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1. Create a free incentive to give away to your audience in exchange for their email address
2. Create an optin form/ page to giveaway this incentive and include a optimized form to get their email
3. Generate traffic to your page where the form is
4. Get subscribers on your list
5. Send your new subscribers their welcome email and tell them what to expect from you
6. Continue to send regular emails to your list providing value and building the relationship
7. Stick to a consistent email schedule and strategy
8. Make sure your email abides by the email laws in your country
9. Use automated follow up sequences to automate your emails
10. Track what emails give you the most opens and clicks
11. Optimize your emails based on your data in point 10
12. Start to promote your business product or service, or affiliate products etc.
13. Generate exposure, revenue, customers and profit for your business.