



Thanks for attending our How to Get Started webinar! To get your campaign set up properly, print this checklist and mark off each step after you complete it.

## Before You Start Marketing...

- Identify the product or service you'll be selling.
- Set up a website or blog, so people can find you online.
- Determine your goal for your emails: to sell products? To send updates? Knowing your goal makes achieving it much easier.
- Get an online shopping cart to sell your product or service.

## Setting Up Your Campaign

- Set up a list for your campaign, filling out all your list settings.
- Gather content ideas. Read blogs, check out magazine content, study emails you get from other companies and file ideas away in a swipe file.
- Choose your email design. Use a pre-designed template and add your logo, footer & sidebar information or create your own design from scratch.
- Write a welcome message, along with a few follow up emails to have material in place when subscribers join.
- Put a web form on your site. This is the easiest way to start building your list.
- Bring questions to customer support. We're here for you seven days a week.

## More Getting Started Resources



How to Get Started: Video  
<http://www.aweber.com/videos/getstarted/>



Getting Started: Printable Guide  
<http://www.aweber.com/autoresponder-how-to-get-started-guide.pdf>