

The Pre-Launch List Building Checklist

*This is an extra resource to go along with the original article:
Where To Find Your First Customers (Before Product Launch)*

Need to get started on building a prospect list pre-launch? Here are some suggestions which may help:

#1. Set up a landing page (use a service such as Launchrock or Leadpages if your website isn't ready).	
#2. Set up an email provider account in which to keep your lists (e.g. Mailchimp, Infusionsoft, Ontraport...).	
#3. Include sign-up forms on your website.	
#4. Include sign-up buttons on social media accounts.	
#5. Direct paid advertising to your landing page.	
#6. Include share buttons on thank-you pages for prospects to share after signing up.	
#7. Include links to your landing page on your email signature.	
#8. Put content out on public channels such as Medium and LinkedIn - include a link back to your landing page.	
#9. Set up a reward to encourage your prospects to share with others.	
#10. Ask an influencer (who you've developed a relationship with) to gift access to their community.	
#12. Guest post on relevant, high-traffic blogs and include links in your bio.	
#13. Let your friends and family know what you're doing - don't be a spammer,	

but do ask them to share your link with anyone who may be interested.	
#14. Get to know influencers in your area by following them and commenting on their posts.	
#15. Get out to relevant events and meet your target demographic. Even better if you have a tablet with you to take sign-ups.	
#16. Run a contest for free access in order to encourage sharing and virality.	
#17. Run a crowdfunding campaign. Although these are a lot of work to do properly, they can drive good traffic and interest in your product.	
#18. Get beta users so you can grab early testimonials and referrals.	