



EMAIL LIST BUILDER LAB

Session 3 Notes



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KEY POINTS:

This session is all about turning your idea into a working system.

By the end of this process, you're not just thinking about your email list, you have a live opt-in funnel that can start collecting subscribers immediately.

Every opt-in system has these key pieces:

- Landing Page (opt-in page)
- Thank You Page (confirmation + next step)
- Email Service Setup (groups/tags)
- Welcome Email (automatic delivery)
- Nurture Sequence (what happens next)

Your goal this week is to connect all of these together into one seamless flow.

Double Opt-In (Your Choice)

ON: More protection, cleaner list OFF: Less friction, more conversions



Test Everything

- Submit your own form
- Check the thank you page
- Confirm email arrives
- Verify download works
- Confirm subscriber shows in your list

If it doesn't work for YOU, it won't work for them.

This Week's Action Steps

Complete your full opt-in system:

- Create your landing page
- Set up your thank you page
- Create your group/tag
- Build your welcome email
- Test the entire flow

Reminder: Done is better than perfect.

You can refine later, but you can't improve what isn't live.

Final Encouragement

You are now moving from:

“I have an idea”

to

“I have a system that grows my audience”

That's a huge shift.

