Email List-Building Checklist

How To Go **From Zero To 50,000** Subscribers
With Email Marketing

12 TACTICS TO HELP BUILD YOUR EMAIL LIST

☑ ### Place Opt-Ins Strategically On Your Site

Test to figure out if the best placement is above the fold, in your site's sidebar, below your single posts, at the site footer, using a content bonus/upgrade, on your about page, etc.

☑ ### Split Test Your Forms

Make one small change (such as one less form field in your opt-in, or a different button color), and give it a test period to see if it boosts performance.

☑ ### Use LeadBoxes In Your Content

Gently lead users to opting-in, rather than pushing it down their throats. Have a LeadBox pop up after a certain period of time, or use CrazyEgg to find the best place to put it on your site.

☑ ### Add Content Bonuses/Upgrades

You ask readers to download the same content they're reading or (preferably) an upgraded version. It's more effective because it's more specific than your generic email opt-in offer.

☑ ### Ask Current Subscibers to Forward to a Friend

People take the advice of their peers or friends because they already trust their opinion. Double check with your email service provider, to make sure they allow forwarding.

☑ ### Separate Guest Visitor Landing Pages

When you write a guest post on another site, make sure you include an "about" link, or something similar, that sends the readers to a targeted landing page.

☑ ### Pre-Sell Upcoming Content

Pre-selling is basically educating people on a particular product, even before pitching or asking them to buy. Educate them for free; don't worry about whether they'll buy when you launch the product.

☑ ### Reward First-Time Commenters

Send first-time blog commenters to a special thank you opt-in page with a free gift. Download the First Comment Redirect plugin for your site. Very few bloggers are doing this yet!

☑ ### Influence With Social Proof

Use testimonials, "as seen on", case studies, social media comment tickers, etc. to show that you are socially credible to your readers.

☑ ### Use Hello Bar!

It's free! Use it on the top of your site, make it a pop-up, make a it a slider at the bottom of your site, or have it drop down and take over the whole page. It's also easy to set-up on your own.

☑ Remind Readers They Can Unsubscribe At Any Time

The truth is most people are not willing to unsubscribe when you give them the opportunity to do so. If they decide to stay on your list, they'll expect your emails and give them more attention.

☑ Invite Social Media Followers To Opt-In With A Contest

A social media contest exposes your site and message to many people. Then you can easily bring them back to your site. Contests can be run successfully from Facebook, LinkedIn, or your own blog. Offer multiple prizes, rather than one big prize, for a higher conversion rate.