



25 Ways to Grow Your Email List!

You will find some obvious ideas here. And some will make you think. And you will want to rock and roll your way into fame with some of the truly outrageous ideas found among this list. The bottom line: be on the lookout for any opportunity to get someone to sign-up for your emails. You must grow your list.

Keep in mind, you may need to have some incentive or at least be able to present a few reasons (benefits) for people to sign-up. As an artist you have an advantage: “Sign-up and learn about my next event”, “Gain early entry privileges”, or, “Preview my newest work before my next public showing”. Be creative. They need a reason (or several reasons) to be on your list.

And then apply that to any of these 25 ways to grow your list:

1. A guestbook or clipboard at live events
2. A raffle or drawing with name and email address required to win. A fishbowl with details helps entice participation. When purpose is clearly stated, this gives you “permission” to send emails
3. Just ask - in any face-to-face situations where the conversation turns to your business
4. During phone conversations with clients – just ask!
5. Go through your current email database and upload all of your established business contacts
6. Invite family and friends to join



These are ideas for adding email addresses to your list yourself.

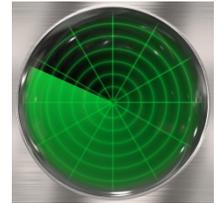
7. Add a sign-up box to your website – on several pages and locations**
8. If you blog, make sure you have a sign-up box on that page
9. Consider having a full landing page devoted just to sign-ups with a box and form and lots of incentives and link to that page every chance you get
10. Add a link* to your sign-up form in your email templates
11. Add a link to your regular emails, too
12. If you have a business email account, make sure the link is in the signature clearly asking them to sign-up
13. Put a link in your signature on your mobile devices
14. Add a sign-up form to your Facebook page**
15. Use the iCapture app on mobile devices - automatically add email into your account**
16. Create a “Text to Join” code that automatically signs people up**



These are tips to create ways for people (or others!) to sign themselves up!

- 17. Create a QR code that, when scanned, goes directly to your sign-up form**
- 18. Create a board for Pinterest that links to your sign-up form
- 19. Guest Blogging? Ask to add a link to your sign-up in your bio

- 20. Optimize your online listings: Yelp, Yellowpages, etc. Get your website link on every one of these free listings and your sign-up link wherever possible.
- 21. And put yourself on the maps: Google, Bing, Mapquest, etc.
- 22. Tweet an invitation once a week
- 23. Join LinkedIn and add a sign-up link to your profile
- 24. Change your Facebook cover page and invite people to sign-up for your emails with an embedded CTA.
- 25. Comment on blogs – only comment where you are truly and authentically adding to the discussion. There will be a link to your website if you registered to post on the site’s blog.



Keep yourself on the radar screen. Use all free resources that help you get found online and get more subscribers.

BONUS IDEAS: I can’t stop at 25!

- 26. Add Social Share buttons to your emails (Constant Contact Feature)
- 27. Add a “forward to friend” link in your emails
- 28. Use your QR code (the one that goes to direct to your sign-up form) on all printed materials, business cards, brochures, and invoices
- 29. Print labels with your QR code to put on everything relevant
- 30. Use QR code on packaging
- 31. Use QR code on shipping labels
- 32. Have a large QR code visible at outdoor events – one code for your website and one code for signing up for your email alerts.
- 33. Keep the sign-up form simple: ask for first name, last name, and email address. Other information may be optional, but don’t make people jump through hoops.



Create a ripple effect. You never know where the next sale may come from.

It goes without saying that this list can grow. You surely can do more with various social media sites. The main thing to understand: you want to grow your list and you want to do this in a totally permission-based way. You can send to 30 people today and 300 next month after you have put some of these ideas to work. Just a few of these tips will expand your chances at success.

*Your Email Solution Provider (ESP) should be able to give you the code to create links You can create QR codes for free using some online sites, but you will need to have the URL code.

**Not all ESP’s have these sign-up tools. They are for free in Constant Contact “sign-up tools” section. All codes are created inside your program. “Text-to-join” is there also. Constant Contact even has a totally embeddable sign-up form for websites.

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