



60 Ways to Grow Your List

Jennifer Henczel

<http://www.InspiredInfluencers.com>

Having an interested and qualified list of contacts that you can stay top of mind with, is vital to every business. Continuing to grow that list is just as important.

1. **Use paper sign-up sheet:** Keep it simple. Sometimes a paper sign-up sheet is the best way to go.
2. **Ask face to face:** Just having a sign-up form available won't always be enough. Train yourself and your employees to always be asking prospective contacts to sign up.
3. **Check your database:** Don't overlook the obvious. You probably already have a database of contacts who would love to join your list. Ask them to sign up.
4. **Ask friends and family:** Look to your personal network to help kick start your list growth.
5. **Put a fishbowl on your counter:** Give customers an incentive to drop in their business cards to join your list.
6. **Over the phone:** "Ring, Ring" Having a great conversation with a customer or supporter? Keep the conversation going— ask them to join your email list!
7. **Use your sidewalk sign:** Using a sidewalk sign or sandwich board to bring in foot traffic? Tell passersby about all the great info, discounts, and news they'll find by signing up for your emails.
8. **Participate in Small Business Saturday:** If there's one day people are excited about finding new businesses it's Small Business Saturday. Make sure you're asking people to join your list when they come in for this special day.
9. **Add a sign-up form to your Facebook page:** make it easy for fans to join your list by adding a sign-up form to your Facebook Page. (I can show you how 😊)
10. **Tweet it:** Write yourself a note now: "Tweet about my email list once a week." You should also post about your email list on your other social networks, but less frequently than you would on Twitter.
11. **Update your Facebook page cover photo:** You can now include a call to action on the Cover Photo of your Facebook Page. Have some fun with it and ask people to join your list.
12. **Facebook ads:** Driving people to your Facebook sign-up form.
13. **Use your Youtube channel:** Making the leap into online video? Talk about your emails in a video and tell people where to sign up.
14. **Use Foursquare:** Foursquare lets you update your business's info and post alerts to people in the area. Try sharing a link to your sign-up form and see how it does.
15. **Join a LinkedIn group:** When appropriate let members of the same LinkedIn Groups know about your email list.

Check This Out!

Join my list and follow me for more tips and strategies for reaching more people with your message.
Jennifer Henczel, Founder InspiredInfluencers.com 778-823-2421 1

16. **Join a Google+ Community:** Like LinkedIn Groups, Google+ Communities are the place Google+ users go to find information relevant to them. Share your latest email and ask members to join your list.
17. **Host a Tweet Party or Chat:** Tweet chats are a great way to boost engagement on Twitter. It can help you attract new followers and can give you a unique opportunity to grow your list.
18. **Use Vine:** Tell people why they should sign up in 6 seconds or less. You can share your Vine video on Facebook or Twitter and can embed it on your blog.
19. **Add a sign-up link to your social bios:** Allow social connections to easily find your email sign-up form by linking to it in your profiles. Try it on Facebook, Twitter, LinkedIn, Pinterest, or Google+.
20. **Sample your content on Pinterest:** Create a board on Pinterest and “pin” your email newsletter right when it comes out! Use an image from your email or take a screenshot of your entire newsletter to give readers a preview of your content.
21. **Add sign-up form to your blog or website:** Give your sign-up form plenty of visibility by putting it on every page. **Tip:** Constant Contact customers using Wordpress get a free Wordpress integration to create a sign-up form that adds email addresses directly to a Constant Contact email list. Give me a call to find out how: 778-823-2421
22. **Create a landing page on your website with an incentive:** Give people a reason to sign-up. Include reviews. Ask your current contacts why they enjoy your emails and then create a page on your website highlighting the biggest benefits of signing up.
23. **Keep your sign-up form short:** Don’t ask too many questions. You may miss chances to grow your email list. Keep your sign-up form short and simple. Only ask for the information that’s absolutely necessary. You can collect more information down the line.
24. **Put it in your book or report:** If you write non-fiction, informational books or reports, be sure to include it on your back page or inside cover.
25. **Guest blog:** Writing for other blogs is a great way to get in front of a new audience. Include a link to your sign-up form in your author bio. If people like your post, they’ll want to get more information from you.
26. **Comment on blog posts:** Participate in conversations about your area of expertise on your favorite blogs. When you leave a comment you’ll also be able to add a link back to your website as part of your identifying information. This can lead people to your website where they can sign up for your email list.
27. **Test different calls to action:** Test different calls-to-action and see how your audience responds.
 - *Join our list to learn more about what we have to offer!*
 - *Join our list to receive exclusive discounts!*
 - *Over 1,000 people have signed up to receive our emails each month.*
 - *Sign up today! Don’t miss a thing! Join our email list to get updates sent to your inbox once a week.*
28. **Online payment forms:** Collect email addresses when people are making a purchase. Be sure to indicate they’re opting-in to receive future emails from you.
29. **Optimize online listings:** Did you know that 49% of small businesses have never updated their online listings? Keep your listing up-to-date and provide a link to join your email list.
30. **Use your podcast:** Mention your email newsletter during your podcast.

 *Check This Out!*

31. **Collect emails with an online survey:** Add a sign-up link to your next online survey. Let people share their feedback and join your email list.
32. **Promote your email archive:** Use Email Archive to promote your past emails. You can share your archive on your blog, website, and on social media.
33. **Put a sign-up link in your newsletter:** You never know how people are going to find your emails. When new readers find them, make sure they have a way to sign up.
34. **Add social share buttons to your email:** Sometimes, the best way to grow your list is to extend the reach of your emails. Add social share buttons to make it easy for people to share your emails on their social networks. **Tip:** If you want people to share your email, be sure to tell them directly, “Share this email.”
35. **Use ‘Forward to a Friend’:** Add a “forward to a friend” button to your emails to help you reach your next subscribers.
36. **Create great content:** If you want people to share and talk about your information and resources, be sure to create share-worthy content. Visit CNBN.ca
37. for ideas.
38. **Your email signature:** Get more exposure for your email list by including a link in your regular emails.
39. **Put text over an image:** If you’re not a graphic artist and you don’t have Photoshop, you can use a free tool called picMonkey that will enable you can put text over images—a fun way to ask people to join your list! Share your images on Facebook, Twitter, or hang them in your store.
40. **Use text to join:** More than half of all Americans now have smartphones. Use a Text-to-Join feature in your email marketing tool (offered by Constant Contact).
41. **Use a QR Code:** Add a QR code to a flyer, post, or brochure and make it easy for people to scan-to-join your email list.
42. **Use an ipad or tablet:** Use a device to collect email addresses in-store or at your next event.
43. **In your brochure:** Giving out flyers, brochures, or pamphlets at your store or office? Let people know your emails are the best source for up-to- date information.
44. **Run an ad in the paper:** Get the most out of your print advertising investment. Tell people to visit your website and join your list!
45. **On your business cards:** Work with your business card supplier to add a QR code with a call-to-action to join your email list.
46. **Add to your menu:** Own a restaurant? Add a QR code on your menu and let people join your email list at the table.
47. **Use your shipping boxes:** Shipping orders to customers who placed an order online? Put a QR code on your boxes and encourage customers to sign up.
48. **During event registration:** Stay in touch before, during, and after your event by collecting email addresses when people register for your event. Be sure people opt-in for your newsletter specifically. (Don’t have pre-checked boxes).
49. **Collect email addresses at your event:** Collect email addresses at your event with a paper sign-up sheet, QR code, or even via text-message.

Check This Out!

50. **Be a sponsor:** Work with other businesses and organizations in your community to host an event. It's a great way to introduce your business (and your email list) to a whole new audience.
51. **Book a speaking engagement:** If people are interested in what you have to say, there's a good chance they'll be interested in what you write in your emails. Let people know you have a resource they can sign up to receive.
52. **Use your table tents:** Do you use table tents in your restaurant or at your events? Add a QR code and make it easy for attendees to join your email list.
53. **Run an in-store raffle:** Raffle off a prize your customers will love and collect email addresses in the process.
54. **Run a Facebook sweepstakes:** Run a contest on Facebook and collect email addresses in the process.
55. **Start a loyalty program:** Look for ways to reward your customers and grow your email list in the process!
56. **Run a birthday club:** Create a club to help celebrate your customers' birthdays and grow your email list.
57. **Run a local deal:** If you want deal buyers to come back after the deal is over, you need to make it easy for people to join your list!
58. **Ask when someone redeems an offer:** Testing your luck with one of the big-name deal providers? Don't forget to ask new customers to join your mailing list when they redeem the offer.
59. **Offer a coupon on Facebook:** Post it in the form of an image or a link to a page on your website where they can see the offer.
60. **Offer a piece of content:** You can offer up a great piece of content—like a whitepaper, eBook, or guide—to entice people to join your list.
61. **Offer an incentive to your employees:** Get your employees excited about growing your email list. Offer a prize to the employee who collects the most email addresses.

It's not just about email marketing, it's about creating a strategic lead capturing and sales funnel system that works. Save time. Let me show you how it all works together. You can attend one of my affordable workshops, have me speak to your group, join my mastermind group, or ask me for one-on-one coaching. Contact me today for a strategy session: www.inspireinfluencers.com

Check This Out!