

Creating Groups & Forms Checklist

- CREATE YOUR GROUP WITH AN IDENTIFIABLE NAME
- CREATE THE SIGN-UP FORM WITH A CLEAR TITLE
- ASSIGN YOUR FORM TO THE GROUP CREATED IN STEP ONE
- DECIDE ON DOUBLE OPT-IN - 'ON' OR 'OFF'
- IF 'ON'; EDIT THE DOUBLE OPT-IN EMAILS
- SAVE YOUR LEAD MAGNET SOMEWHERE ACCESSIBLE ONLINE
- CREATE YOUR AUTOMATION
- SEND YOURSELF A TEST EMAIL
- PUBLISH YOUR AUTOMATION
- TEST THAT YOUR AUTOMATION WORKS