



Checklist 3 – Thank You Page

Project Name: _____

Date: _____

Part 1 - Basics

	Yes	No
1		
2		
3		
4		
5		
6		

Part 2 - Split Tests

	Yes	No
1		
2		

Part 3 - Configuration & Tracking

	Yes	No
1		
2		

Part 4 - Copy & Design

	Yes	No
1		
2		

Notes

In general, 40% of new subscribers in the IM space never open the first email so your download page is important. We recommend always sell after directly after signup like a special introduction offer with massive discount.

Notes