LAW FIRM LAUNCH PROGRAMME · ADD AN EMAIL SIGNUP

Email signup checklist

A compliant, simple signup that converts.

01 The signup form

- [ ] Ask for as little as possible — an email address is often enough.
- [ ] Say plainly what they'll get, and roughly how often.
- [ ] Put the form where people already are — footer, key pages, end of posts.
- [ ] Make the button specific — "Get the updates", not "Submit".
- [ ] Check it works and looks right on a phone.

> WE CAN DO THIS FOR YOU
>
> Connecting the form to your mailing tool and your site so it just works is the fiddly part. We set these up for firms. **digitalroyalty.co.uk**

02 Consent and compliance

You're a law firm — getting the basics right here matters more for you than for most.

- [ ] Take clear, unticked opt-in consent — no pre-ticked boxes.
- [ ] Link to a plain privacy notice explaining how you'll use their details.
- [ ] Only use the address for what they actually signed up for.
- [ ] Include an easy unsubscribe in every email.
- [ ] Keep a record of who consented, and when.

03 After they sign up

- [ ] Send a short welcome so they know it worked.
- [ ] Send something useful now and then — not only when you want work.
- [ ] Keep the list tidy: clear out bounces and unsubscribes promptly.

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Want your signup built and connected?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Build it with us

- [ ] Never pass, share or sell the list to anyone else.

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