

# Interest-Based Email Marketing

## 10 Point Checklist

### Andre Chaperon

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“ I’m not big into the whole idea of somebody buying one of my products and then never going through it. I want to have customers that turn into fans, and the only way for them to do that is for the content to be impactful for them or for them to get results from it. ”**

**ANDRE CHAPERON**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- Create a list of tasks that you have either been putting off, or that you haven't had time for.  
The things that are the least important, toss.
- Start delegating! Find websites where you can post job ads for assistants in the Philippines.  
Create an ad that is engaging, but tells your potential new employees what you need upfront.
- Get organized. Set up a project management system like Trello or Basecamp to keep track of your tasks, notes, and statuses-you'll never wonder what is going on with a task again.
- What makes your favorite movie great? You can give that kind of engagement to your newsletter emails, but you need to look at the long-term story arc.
- The selection to start with broadcast emails should be a choice made by you according to the amount of engagement a certain prospect has had about you as a thought leader.
- Nine-word emails are an awesome way to make email list members feel like a close friend.  
However, they are best utilized when they've been in that email list for a good amount of time.
- Less is more: read Kevin Kelly's "1000 True Fans" to learn how establishing a core, loyal base of customers can do more for your business than intermittent customers.
- If you deal with a lot of international orders, you may want to consider Click Bank as your payment processors as they handle all the tax levies no matter where in the world.
- Want to avoid ending up in the spam folder? Focus on high quality, relevant content.
- Try numbering your emails, for example "1 out of 5 emails" so the customer is on the lookout for the rest and stays engaged with high quality content.