

FIVE EASY WAYS TO BUILD YOUR EMAIL LIST

01. BUSINESS CARDS

Do you go to events and meet other professionals? It's a no-brainer to exchange business cards, right? When you get those business cards, add them to your email list.



02. HOST AN EVENT MEETUP.COM

Not finding your target audience at networking events? Start your own. Platforms like Meetup.com offer great opportunities to host an event. Just pick a time and place and put it out there!

03. USE YOUR WEBSITE

A great website is an invaluable tool for gathering email addresses. There's several ways you can do it.

• SUBSCRIPTION BOX

Have various places on your site where people can enter their email address and subscribe.

• POP UPS

While they can get very annoying and you don't want to go overboard, pop ups still work great, especially if you offer some great "Before You Go" special offer or coupon.

• LEAD MAGNETS

Create a quick PDF or infographic that can help your target audience solve a problem and give it for free, via email.



04. "EMAIL ONLY" SPECIALS

Offer exclusive deals to those on your email list. This can be a deal of the day, or a special coupon. Think about Amazon Prime Day and the special offers only available to those "in the know."

05. USE YOUR WEBSITE

Add a sign-up link in your email signature and use email to get email (addresses)!



BONUS

RE-EVALUATE EVERYTHING!

Look at all of your marketing promotional materials in a new light. How can you use each thing that you do to build your list? Maybe it's adding in some social posts about your email list. Or it's putting out a sign-up sheet at a tradeshow or event. There are so many ways you can incorporate your email list into all that you do to market your business!