

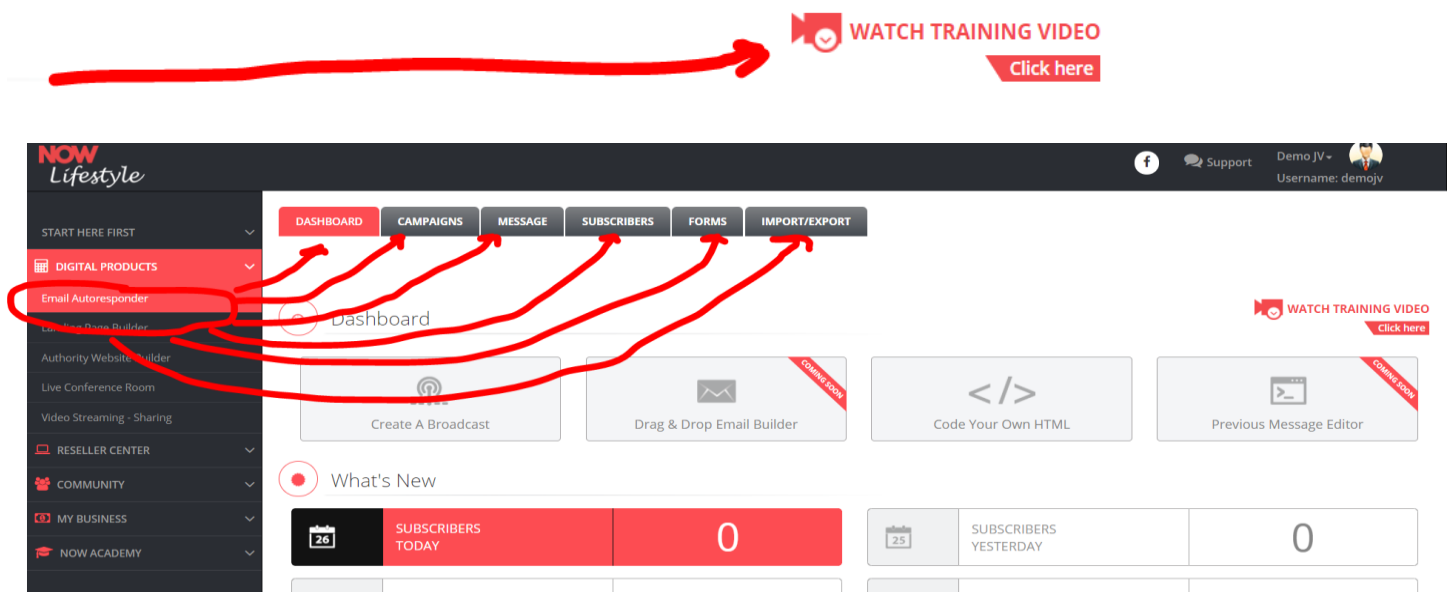
The Now Lifestyle MUST DO CHECKLIST for Business Success

Print this checklist off and then place a check or an "X" next to each task as you complete each action if you want to get up and running with the Now Lifestyle. This is a generic list without going into detail as far as what each section entails or how to use that section...Not to worry though because in each section we have training videos to show you exactly how to carry out a certain task. For example, creating a follow up email (We are continually updating the member area for ease of use so this might look slightly different depending on when you downloaded it)

EMAIL AUTORESPONDER

Email Autoresponder: This is separate from the Lead capture system under the “Reseller Center” section in regards to campaigns, though the purpose of the tool suite and process is the same in how you can use them. You would instead be creating your OWN campaigns to use for any purpose you want. You could have a dog business, a pizza shop, a candy store, a tax accounting firm or any other possible business you can think of and create.

Be sure to WATCH THE TRAINING VIDEO in each section to learn how to use it and how you can benefit from it by looking for the Camera icon throughout every tab and page in the members area. In the Email Autoresponder section there are about 25 videos that show you how to make use of that particular function.



___ **Dashboard:** See your general stats for all the campaigns you have

___ **Campaigns:** These are the individual ones you have made for your business

Campaign	Sends	Opens	Clicks	Failed	Active	Pending	Unsubscribed	Blocked
NLS_Leads_OutsidePages	0	0	0	0	0	0	0	0
Dog Lovers	3	7	2	0	1	0	0	0
Dog Leash buyers	0	0	0	0	0	0	0	0
Tradera	1	0	0	0	2	0	0	0
TOTAL	4	7	2	0	3	0	0	0

___ **Stats:** Overview of each campaign with send/opens and subscriber info

___ **List:** Quick overview of your campaigns and where to edit them

___ **Add campaign:** How to add a new campaign into your system

___ **Custom Fields:** To be used to set fields for OPT in Forms

___ **Global Fields:** To be used for code within emails

___ **Automation Rules:** To automate subscribing/unsubscribing to/from campaigns

___ **Ad tracking list:** To have tracking on your campaigns



___ **Complaints:** To see who had complained/clicked Spam on your emails etc.

___ **Message** (similar to Lead Capture system)

Subject	Send After	Sent	Opens	Clicks	Bounce Rate	Spam Score	Actions
welcome!	1	0	0	0	0.00	0.00	[edit] [add] [delete] [block]

___ **Follow up** (these are messages ready to automate in a campaign)

___ **Add Follow up** (add additional follow ups to automated campaigns)

___ **Broadcast** (Messages that have been sent or are pending to send out)

___ **Send Broadcast** (Use to send out live messages when you want)

___ **Opt-in Message** (Only needed if you add a subscriber manually or if DOUBLE opt in is used)

___ **Subscribers:** See your subscribers in your campaigns



___ **Search subscribers:** Find a subscriber by email or other values in campaigns

___ **Subscriber List:** See the list of subscribers in any campaign and edit details

___ **Add Subscriber:** Manually Add a subscriber (They will get a Pending status)

___ **Block:** When you want to stop someone from opting into your campaigns

___ **Forms:** This is where you create the Opt in forms people will submit their details in

Name	Displays	Submissions	Rate	Opt-In Type	Opt-In Sent	Bounce Rate	Actions
Tradera	0	0	0.00%	S	0	0.00%	[Icons]

___ **Forms List:** This is a current list of the forms you have already created and can edit

___ **Create form:** Set up a form for your existing campaigns to connect with the system

___ **Form Wizard:** High Quality graphics for your campaigns to add to your website

___ **Import/Export:** Where you can either import or export leads. Be sure to read all rules

NOTICE: Review all training materials before you import your list. It is important you understand how the responder will function when you import.

Ready to import? Clean your list first, a clean list will improve your results. Mail your leads from the source account (where they exist now) and let them know to expect a very special opt in message from you. Upon import, edit your opt in message subject line to include who you are ("Hi, its John Smith..."). If you have old contacts don't take the chance, they may not remember you. This mail system will be the core to your success with online marketing, protect it! A lack of understanding will put your service at risk of being suspended.

- 1 You can Import up to 100 leads per 24 hour period maximum.
- 2 All leads are required to opt in to our system. An opt in message will be sent to the lead upon import. Please review the opt in message and edit to personalize your message. Our system will automatically create the required link for your lead to subscribe.

BE OBVIOUS to your customer of who you are and why you are asking them to opt in again. The key to a successful list is transparency with your subscribers. (They will simply click you as spam at some point if you mislead them)



- ___ **Manual Import:** Add subscribers by CSV file
- ___ **Export Subscribers:** Download your existing list and data
- ___ **Import log:** Details on any imports you have done of subscribers

Remember, no one should think they need to or can be able to learn this all in one day or week for that matter. Try to eliminate information overload and do a few tasks a day, then share what you have learned with your social media or other connections (and your LINKS!!!)

Being consistently consistent is what will help cause you to continue improving and growing your business. You get out of it what you put into it.

In addition to sharing on your own pages, be sure to share in the NLS FB group what you are learning and if you have a question or are stuck on some idea/concept, be sure to be as specific as you can so we can help.

Master Trainer Dave Gardner

