

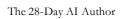
Worksheet: Building Your Email List and Launch Team

Use this worksheet to define your lead magnet, set up your email marketing system, and organize your launch team for maximum impact.

PART 1: Choose Your Email Platform

Which arreit tool will you use?

Which email to	ool will you use?			
☐ MailerLite	☐ ConvertKit	☐ Mailchimp ☐] MonetizeMedia.io	□ Other:
Steps Complet	ted:			
Task			Done?	
Create free ac	count			
Set up email li	ist			
Create welcon	ne email			
Create opt-in	form			
Embed form	on website or lan	nding page		
Email Platforn	n Login Info (Op	otional):		
Username:		Pa	assword:	
Notes:				
		st □ Short story		ok
Title/Name of	f Your Lead Mag	net:		
Link or lo c atio	on where it will be	e stored (Google I	Orive, BookFunnel, et	etc.):
Upload comple				
	d Your Email F ink or Embed Lo			





Welcome Email Draft:

•	Subject Line:				
	D 1 D				
•	Body Preview:				
Next 2 e	email topics or ideas you'll send	to new subscribers:			
1				_	
2.					
				_	
□ 5–10 How wil □ Email	In land land team members are you □ 10–25 □ 25–50 □ 50+ Il you recruit them? (Check all the list □ Social media post □ In the land land land land land land land land	- nat apply):	nthor groups/forums	s □ Podcast or newsletter shout-	outs
Lauren	Team mivite Message Diate.				
	vill they access the book early? Funnel □ Google Drive □	ARC service			
PART 5	: Launch Team Expectations	3			
Task fo	or Team Members	Deadline	Sent Remind	er?	
Read ad	vance copy				
Leave re	eview on Amazon				
Post abo	out the book on social				
Share gr	raphics or hashtags				

Review Reminder Email Draft:	The 28-Day AI Author	POTTER MEDIA PUBLISHING ROUSE
PART 6: Notes and Next Steps What worked well during your list building or team prep?		
What do you still need to complete?		
One thing I'll do this week to grow my list or support my launch:		