8 Steps to The Perfect Email List

- [ ] create an ICP using **this guide**
- [ ] verify your email list using **Bouncer**
- [ ] remove contacts who mark your emails as spam
- [ ] remove all invalid email addresses (misspelled, expired, or no-reply)
- [ ] add an unsubscribe button
- [ ] segment your email list to send personalized, valuable messages
- [ ] never buy your email lists, **use this guide** to find any email address for FREE
- [ ] monitor your **email deliverability** (deliverability score, bounce rates)

Get the complete guide here 📖