



Sheet 29 - Autoresponder / List Tasks

Brainstorm all the tasks you can think of for creating an operational list marketing system for your product.

Add your own tasks in addition to the suggested ones.

Under "Notes" write about the contents required and who is doing it if not you.

Under "Time" write how many days the task requires.

Under "Money" write the cost, including payment to outsource the content creation.

Task	Notes	Time	Money
Research, ideas, and write out sequence topics.			
Write subject lines for the sequence emails.			
Create affiliate hop links used in sequence.			
Write a template footer for your emails.			
Write all of the content for the sequence.			
Create content for signup /success / unsubscribe pages.			
Create content for free gift.			
Plan and setup delivery pages for free gift.			
Register in an autoresponder service.			
Set up the account / customise.			
Enter sequence content.			
Test personalisation.			
Install and test signup form and custom pages.			
Test delivery and funnel operation with list.			

