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**EXTRAS**

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## How to setup your EMAIL LIST

If you already have your email list set up on MailChimp, ConvertKit, etc., post a link to your email opt-in in the Facebook group! » Then, mark this lecture as done.

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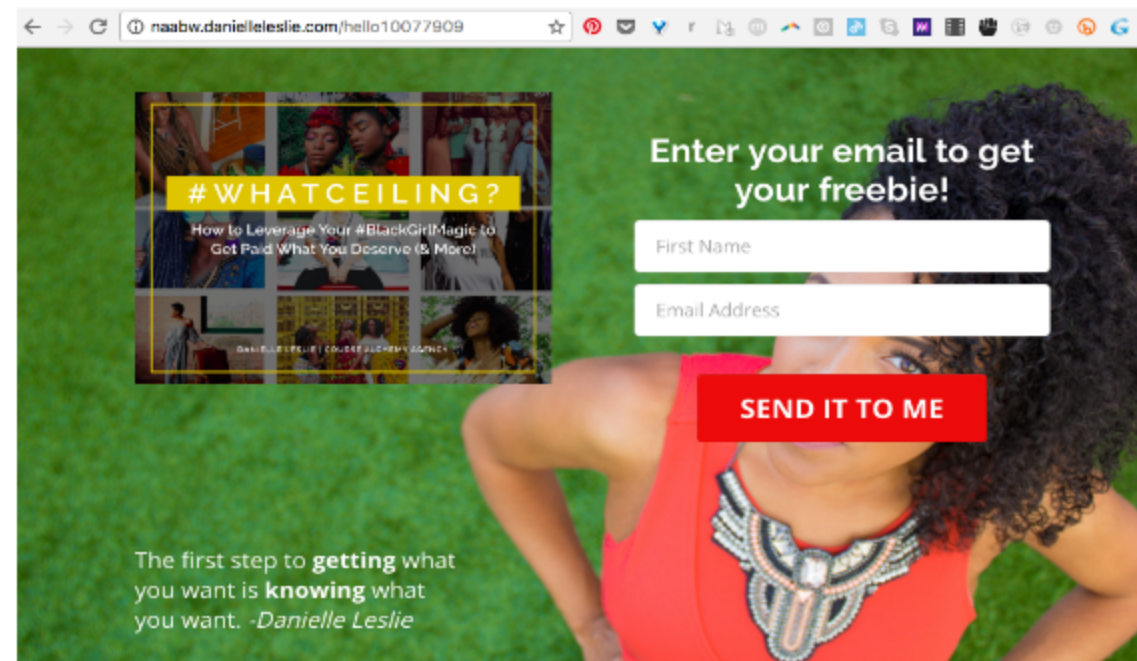
In this lesson, you'll setup your email list and signup form so your Perfect Customers can join your list.

**Remember, you can expect between 1-2% of your email subscribers to purchase your premium course.** You should have calculated how many email subscribers you need to reach your course enrollments and launch goals.

Now that you know how many email subscribers you need, it's time to start preparing to build your email list.

**First: You need a place people can join your list!** This is know as your email opt-in page. It's also called a "Squeeze Page" because you are "squeezing" your visitors for information. The sole purpose of a squeeze page is to get your visitors' contact info.

Below is an example of a Squeeze Page I created for one of my speaking engagements. Notice that the only action the visitor can take on the page is to enter their name & email. There is no navigation at the top and no other CTAs (Calls To Action).



### Step 1: Select your ESP (Email Service Provider).

**TAKE BRYAN HARRIS' QUIZ: 'Which email service provider should I use?'** It's a fantastic resource to determine which one to start with.

IMPORTANT NOTE: Below, I refer to Convert, but I've outgrown it and will transition to a new provider shortly. If you still want to start off with ConvertKit for now, no worries. Go for it. It's affordable and easy to use. Just know you'll want to transition to something more robust later. :)

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If you are a one-person shop or have a small team and are just starting to build out your products and email list, I recommend ConvertKit.

If you need to reduce costs as much as possible and require a free solution, then MailChimp has a free plan you can use for the time being. However, as you grow, you'll want to switch to ConvertKit or a more robust provider.

More on ConvertKit: ConvertKit is a newer Email Service Provider founded by Nathan Barry (a blogger, author, entrepreneur) that was created with bloggers, infopreneurs, and solopreneurs in mind. It's easier to use and navigate than MailChimp and allows you to "tag" and target your email subscribers based on their behaviors—that way, you reach the right person with the right message at the right time.

I've used various ESPs, including MailChimp, AWeber, Marketo, and Responsys, and I'm familiar with Ontraport and Infusionsoft. Typically Ontraport and Infusionsoft are great for businesses with thousands of customers and multiple products at various price points.

**If you're on the fence about MailChimp v. ConvertKit, check out this article: [ConvertKit v. MailChimp—Which is better?](#)**

### Step 2: Create your List, Signup Form, & Confirmation Email.

Once you select your ESP, it's time to create a signup form so your Perfect Customers can join your email list.

Instructions for ConvertKit:

1. Create a signup form and confirmation email.

Instructions for MailChimp:

1. Create a list.
2. Create a signup form and confirmation email.

In an upcoming video, you'll create your Lead Magnet. Your Lead Magnet is a resource you'll use to attract your Perfect Customers to join your list. After you create your Lead Magnet, you will connect it to your signup form. That way, when someone joins your email list, they will receive your Lead Magnet as a thank you for joining.

After you create your email signup form, post a link to it in the Facebook group! »