



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 email tool will you use?

☐ MailerLite ☐ ConvertKit ☐ Mailchimp ☐ MonetizeMedia.io ☐ Other: _____

Steps Completed:

Task	Done?
Create free account	<input type="checkbox"/>
Set up email list	<input type="checkbox"/>
Create welcome email	<input type="checkbox"/>
Create opt-in form	<input type="checkbox"/>
Embed form on website or landing page	<input type="checkbox"/>

Email Platform Login Info (Optional):

Username: _____ Password: _____

Notes: _____

PART 2: Design Your Lead Magnet

What format will your lead magnet be?

☐ Bonus chapter ☐ Checklist ☐ Short story ☐ Guide/Workbook ☐ Printable ☐ Audio file

What problem does it solve or benefit does it offer the reader?

Title/Name of Your Lead Magnet:

Link or location where it will be stored (Google Drive, BookFunnel, etc.):

Upload completed?

☐ Yes ☐ Not yet

PART 3: Build Your Email Funnel

Opt-in Page Link or Embed Location:



Welcome Email Draft:

- Subject Line: _____
- Body Preview: _____

Next 2 email topics or ideas you'll send to new subscribers:

1. _____
2. _____

PART 4: Launch Team Organizer

How many launch team members are you aiming for?

☐ 5–10 ☐ 10–25 ☐ 25–50 ☐ 50+

How will you recruit them? (Check all that apply):

☐ Email list ☐ Social media post ☐ Friends and family ☐ Author groups/forums ☐ Podcast or newsletter shout-outs

Launch Team Invite Message Draft:

Where will they access the book early?

☐ BookFunnel ☐ Google Drive ☐ ARC service ☐ Other: _____

PART 5: Launch Team Expectations

Task for Team Members	Deadline	Sent Reminder?
Read advance copy	_____	<input type="checkbox"/>
Leave review on Amazon	_____	<input type="checkbox"/>
Post about the book on social	_____	<input type="checkbox"/>
Share graphics or hashtags	_____	<input type="checkbox"/>

Review Reminder Email Draft:



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:
