GROW — Launch your email list in 7 days

Free guide from Fin Ventures AI. Disclosure: some links are affiliate links; we may earn a commission at no cost to you.

Why an email list first

Social platforms rent you an audience; your email list is yours. An account can be restricted overnight; an exported list moves to any provider. It is the compounding asset: every subscriber gets every future piece of content, with no algorithm in the way.

The 7-day checklist

Day 1 — The promise

- ☐ Write one sentence: who the list is for and what they get (e.g. "One tested AI tool every Tuesday for solopreneurs").
- ☐ Pick a frequency you can sustain for 12 weeks (once a week is enough).

Day 2 — The tool (see the picker below)

- ☐ Open a free account, no credit card.
- ☐ Authenticate your sending domain if you have one (SPF/DKIM), or schedule it.

Day 3 — The gift (lead magnet)

- ☐ One resource that solves ONE problem in under 10 minutes: checklist, template, 30 prompts, mini-guide.
- ☐ PDF or web page, delivered automatically by email #1.

Day 4 — Form and page

- ☐ A signup page: headline = outcome, 3 bullets, 1 field (email), 1 button.
- ☐ Clear consent. In Canada, CASL requires consent, sender identification and a working unsubscribe link; in the US, CAN-SPAM requires a physical address and an opt-out.

Day 5 — Welcome sequence

- ☐ 5 emails: delivery → story → hero tool → comparison → soft offer.
- ☐ Every email: sender name, postal address, unsubscribe link.

Day 6 — Free traffic

- ☐ One link in bio pointing to the signup page.
- ☐ A niche English comment keyword under every video ("Comment LIST / EMAIL") → link sent by DM (map: content/cta-keywords.md).
- ☐ An email-signature line and a link in every article.

Day 7 — Measure

- ☐ Page signup rate (visitors → subscribers).
- ☐ Opens and clicks on email #1.
- ☐ One improvement per week.

Tool picker (free plans re-checked Nov 5, 2026)

Tool	Free plan	Main limit	Best for
Kit	Up to 10,000 subscribers, unlimited sends	Advanced automations on paid plans (detail UNVERIFIED)	Creators who want to grow for free
MailerLite	250 subscribers, 2,500 emails/mo, 3 automations, 1 site + 1 page	Sending locks above 250 active subscribers	Beginners who want a simple editor
Brevo	No stated contact cap, 300 emails/day	Daily sending cap	Small businesses, transactional
Systeme.io	2,000 contacts, unlimited emails, 3 funnels, 1 course	1 automation rule, 1 campaign	Pages + email + course in one place

Our simple rule: 1. You're a creator (video, newsletter) → **Kit** free. 2. You also want sales pages and a course → **Systeme.io** free: https://finventures-ai.github.io/go/systemeio/ 3. Small list, want a very simple visual editor → **MailerLite**. 4. Large contact base, low frequency → **Brevo**.

5 mistakes that kill a list

1. Buying a list (illegal without consent in Canada, and it wrecks deliverability).
2. Waiting for "enough content" before launching.
3. No gift: "join my newsletter" does not convert.
4. Switching tools every month.
5. Only sending promotions: aim for about 4 value emails per offer (ASSUMPTION, common creator practice, test it).

Next step

Reply to the welcome email with **GROW** and your niche: we'll suggest your first lead magnet.

Fin Ventures AI · Fin Ventures AI, 520 Fort-St-Louis Blvd, PO Box 8010, Boucherville, QC J4B 1S0, Canada · Sources: official pricing pages checked Nov 5, 2026. Prices and limits change; confirm on the vendor's site.