

A Beginner's Guide to Email List Setup That Actually Works.

*Especially if you're using solo ads to build your
list.*

By Jorge Delgado – Founder of OptinWizard

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Start Like the Pros Do

Let me save you from the mistake almost every beginner makes.

I'm Jorge Delgado, founder of [OptinWizard](#)—and I've worked with thousands of customers buying solo ad traffic to build their list.

Here's what I've learned:

The traffic isn't the problem. **What happens after the opt-in is.**

Most people get clicks, build a list, then load a few promo emails and pray for a sale.

They burn their leads in the first 3 days—and never see real results.

This guide fixes that.

It gives you the **exact structure I use and recommend** to everyone who buys traffic from OptinWizard. It's designed to warm up cold leads, boost your email deliverability, and turn opens into clicks—and clicks into commissions.

This is what I wish someone handed me when I first got started.

If you set this up right, you'll stop guessing and start scaling—with confidence.

Let's get into it.

Why These First 12 Emails Matter

Your autoresponder isn't just a place to dump leads. It's where you **train your subscribers to trust you**—or lose them forever.

When someone opts in from a solo ad, you've got a short window to build connection.

The way you structure your emails determines whether they keep opening... or tune you out.

Here's what works:

- The first few emails build relationship and curiosity
- The rest are designed to boost engagement and filter the serious people from the rest
- The system runs automatically, but feels personal

Set this up right, and you'll have a list you can **broadcast to with confidence**, knowing your messages actually land in the inbox.

Let me show you how.

Choose Your Email Tool (Keep It Simple)

If you haven't picked your email tool yet, don't overthink it.

You only need something that:

- Lets you load emails
- Track opens
- Segment by behavior

Here are two I recommend (and personally use):

👉 [Try Aweber Free](#)

👉 [Try Getresponse Free](#)

They're beginner-friendly, integrate easily, and let you tag or move openers—which is **key** to the strategy you'll learn in this guide.

Start with one list. Load your emails. Then build it out as you grow.

What to Promote First (My Favorite Starter System)

I get this question all the time:

“Jorge, what should I promote in my emails?”

The truth is: you can promote anything. But if you don't have something ready, I recommend starting with:

👉 [Join the OLSP System](#)

Why?

- It's free to join
- It has a deep backend (you earn from upgrades)
- There's built-in training and support

- It works extremely well with solo ad traffic
- It's beginner-proof and proven

Use it for your first campaign. You'll plug the link into the first 4 emails, then let your sequence do the rest.

The Email Structure That Works

Here's the simple 12-email system I recommend to every OptinWizard customer.

It's clean, scalable, and gives you the best shot at building **a responsive list from cold traffic**.

The flow:

- **Emails 1–4:** These contain your offer link (OLSP or anything you're promoting)
- **Emails 5–12:** No links—just pure value, curiosity, and short storytelling

The goal is to make subscribers open your emails, not avoid them.

If they trust you in the first 12 messages, you'll be able to monetize later through broadcasts and new promos—without burning them out.

Why No-Link Emails Matter

This part's important.

You make money from opens, not just clicks.

If people stop opening, your emails stop working—no matter how good the offer is.

That's why Emails 5–12 don't include any links.

These emails are designed to:

- Boost your engagement score (with Gmail, Yahoo, etc.)
- Help more people qualify for future broadcasts (based on opens)
- Build a connection without pressure
- Let you segment the right subscribers automatically

Think of them as your **email warm-up engine**.

They'll help you tag or move the best people into your "money list."

Segmenting for Profit (Simple But Powerful)

Here's where most people get it wrong:

They send broadcasts to *everyone who opted in*—even the people who never opened a single email.

That crushes your deliverability.

Instead, we'll keep things tight and smart:

-  Only send future broadcasts to people who open at least one of your 12 emails
-  Delete anyone who doesn't open after the sequence ends

How to do it:

- In **AWeber**: tag subscribers when they open
- In **GetResponse**: move openers to a new list using automation

This way, your future emails go to people who are *actually interested*—and you'll see better results from every promo you send.

(Optional) Add a Soft Unsubscribe Line

Here's a pro tip I often use in the follow-up Emails:

At the very top of the email, add a soft opt-out line like:

"Not into these tips? No worries—just scroll down and unsubscribe anytime."

It's optional, but it helps because:

- It reduces spam complaints
- It shows respect (people appreciate that)
- It keeps your sender rep healthy—even if someone isn't a good fit

You won't need this in the broadcast emails.

Your 12-Email Sequence (Overview Only)

Here's how your sequence will flow.

[You can access the done-for-you email swipes here](#)—but for now, here is the structure:

Emails 1–4 (include offer link):

- Email 1: Welcome + OLSP intro + ask them to reply
- Email 2: Reminder about the system + another CTA
- Email 3: Light value tip + subtle link
- Email 4: Encouragement + final link push

Emails 5–12 (no links):

- Story-driven, curiosity-based
- Open loops, light personal moments
- Designed to boost engagement and inboxing (reply emails...)

Do not forget to use any AI tool to modify these emails. Make them yours. Too long? Too short? Not your voice? Modify them. Do not copy and paste them.

Need Help Writing Email Swipes?

Don't want to write emails yourself?

I've got you covered.

I created a set of AI-powered GPT tools to write high-converting email swipes in seconds.

👉 <https://www.optinwizard.net/apps/>

Just enter your offer info, choose a style, and let the app write your sequence.

Perfect for OLSP, solo ad funnels, or any affiliate campaign you're running.

Use it to rewrite, tweak, or generate new angles in just a few clicks.

Quick Setup Checklist

Before you send any traffic, make sure you've got this dialed in:

- ✓ One clean list in AWeber or GetResponse
- ✓ All 12 emails loaded in order
- ✓ First 4 emails include your offer link
- ✓ Emails 5–12 are link-free
- ✓ (Optional) Soft unsubscribe line in Followup Emails.
- ✓ Tag/move openers with automation
- ✓ Broadcasts go ONLY to openers
- ✓ GPT email tools saved → <https://www.optinwizard.net/apps/>

Once you're set up, you're ready to send traffic—and finally feel good about it.

Delete the Dead Leads (Seriously)

This part might feel uncomfortable—but it's key.

If someone doesn't open ANY of your 12 emails, delete them.

No re-engagement. No wishful thinking.

They're cold, and keeping them on your list will hurt your deliverability.

Focus on the people who actually want to hear from you.

Your revenue will go up. Your inboxing will stay strong. Your confidence will grow.

That's how pros build lists.

Where to Buy Solo Ads That Work

Now that your system is ready to run, it's time to send traffic.

At OptinWizard, we offer high quality traffic:

👉 <https://www.optinwizard.net/soloads/>

- ✓ Tier 1 traffic (US, UK, CA, AU, NZ)
- ✓ Delivered fast
- ✓ Works great with MMO offers.
- ✓ Trusted by hundreds of marketers

You don't need to test random sellers.

Buy your clicks. Let your email system handle the rest.

Final Word

I built this guide because I want you to win with traffic, not waste it.

If you follow this setup:

- You'll protect your sender rep
- You'll build trust from the first email
- And you'll feel confident every time you send a promo

That's what gives you permission to scale.

That's what makes solo ads sustainable.

You've now got the structure I use—and the same tools I give to my highest-converting buyers.

Make it work. Keep it simple.

And let me know when you're ready for more traffic.

See you inside,

— Jorge Delgado

Founder, OptinWizard.net