



Checklist 8 – Follow-up Email

Project Name: _____

Date: _____

		Yes	No
1	Use A Subject Line Like "Thank You For Signing Up - Access Inside"	<input type="checkbox"/>	<input type="checkbox"/>
2	Get excited and welcome the new subscriber to your list	<input type="checkbox"/>	<input type="checkbox"/>
3	Remind the new subscriber what they signed up for.	<input type="checkbox"/>	<input type="checkbox"/>
4	Introduce yourself or your company to the new subscriber	<input type="checkbox"/>	<input type="checkbox"/>
5	Give them instructions on how to whitelist your email address?	<input type="checkbox"/>	<input type="checkbox"/>
6	Provide details on how to move the email into Priority Inbox is using Gmail	<input type="checkbox"/>	<input type="checkbox"/>
7	Provide links to your social media accounts so people can follow you.	<input type="checkbox"/>	<input type="checkbox"/>
8	Provide details on what they'll expect from you in the future.	<input type="checkbox"/>	<input type="checkbox"/>
9	Provide details on what they signed up for (PDF, Video, Webinar)	<input type="checkbox"/>	<input type="checkbox"/>
10	Remind the subscriber of any special offers on the thank you page.	<input type="checkbox"/>	<input type="checkbox"/>
11	Have a follow-up sequence (webinar reminders, offer reminder, funnels)	<input type="checkbox"/>	<input type="checkbox"/>

Notes