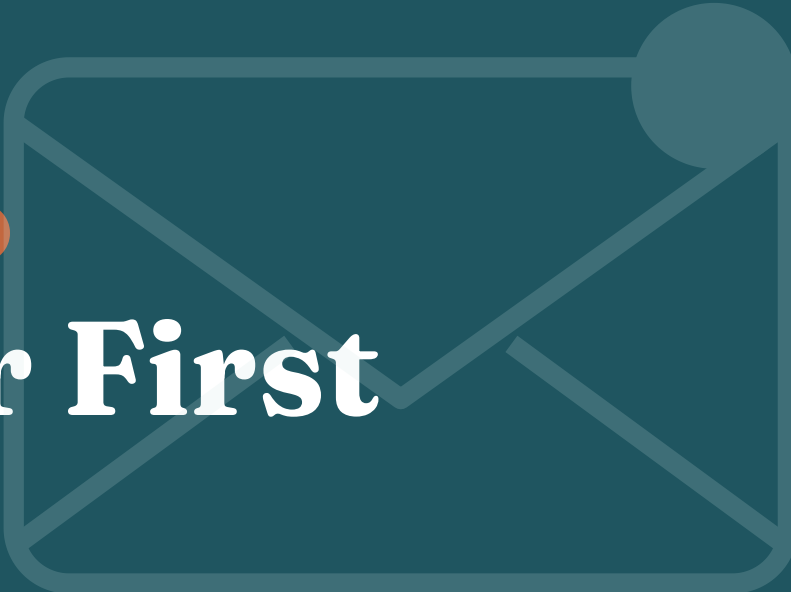


FREE BEGINNER GUIDE · EMAIL MARKETING

Build Your First Email List *in 7 Days*



A plain-English starter plan: choose a free gift, set up a sign-up form, write your welcome emails, and find your first subscribers.

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free-gift (lead magnet) ideas

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welcome email templates

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day step-by-step plan

START HERE

Why an email list matters

Social media platforms decide who sees your posts. An email list is different: people chose to hear from you, and you can reach them directly. It's one of the most valuable things any website or small business can build.

Subscriber

Someone who gave you their email address and agreed to hear from you.

Sign-up (opt-in) form

The box on your site where people type their email address.

Lead magnet

A free gift you offer in exchange for an email address, like a checklist.

Automation

Emails sent automatically, such as a welcome series after someone signs up.

Double opt-in

Subscribers confirm by clicking a link, which keeps your list clean.

Open & click rate

The share of subscribers who open an email or click a link in it.

Who do I want on my list?

Describe your ideal subscriber in one sentence.

What problem can I help them with?

The one thing they want help with most.

What will I email about?

Tips, news, offers, stories? How often (weekly is a good start)?

Pick a lead magnet people want

"Join my newsletter" rarely works. A small, useful free gift does. The best lead magnets are short, specific, and solve one problem quickly.

Type	Example	Effort to make
Checklist	"72-Hour Power Outage Checklist"	Low
Cheat sheet	"50 Spanish Phrases for Travelers"	Low
Template	"Weekly Meal Planner" or "Budget Spreadsheet"	Low
Mini guide	"Start Your Side Business in 30 Days"	Medium
Email challenge	"5-Day Declutter Challenge"	Medium
Resource list	"My 10 Favorite Free Design Tools"	Low
Quiz	"What's Your Money Personality?"	Medium
Discount or trial	"10% off your first order"	Low (for shops)

A good lead magnet is...

- ☐ Specific to one problem
- ☐ Quick to use (under 10 minutes)
- ☐ Related to what you'll email about
- ☐ Good-looking enough to feel valuable

Avoid...

- ☐ Long ebooks nobody finishes
- ☐ Vague topics like "tips and tricks"
- ☐ Promising results you can't deliver
- ☐ Gifts unrelated to your site

My lead magnet idea

Title and what it helps with.

Set up your email tool and sign-up form

You need an email marketing service to collect addresses and send emails legally and reliably. Never send bulk email from your personal Gmail or Outlook account.

What to look for

- ☐ A free plan for small lists
- ☐ Sign-up forms and landing pages
- ☐ Automated welcome emails
- ☐ Easy drag-and-drop email editor
- ☐ Built-in unsubscribe links

Setup steps

- ☐ Create your account and verify your email
- ☐ Add your sender name and address
- ☐ Create one group or list
- ☐ Build a sign-up form or landing page
- ☐ Upload your lead magnet as the gift

The sign-up page formula

1. **Headline:** name the gift and the result ("Get your free 7-day meal plan")
2. **3 bullets:** what's inside, kept short
3. **A picture** of the gift (a cover image works well)
4. **Only ask for an email**, and a first name at most
5. **Clear button:** "Send me the checklist" beats "Submit"
6. **A trust line:** "No spam. Unsubscribe anytime."

Stay legal: only add people who signed up themselves, never buy lists, include your physical mailing address and an unsubscribe link in every email, and link to your privacy policy on the form. Rules vary by country, so check what applies to you.

Need a tool? We use MailerLite for our own list. It has a free plan with forms, landing pages, and automation.
Try MailerLite free →

Your 5-email welcome series

New subscribers are most interested in the first week. Set these five emails to send automatically, and every new person gets a warm, helpful start.

Email 1 RIGHT AWAY

Deliver the gift

Thank them, give the download link, and say what to expect. *Subject: "Here's your [gift] 🎁"*

Email 2 DAY 1

Your story

Who you are and why you care about this topic. Keep it short and human. *Subject: "Why I started [site name]"*

Email 3 DAY 3

A quick win

One useful tip they can use today. Ask them to reply with their biggest question. *Subject: "Try this today (5 minutes)"*

Email 4 DAY 5

Your best content

Share 2-3 of your most helpful articles, videos, or guides. *Subject: "Our 3 most popular guides"*

Email 5 DAY 7

A helpful recommendation

Suggest a product, service, or tool that truly helps, and be open if it's yours or an affiliate link. *Subject: "The tool I use for [task]"*

Subject line tips

- ☐ Keep it under about 45 characters
- ☐ Be clear, not clever
- ☐ Never mislead to get opens

Writing tips

- ☐ Write to one person, like a friend
- ☐ One idea and one link per email
- ☐ Read it aloud before sending

Sample: Email 1 (deliver the gift)

Hi [First name],

Thanks for joining! Here's your free **[gift name]**: [\[download link\]](#).

Over the next week, I'll send you a few short emails with my most useful tips on [topic]. If you ever have a question, just hit reply. I read every message.

Talk soon,

[Your name]

Get your first 100 subscribers

Put your sign-up form where interested people already are. Small, steady promotion beats one big push.

On your website

- ☐ A sign-up box on your home page
- ☐ A form at the end of every article
- ☐ A link in your menu or footer
- ☐ A gentle pop-up (once per visit)

Everywhere else

- ☐ The link in your social media bio
- ☐ Your email signature
- ☐ Helpful answers in groups and forums (where allowed)
- ☐ Telling friends, family, and customers

Day	Task	Done
Day 1	Choose your subscriber, topic, and lead magnet	☐
Day 2	Create your lead magnet (checklist, cheat sheet, or template)	☐
Day 3	Set up your email tool, form, and sign-up page	☐
Day 4	Write welcome emails 1-3	☐
Day 5	Write emails 4-5 and turn on the automation	☐
Day 6	Test it: sign up yourself and check every email and link	☐
Day 7	Share your sign-up page in 3 places	☐

Tip: after launch, send one helpful email every week. Consistency builds trust far more than frequency.

Keep your list healthy

- ☐ Check your open and click rates once a month; send more of what people open
- ☐ Remove or re-engage subscribers who haven't opened in 6 months
- ☐ Make unsubscribing easy; a smaller, interested list beats a big, silent one

YOUR NEXT STEP

Start your list today, for free

You have the plan, the lead magnet ideas, and the email templates. All that's left is setting up your tool. Here's the one we use for our own sign-up forms and welcome emails.

WHAT WE USE

Build your list with MailerLite

Sign-up forms

Embedded forms, pop-ups, and simple landing pages.

Automation

Set up your welcome series once and let it run.

Easy editor

Drag-and-drop emails that look good on phones.

Free to start

A free plan for small lists; upgrade only as you grow.

[Try MailerLite free →](#)

Disclosure: this is a referral link. If you sign up or upgrade through it, MyInfoLabs.com may receive a commission or credit at no extra cost to you. Plan features and limits change, so check the current details on the MailerLite site.

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Happy list building,

Uday Chandra

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