

5 EASY WAYS



To Build Your Email List 10X FASTER

Nowadays email is like currency to pay for get reach a desirable goal - download some free content, register to any kind of a platform or get a discount.

Let's say you have:

- 2000 Facebook fans
- 2000 followers on Twitter
- 2000 email subscribers

Is it the same thing? **Absolutely not.**

People are more likely to view your emails over other social media handles.



498 people would open your email



120 people would see your Facebook post



40 people would see your Twitter tweet

1



Make it ridiculously easy to sign up

Since the person's attention is gone after the first 8 seconds, make the signup form as easy and quick as possible, using clear and understandable Calls to Action (CTAs).

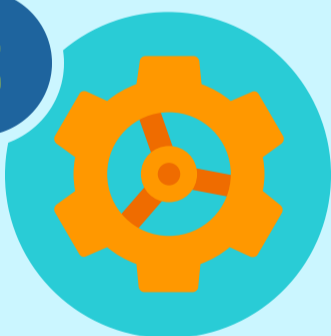
Make your "offers" tempting and relevant

A relevant opt-in offer will focus on highlighting the benefits that a prospect can't refuse. Think of your offer as a bribe. The popular opt-in bribes can include access to a closed community, special offers or discounts, highly valuable content, or anything else that fits with your brand.



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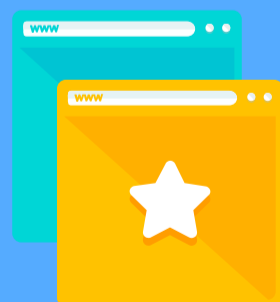


Implement emotional triggers

- **Authority:** Speak from the professional's view.
- **Scarcity:** Add some urgency to your offer.
- **Trust:** Develop strong relationships with your prospects.
- **Social Proof:** Use reviews and case studies.
- **Likeability:** Keep messages relatable and written with emotion.

Make use of custom built landing pages

The best way to capture emails and build your mailing list is by creating a separate landing page for the piece of content or tool that you're offering. For example, if you're using Constant Contact, you can create a special landing page for your people to click on.



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Think Customer Experience

Why does someone want to give you their email address? What are they expecting from you? Their experience with your company starts with the first contact. Make it stellar!