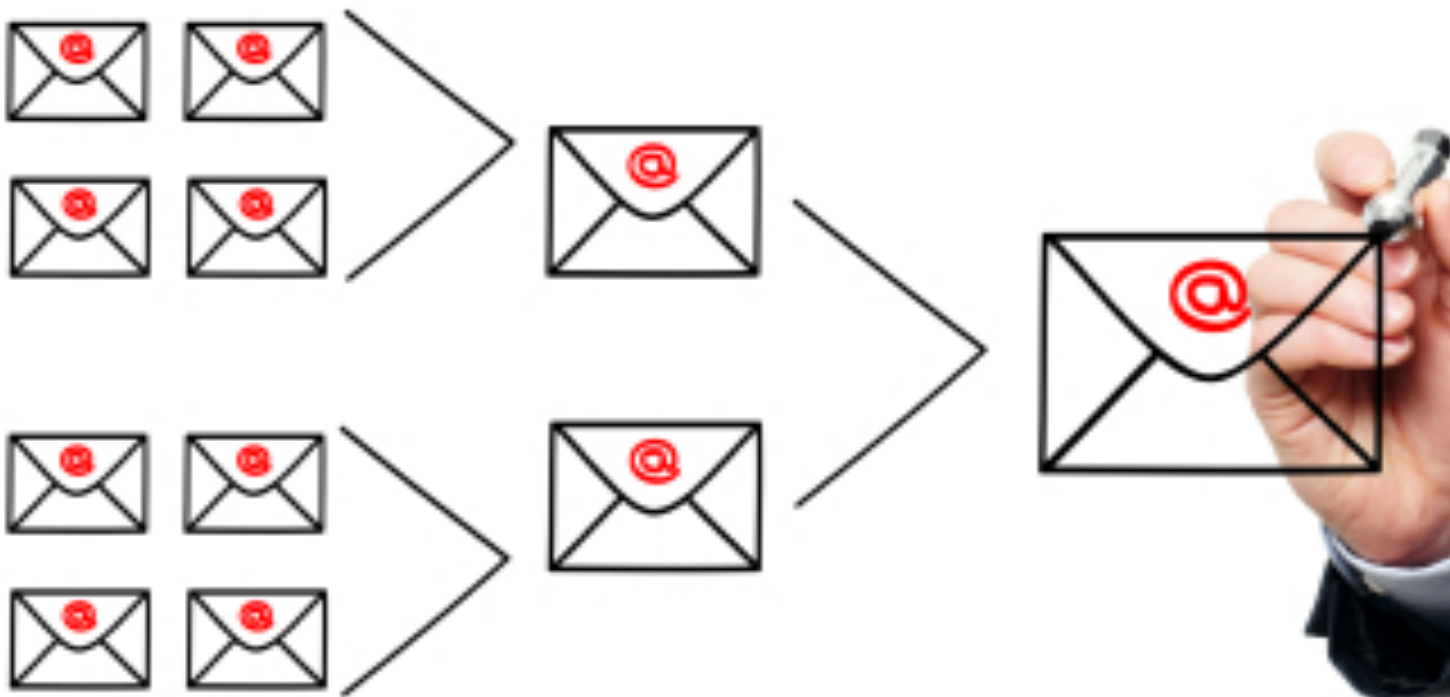


# 6 Ways to Grow Your List in 30 Days



# Why You Need a List



- “The money is in the list”
- People who *know, like & trust* you will buy from you
- Build that relationship with your customers by emailing regularly
- Keeps your company name in your customers’ mind



# How to Use An Autoresponder



- Autoresponder
  - A service that organizes your email addresses
  - Allows you to schedule messages to be sent
  - Aweber or Get Response are among the best
- Avoid free accounts like Yahoo or Google
  - They do not allow hundreds of emails to be sent
  - You'll be labeled a "spammer"



# Collecting Emails



- Brick & mortar businesses or offices
  - Keep a list by the register & ask people to sign up
  - Manually add the emails each day to your autoresponder
- Website Owners
  - Place an opt-in form on your website
  - Emails automatically get added; no manual work



# Getting Permission



- Brick & mortar businesses or offices
  - When someone physically adds their name to your list, they are granting permission
- Website Owners
  - New names will have to click a confirmation link in their email before they are added



# What Will You Send Them?



- Monthly newsletter
- Sales coupons
- Appointment reminders
- Articles & helpful tips
- Special reports, audios or videos
- Interesting news stories



# The Freebie



- An extra enticement to sign up for your list
- Most often it's a special report, audio or video
- Make it valuable & useful
- It's a trade – they give their email, you give the information
- Include the download link in the 1<sup>st</sup> email message



# #1. Ad Swapping



- 2 marketers cross-promote each other to their respective lists
- Free of charge
- Works best if lists are of equal size
- Good way to expand your reach to a different part of the market





# #1. Ad Swapping



- Scheduling will depend on the marketers' agreement
- Does your market pay attention to new offers during the holiday season?
- Does your freebie reflect any special season or event?



# #1. Ad Swapping



- Do your research
  - Find complimentary businesses or products that would interest your list
  - How long has your ad swap partner been in business?
  - How big is their list?
  - How targeted is their list?
- Be prepared to answer these questions, too



# Ad Swapping Example 1



- You sell organic dog treats
- You reach out to local dog groomers
- You tell your list about the dog groomer & they tell their list about your treats
- You & the dog groomer see an increase in signups



## #2. Solo Ads



- You pay for a list owner to send your ad to their list
- Solo ads run alone = no competition
- No need to compare list sizes
- Price often depends on size of list
- Do your research



## #2. Solo Ads



- Write your ad copy carefully
  - Avoid all capitals
  - Use capital letters sparingly; only for emphasis on key words or phrases
  - Include a strong call to action = sign up for your list



## #3. Ezine & Article Directories



- Ezine directory = organized list of ezine titles with descriptions & subscription numbers
- Use for research for solo mailings or ad swaps
- Get your ezine listed to increase subscribers
- Link your directory listing to a squeeze page
- If linked to your main website, make the opt-in box easy to find



## #3. Ezine & Article Directories



- Article directories = free reprint articles that ezine publishers can copy & paste to send to their lists
- Put the link to opt-in squeeze page in your author byline
- This link is sent to hundreds of readers when someone publishes the article



## #4. Guest Blogging



- You write an article that is published on another blog
- Expand your audience
- Share your expertise
- Create back link to your own site
- Include opt-in link in the byline





## #4. Guest Blogging



- Hundreds of new readers see your blog post & sign up for your list
- Benefits the blog owner, too
  - Keeps content fresh
  - Less writing for blog owner
- Choose a blog owner who keeps blog active & updated



# How to Land a Guest Blogging Opportunity



- Do your research
- Approach blogs that are in your target market
- Submit an email with story or title idea(s)
- Submit writing samples
- If they have guidelines in place, follow them carefully
- Submit your best writing



# Guest Blogging Mistakes



- Cutting & pasting pieces from other articles = plagiarism
- Submitting an article that was published before
- Missing deadlines, writing an article that is different from the approved idea or submitting sloppy work



# Blog Tours



- A series of guest blog posts that revolve around a central theme & are submitted closely together
- Publicize the blog tour & put links to each of the guest blogs on your site
- Popular in the summertime when people vacation but still need content



## #5. Teleseminars & Webinars



- Teleseminar = audio-only presentation
- Webinar = audio & video presentation
- Good way to connect a voice with a name
- Interact easily with your audience
- Can last from 30-90 minutes
- You get firm time commitment from audience



## #5. Teleseminars & Webinars



- Avoid reading from a script = boring!
- Write bullet notes
- Practice before live event
- Be natural
- Remind audience that technical problems sometimes arise



# Teleseminars



- You need a provider that has multiple bridge lines
- You schedule the date & time
- You publicize the teleseminar
- Those who register are emailed the phone number
- You now have more people on your list!



# Webinars



- You need a webinar provider or “room” where you can control the screen
- You schedule the date & time
- You publicize the webinar
- Those who register are emailed the link
- You now have more people on your list!





# Paid vs. Free Providers



- You get what you pay for
- Important features for teleseminars & webinars include:
  - Recording feature
  - Number of attendees allowed
  - How easy it is to export your email addresses
  - How can people ask you questions during the event



## #6. Popups



- A script that allows a window to “pop up” on top of your website
- Put a photo of your freebie with your opt-in box
- Grabs readers’ attention right away
- Can also appear before a reader exits your site



## #6. Popups



- Most are paid
- You might need to hire someone to install it
- Test & tweak your settings to find what works best on your site
- Carefully copy & paste your autoresponder opt-in code into the popup



# Building Your List in 30 Days



1. Add a popup to your site = quickest
2. Do your ad swap / solo ad research (or outsource it to a virtual assistant)
3. Start contacting sources for ad swap / solo ad opportunities
4. Craft a plan for your guest blog posts & contact blog owners



# Building Your List in 30 Days



5. Create your ezine directory listing & article directory profiles
6. Start writing your articles & submit to directories on a regular basis



# Building Your List in 30 Days



7. Plan & publicize your teleseminar or webinar
8. Study the results of each task

**Continue doing those tasks that got  
the best sign up results!**

