11 X 3 X 1 SUBSCRIPTION MATRIX

Capture Name & Email Web Form	Capture Email Web Form	Capture Name & Mobile Email Web Form	Capture Name & Mobile Mobile Web Form	Capture Mobile Number Keyword	Capture Mobile Number QR Code/Keyword	Capture Name & Mobile Email Web Form	Capture Name & Mobile Mobile Web Form	Capture Mobile Number Call to subscribe	Capture Mobile Number QR Code Call to subscribe	Capture Mobile Number Name Email Address
Confirm by: Link in email	Confirm by: Link in email	Confirm by: Link in email	Confirm by: SMS reply	Confirm by: SMS reply	Confirm by: SMS reply	Confirm by: Link in email	Confirm by: SMS reply	Confirm by: Pressing 1	Confirm by: Pressing 1	Confirm by: Link in email
Autoresponder 1 Email only Group 1	Autoresponder 1 Email only Group 2	Autoresponder 2 SMS/MMS only Group 3	Autoresponder 2 SMS/MMS only Group 4	Autoresponder 2 SMS/MMS only Group 5	Autoresponder 2 SMS/MMS only Group 6	Autoresponder 3 Voice broadcast Group 7	Autoresponder 3 Voice broadcast Group 8	Autoresponder 3 Voice broadcast Group 9	Autoresponder 3 Voice broadcast Group 10	

Deliver promised content/engage

Ethical bribe to complete name, email, and mobile number info

No

Yes

Deliver promised content/engage

Ethical bribe to complete name, email, and mobile number info

No

Yes

Deliver promised content/engage

Ethical bribe to complete name, email, and mobile number info

No

Yes

Autoresponder 4
Main Voice Broadcast
Autoresponder
All Message Types

Message Sequences

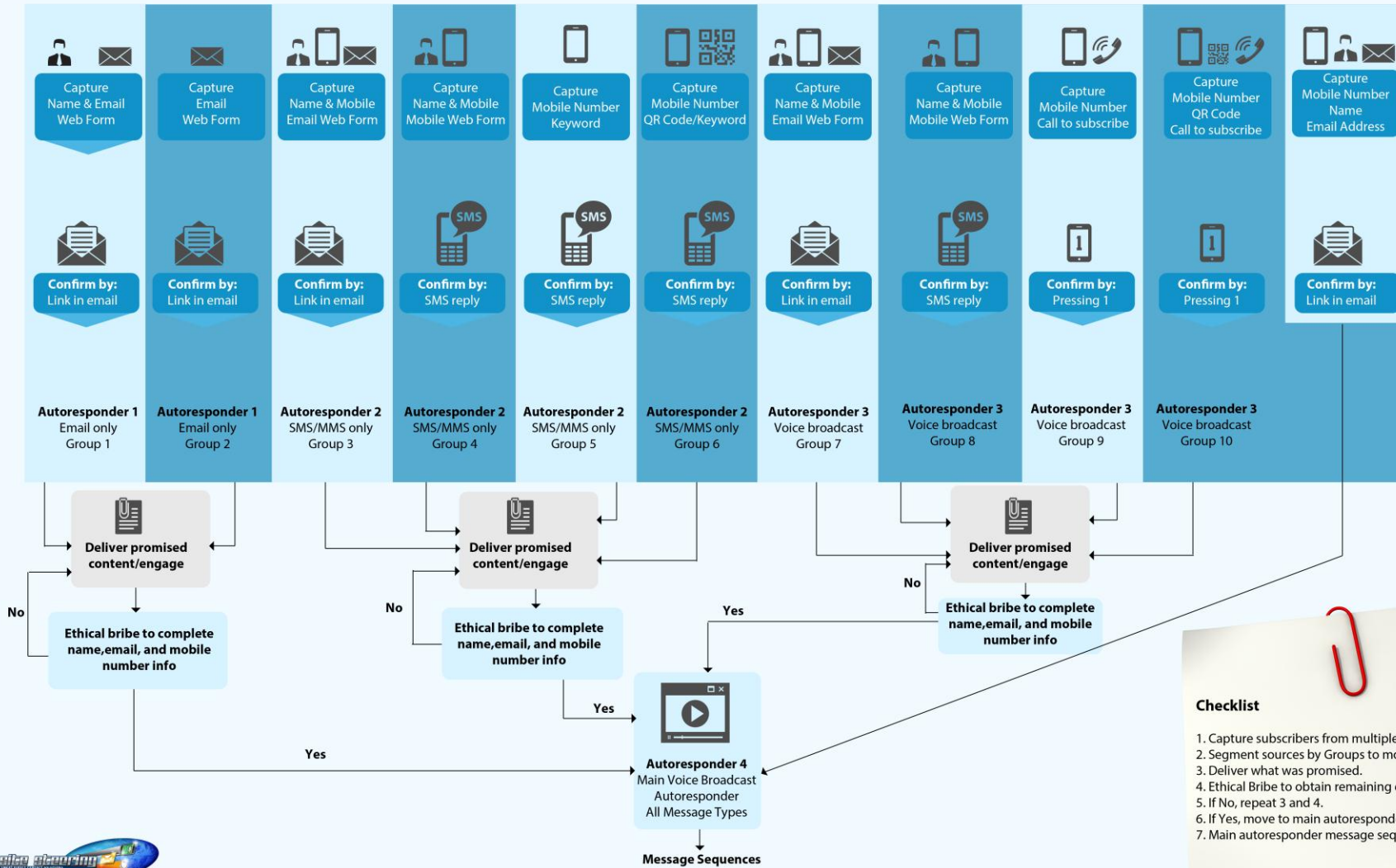## Checklist

1. Capture subscribers from multiple sources.
2. Segment sources by Groups to monitor results.
3. Deliver what was promised.
4. Ethical Bribe to obtain remaining contact info.
5. If No, repeat 3 and 4.
6. If Yes, move to main autoresponder.
7. Main autoresponder message sequence