



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>