



## 8 Week Marketing Mentoring: Ways to Build Your Mailing List

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<b>Important Points Before You Start:</b>	
1. Is your mailing list all set up with a reliable provider that ensures you have a double-opt in and ways to unsubscribe in line with anti-spam laws e.g. Mailchimp, Aweber Infusionsoft etc?	
2. Are you offering a great free incentive for people to sign up e.g. a downloadable digital e-book, list of resources, free shipping or discount coupons etc?	
3. Do you have your opt-in form displayed prominently in multiple places e.g. on your blog, website, social media etc?	
4. Do you have your newsletter opt-in on a standalone page on your website/blog so that you can send people directly there?	
<b>30 Ways To Encourage People to Sign Up to Your Mailing List:</b>	
1. Instantly recognizable: Make sure that when people land on your site it's immediately apparent what your business offers in terms of information, products or services.	
2. Guest Posting	
3. Getting interviewed	
4. Schedule a webinar/google hangout	
5. Special incentives/discounts	
6. Promise people exclusive access or content which they will get only by being on your newsletter	
7. Facebook & LinkedIn groups etc	
8. Throw a Social Media party on one of your profiles, Facebook and Twitter work well for this	
9. Create polls & quizzes	
10. Pinnable shareable images	
11. Recommend other people in your niche in your newsletter (related fields) and ask them to do the same	
12. Speaking engagements	
13. Directories	
14. Add links to your newsletter page to all your social media profiles	
15. Commenting on other people's blogs	
16. Regularly add links to your newsletter to your social media profiles (schedule them)	



17. Connect with others and agree to share each other's posts etc	
18. Giveaways (make sure that a requirement to entry is to get on your list)	
19. Sharing blog posts (always have a share bar or buttons under your posts). The more people click through to your site the more chances for them to sign up to your list	
20. Ask people for shares, both for your posts and for your newsletter. Use a free site such as ClickTo Tweet. Free video on it here: <a href="https://www.youtube.com/watch?v=JoUYtTCEcQU">https://www.youtube.com/watch?v=JoUYtTCEcQU</a>	
21. If you have a customised thank you page after people sign up for your list then make sure you add share buttons here so that people can spread the word. It's a great place to use the ClickToTweet program as outlined above as you could mention your free opt-in in the tweet you set up.	
22. Gather names and email addresses at real life events – fairs, demonstrations, in your store etc.	
23. Offer to write testimonials for other businesses and get your name out there that way	
24. As above - get involved in case studies for products you have used	
25. Get involved in niche forums and leave a link to your newsletter in your signature	
26. Post mini blogs on LinkedIn Pulse	
27. Send products to other blogs for reviews (maybe a swap)	
28. Podcasts	
29. Offline magazines and newspapers	
30. Word of mouth	