and asks for the email.**
Ask for the first name and email only. Every extra field lowers sign-ups.
- ☐ 6 **Connect the sign-up so the gift is delivered automatically.**
Test it with your own email before you send anyone to the page.

Part 3 - Start The Relationship

- ☐ 7 **Write a welcome email that delivers the gift and sets expectations.**
Tell them what you will send and how often. Clear beats clever.
- ☐ 8 **Send something useful within the first week so they remember you.**
The fastest way to be forgotten is to only email when you are selling.
- ☐ 9 **Share your sign-up link everywhere you show up online.**
A list only grows if the link is actually visible to people.

PRO TIPS

- Email the list at least twice a month. A list you never email is a list that forgets you.
- Write like a person, not a brand. People buy from people.
- IM Checklist AI includes full volumes on List Building, List Engagement and Email Delivery when you are ready to go deeper.

Notes (saved automatically)

Your notes save automatically in this browser...

Want all 1,536 checklists?

This is 1 of 84 volumes. Unlock every checklist, in every format, with Full Private Label Rights.

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