

Email List Explosion

Hot tactics for building your list fast



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Let's Build Your Email List



Before we get into our bank of tactics for building your list, can we first get one thing straight?

Email is NOT dead!

Why do we mention this right at the beginning of the report?

Because you need to truly believe in something to give it your full effort and attention...

And it often seems like hardly a day goes by without someone proclaiming that email marketing 'no longer works' or that you'd be better off focusing your attention elsewhere.

"Forget email – it's all about social media now."

“People just don’t want to share their data anymore.”

“X strategy is so much better than email marketing. You’re just wasting your time trying to build a list.”

By the way, you can pretty much replace X with any trend, hack and ‘shortcut’ strategy being sold by the gurus. Sometimes it feels like there’s a new one every week, right?

Don’t believe a word of it.

Email marketing is still HOT in 2024.

And it’s no coincidence that marketers, bloggers, creators and businesses everywhere still rely so much on email.

In fact, the number of email users globally continues to grow every year.

Quite simply, it’s the cornerstone of so many online businesses – and it’s been that way for a long time now.

Even in a hectic digital landscape with an expanding list of channels competing for our attention, email remains steadfast in its ability to drive engagement and cultivate thriving communities.

So, focus on building your list...

If you want to make more money online, build your list.

If you want to dramatically increase the lifetime value of your customers, build your list.

But hang on a second. There's also a huge elephant in the room...

Knowing how to actually build and grow your list!

Exactly how do you reach out to your audience and convert a regular flow of new subscribers?

Just where do you find a tribe of people who will read your emails and basically hang onto your every word?

Well, the good news is that building your list doesn't have to be as difficult or time-consuming as some people would have you believe. In truth, there are lots of great methods and tactics you can tap into to boost your subscriber numbers and grow your list, starting today.

That's what you'll find within these pages.

Of course, you don't necessarily need thousands or tens of thousands of subscribers to start making money – but you do need a decent number of subscribers to kickstart your efforts.

The best bit? Many of these tactics can work no matter what type of business you run, or which niche you operate in.

Building a thriving email list won't happen overnight – but it IS possible to tap into the power of established strategies and tactics to build a following of engaged and loyal subscribers.

Let's go.

List Building Tactic #1: Lead Magnets



There was only one way to start a report on building an email list... and that's by talking about lead magnets. That's because they are such a fundamental part of attracting your audience and growing your subscriber list.

You know the sort of thing we're talking about...

Offering a free report, video series, checklist, webinar, discount voucher, etc in return for someone's email address.

Essentially, your lead magnet is a kind of bait that you put out there to draw in your ideal subscriber and incentivize them to hand over their contact information. Your audience gets free access to something

valuable, while you grow your email list with targeted prospects you can continue contacting for years to come.

A win-win, right?

But while lead magnets are undoubtedly a critical component of email marketing, there's also a MASSIVE problem you'll need to overcome if you want to be successful...

In a crowded online space, many people are increasingly jaded... and that means they're reluctant to sign up for *yet another* free offer.

Think about it. Your inbox is already full to bursting, so why would you want to download another garbage free report just so you can then be bombarded with even more marketing emails?

In short, people are increasingly choosy about what they will and won't sign up for...

Which is why your lead magnet must stand out from the crowd and be what we'd call *truly irresistible*.

What Lead Magnet Should You Offer?

Some of the most common lead magnets include:

- Free reports, ebooks and white papers

- Free consultations
- Some kind of course – either streamed or delivered as a digital download
- An email series
- Checklists, cheat sheets, templates, etc
- Free trials or demos
- Access to a recorded webinar

You're probably already familiar with these, right?

On the other hand, if you're an e-commerce business, your lead magnet might be:

- A discount coupon – like 10% off your first order
- Free shipping
- A quiz
- A contest or giveaway
- A free sample
- Exclusive access to a loyalty program

Your lead magnet can be digital or physical – and, as you can see, there are lots of different options.

Whatever you decide, it must deliver incredible value to your audience.

Promoting a free eBook? It must genuinely be something engaging and useful – NOT a 3-page report you've cobbled together in half an hour containing very little actual information.

Delivering a webinar? You must provide quality info before you get into any selling, otherwise it's going to leave a bad taste in the mouth of the people who signed up.

If it's a discount code, 50 cents off a \$50 product probably isn't delivering much value to your customers. But a 20% discount on their first order? That's a lot more compelling.

You must add value to people's lives and provide something that's genuinely irresistible.

And the benefits of doing this are twofold:

Firstly, people will be much more willing to subscribe if they feel really compelled to get hold of whatever you are offering. Your conversions will be higher, providing of course that your squeeze/landing page also communicates this value. Don't worry, we'll be covering this in more detail later in the report.

Secondly, if you succeed in impressing your subscribers from the get-go, they'll also be much more likely to buy...

If the free stuff is this good, his or her paid products must be something else, right?

If you can produce something amazing that you know your target audience is going to love and then offer it to them for free, you'll be able to persuade so many more people to join your list than if you were offering something generic or of poor quality.

Don't make the mistake of just cobbling together a lead magnet without giving it much thought.

If you can be the one to deliver something amazing, you're going to really stand out from the crowd.

Of course, the principle of delivering value doesn't just apply to your lead magnet itself.

Once they're on your list, your emails must deliver value to keep people subscribed and engaged. Likewise, your Facebook group, member club or whatever else you decide to offer must do the same.

How do you create value?

It sounds boring, but it all comes down to knowing your audience.

You need to understand what they're interested in, what they're looking for, and what motivates them to take action...

And then give it to them.

That's the real secret to success.

You must gain an insight into their main wants, needs, desires and pain points – and then position yourself as the person/business to help them.

How do you get to know your audience?

Look at your stats and find out what's driving engagement. Look at the most popular content pieces, topics, subject lines, products, etc.

Next, check out social media accounts, blogs, forums and online communities where your target audience hangs out. Which content or topics get the most replies and reactions? What questions do people ask?

You'll probably start to spot some patterns.

Also, it's a good idea to actually ASK your audience. Create surveys. Encourage people to reply to your emails and get them to explain the things that are troubling them or holding them back. What do they want to know? How can you create or source the content that will deliver the most value to them?

Creating Your Lead Magnet

So, we've established that any lead magnet must be both valuable and relevant.

If you're in the Facebook ads niche, you probably don't want to offer a free report about training your puppy.

That's a silly example – but you get the point.

On the other hand, a 20-page report that delves into some advanced Facebook marketing strategies? Pack it with valuable content and that could be the perfect lead magnet.

Of course, another good idea is to base your lead magnet on a paid product (whether that's your own or one you're promoting as an affiliate) and then offer that as an upsell.

For example, if you sell (or promote) a course about creating a daily flow of leads through Facebook, your lead magnet might be a free report or course that provides an outline of some of those tactics. It will provide lots of juicy information – but for the specific steps and additional information they'd need to buy the upsell course.

If you're offering a digital lead magnet, you have several options in terms of product creation:

- Create or source your own lead magnet – a great option if you have the ability and time.
- Outsource your lead magnet to a writer or content creator – great if you have an idea but don't want to do the work yourself.

- Use Private Label Rights (PLR) content – a good option if you want to get a head start with creating your own lead magnet and don't want to start from scratch.
- Ask AI for ideas – or even get it to write your content for you. Just be sure to personalise it and add your own personality, etc. Also, don't forget to fact-check, because AI can sometimes provide incorrect or misleading content.

Some of the most common digital/downloadable lead magnets include:

- **Ebooks:** Comprehensive guides or reports on specific topics related to your industry or niche.
- **Whitepapers:** In-depth documents presenting research findings, industry trends, or solutions to particular problems.
- **Checklists:** Actionable lists that help your audience achieve specific goals or complete tasks efficiently.
- **Templates:** Outlines or frameworks that people can customize for their specific needs, such as spreadsheet templates, email templates, etc.
- **Webinars:** Live or pre-recorded online seminars or presentations on topics relevant to your target audience.
- **Case Studies:** Real-life examples or stories showcasing how a product or service solved a problem or helped a client achieve success.
- **Free Trials or Demos:** Access to a limited version of a product or service for a specified period or a demonstration of its features and functionalities.

- **Resource Guides:** Curated lists of tools, websites, books, or other resources relevant to your audience's interests or needs.
- **Quizzes or Assessments:** Interactive tools that provide personalized recommendations or insights based on their responses.
- **Video Series:** A series of video content that educates or entertains the audience while subtly promoting your business or offerings.
- **Email Courses:** A sequence of informative emails delivered over a period, offering valuable insights or training on a particular topic.
- **Toolkits or Resource Bundles:** Collections of valuable resources, such as ebooks, templates, guides, and checklists, bundled together for easy access.
- **Infographics:** Visual representations of data or information that are both informative and engaging.
- **Cheat Sheets:** Condensed guides or summaries that provide quick reference points for specific topics or tasks.
- **Exclusive Content:** Access to premium content, such as behind-the-scenes footage, interviews, or research findings, available only to subscribers or leads.

Of course, your lead magnet doesn't have to be digital! Here are some more ideas to get you started:

- **Physical Books:** People are sure to take notice of a physical book delivered to their home address. Make the book itself free, then just charge them the shipping fee.
- **Printed Guides or Manuals:** Likewise, physical guides, manuals, or workbooks can make for very effective lead magnets.

- **Samples or Product Trials:** Providing samples of products or offering trial versions of services allows potential customers to experience the quality and benefits first-hand. Ultimately, there's nothing quite like holding something in your hands!
- **Branded Merchandise:** Why not offer branded pens, notebooks, T-shirts, or other promotional products?
- **Workshops or Seminars:** If you have the time, hosting an in-person workshop or event can work phenomenally well. Of course, this is also a great opportunity to promote your paid products or mentorships, etc.

Still stuck for ideas?

Check out what your competitors are offering. Don't copy – but use it as a source of inspiration.

Better still, think about how you can improve on what they're offering. What would be even more compelling as a lead magnet and make you stand out from the crowd?

List Building Tactic #2: Landing Pages



We've discussed your lead magnet and why it's so important to get it right – but there's something else you need to master if you want to really grow your email list...

Building a compelling landing/squeeze page to present your offer.

While advertising your lead magnet on your general website or blog is a good start, you'll almost certainly want to create a separate page dedicated just to your offer – also known as a landing or squeeze page.

What's more, it needs to be as compelling as your lead magnet itself – and it must effectively communicate the value you are delivering.

Ultimately, you can create the best lead magnet in the world, but you still

won't get the opt-ins if your squeeze page sucks or people have no clue what you're actually offering.

What is a Landing or Squeeze Page?

As we just mentioned, it's a basic web page that has the sole purpose of presenting an offer and (in this case) capturing the visitor's email address. Often, it will have no header or website navigation bar. It's *only* promoting the offer in question, which means it exclusively focuses the user's attention on it without any distractions.

It will tell the visitor about your lead magnet and include a simple form where they can enter their details to grab the offer and opt-in to the list.

You can see an example of a typical squeeze page below:

50% Complete

Enter your email address below to get access to this 100% free report!

Your First
100
Subscribers



Build your email list starting today

**"FREE Report Reveals
How to Get Your First
100 Subscribers!"**

**The money is in the list – so start building
yours today. Grab our free guide and start
your email marketing journey.**

Get Instant Access!

We hate spam as much as you do! Your details will never be
shared with anyone else.

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Key Squeeze Page Elements

Usually, your squeeze page will contain several key things:

Headline

This is arguably the most important part of the whole page. Get it wrong and you've probably lost the visitor forever!

Ultimately, your headline should grab the reader's attention while also conveying the main benefit or learning point of your product. For example, if you're in the self-improvement niche and offering a downloadable productivity guide, your headline might be something like:

"Stop Procrastinating and Start Achieving! Grab My Ultimate FREE Guide to Getting More Done and Smashing Your Dreams, Starting Today!"

And then the subheading might be:

"Take the first step to a more productive and fulfilling life. Get instant access to my bank of proven strategies you can start implementing right here, right now."

That's probably not the best example in the world, but you get the idea.

Many people will ONLY read the headline – so you really do need to do everything you can to grab their attention while summing up the value of your offer.

Additional Information and/or Bulleted List

Here you can offer a brief overview of the content awaiting your readers in the download. Delve into their pain points and give an insight into what they can expect to receive.

Opt-In Form

If you don't have this, people can't sign up for your mailing list! You can just ask for their email, or you can also ask for their name.

Asking for a name lets you add a personal touch to the emails, but it might affect how many people sign up. Of course, you'd need to test and track to see how this might affect conversions.

Call-to-Action

Your call-to-action instructs people on what you want them to do... I.e. Sign up for your email list and get your lead magnet.

To make it compelling, focus on clarity, urgency, and value. There's no room for subtlety... Make it obvious!

Start by clearly stating what action you want visitors to take, such as "Subscribe Now" or "Get Instant Access." You can also inject a sense of urgency by using words like "Now" or "Today" to convey immediacy.

Another trick is to ensure the CTA stands out visually with contrasting colors and placement on the page, making it easier for people to act.

Privacy Statement

It's essential to include a privacy statement to reassure visitors about the safety and confidentiality of their personal information. A concise privacy statement will convey that you respect the privacy of your visitors and that their information will be securely stored and used solely for the purpose of delivering the content or updates they've subscribed to. You'll want to assure them that their information will not be shared, sold, or distributed to third parties without their consent. No spam!

Additionally, you may mention compliance with relevant data protection laws and provide a link to your full privacy policy for those seeking more detailed information about how their data is handled. This transparency helps build trust and encourages more visitors to opt into your list confidently.

Important: Nothing contained in this report should be considered legal advice! Always conduct due diligence and check the legal requirements, responsibilities and best practices in your country or region.

How to Create a Compelling Landing Page

Remember what we said before? It's all about showing people you are delivering value – and convincing them that they really need whatever you are offering.

Here's how to do that...

Clear Value Proposition

Clearly get across what subscribers will gain by grabbing your freebie. Highlight benefits, whether it's exclusive content, access to resources, or special offers. Use concise, compelling language to really drive this home.

Focused Call-to-Action

Ensure your CTA stands out prominently on the page. Use action-oriented language that prompts immediate action. Whether it's "Subscribe Now," "Get Access," or "Join the Community," make it clear and enticing.

Minimalistic Design

Keep the design clean and clutter-free. Eliminate distractions that could divert attention away from the subscription form – and use visuals

strategically to complement the content and guide the visitor's focus toward the call-to-action.

Optimized Form Fields

Make it quick and easy for people to sign up by requesting only essential information in your subscription form. You should try to find a balance between gathering enough data for segmentation and not overwhelming visitors with too many fields. That's why many marketers only ask for an email address.

Social Proof and Trust Messages

If you can, incorporate testimonials, reviews, or trust badges to build credibility and reassure visitors about the value of subscribing.

Remember – they don't trust you YET, so showcasing subscriber counts, endorsements from industry experts or client logos can instil confidence and get them over the line.

Testing

Ultimately, if you really want to boost your subscriber numbers and maximize the conversions on your squeeze/landing page, you'll need to experiment and get some real-world results.

You might consider doing A/B split testing your squeeze page before working to generate more traffic. If the test proves successful, you could then roll it out to a larger audience.

List Building Tactic #3: Low-Ticket Products



So far, we've talked about building your email list by giving stuff away for free...

But the truth is that a list of proven **buyers** is much more valuable than a list full of freebie seekers.

In short, when someone gets out their wallet and actually buys something from you (even if it's only a couple of dollars), they're highly likely to do so again...

And that's why it makes so much sense to also build a *buyers list* by automatically adding people when they make a purchase.

Of course, you can do this with pretty much any product you sell – but a common tactic you can use specifically for the purposes of list building is offering a **low-ticket product** in a similar way to a lead magnet.

Essentially, we're talking about selling something **not** with the intention of directly making money from it, but rather to capture as many buyers as possible and then add them to our list.

For example, you might sell a value-packed ebook for \$7 dollars that contains information worth a LOT more. Because of this, the hope is that people will feel highly compelled to buy it, meaning you'll be able to add a lot of buyers. From there, you can then of course sell them your other products at a higher price.

Affiliate Traffic

The beauty of this tactic is that you can also get affiliates to drive pretty much all the traffic for you!

Essentially, you do this by offering 75% or even 100% commissions on your front-end product in order to attract as many affiliates as possible.

Think about it for a second.... Affiliates are always looking for products to promote - and they're specifically looking for good products with high commissions. Give them exactly that and you should be good to go.

Upsells

A common tactic is to also create a funnel and offer higher-priced products behind the low-ticket one – but with reducing affiliate commissions). For example:

- Front-end: \$7 ebook (100% affiliate commissions)
- Upsell 1: \$27 course (50% affiliate commissions)
- Upsell 2: \$97 membership (25% affiliate commissions)

Make sure all the products in your funnel are of a high quality and you should be able to attract affiliates who will essentially do all the hard work for generating traffic.

By the way, all this is very easy to set up using an affiliate platform in combination with your email autoresponder tool.

1. Create a low-priced product
2. Give affiliates an attractive commission on the product(s) to encourage them to promote
3. Add each buyer to your email list
4. Follow up with more paid products

What can you offer?

Digital products like ebooks, reports and courses are very popular for this method.

But it could also be something like a physical book, where the buyer just pays for the shipping.

Of course, these are just some ideas to get you started. Once again, it goes back to what we said earlier...

It must be something highly valuable and worth more than you're charging. That's how you build a great reputation and first impression, which will only serve to send more buyers your way and entice those who have already purchased to get their credit cards out again.

Of course, once those people are on your list, it's your job to keep them there with additional value and then make compelling offers that entice them to buy more stuff.

List Building Tactic #4: Pop-Ups

Another highly effective way to present your offer is by having a pop-up form on your website or blog...

Your pop-up might launch after a set amount of time (e.g. 30 seconds after the visitor lands on the page)

Or it could be an exit pop-up which is displayed when visitors are about to leave your site.

Some of the most common pop-up types include:

- **Exit-Intent Pop-ups**

These appear when a user shows signs of leaving the page, for example by moving their cursor toward the browser's navigation bar. Clever stuff!

- **Timed Pop-ups**

These pop-ups appear after a specific amount of time on the page, typically after a few seconds.

- **Scroll-Triggered Pop-ups**

These pop-ups appear when a user scrolls down a certain percentage of the page. They can be timed to display when the visitor has engaged with the content and is more likely to be interested in subscribing.

- **Entry Pop-ups**

These pop-ups appear immediately upon visiting a webpage.

While they can be intrusive if not used carefully, they can offer an attractive incentive or highlight the value of subscribing to capture visitors' attention from the outset.

- **Content Upgrade Pop-ups**

Placed within blog posts or articles, content upgrade pop-ups offer additional, relevant content related to the topic the visitor is reading about. To access the upgrade, visitors are prompted to subscribe to the email list.

It's true that pop-ups can be a bit annoying for visitors, so try to think about how people use your site and make sure they don't get too much in the way of them actually consuming your content.

Whatever you decide, your pop-ups should do a similar thing to your landing page...

Present a compelling free offer and communicate value.

Of course, you'll have less space to work with than you did on a landing/squeeze page – but it's important to still get across WHY people should grab your lead magnet and opt-in to your list.

Creating your pop-up

There are many different options out there depending on the platform you are using.

Some popular tools include:

OptinMonster

OptinMonster offers a user-friendly interface with a wide range of customizable templates. It allows for advanced targeting based on user behavior, demographics, and more. Features like exit-intent technology can detect when a user is about to leave and trigger a pop-up, increasing the chances of capturing their attention before they exit.

Sumo

Sumo provides a suite of tools, including pop-ups, to grow your website traffic and build your email list. It offers various types of pop-ups like scroll-triggered pop-ups and welcome mats, along with A/B testing capabilities to optimize conversions. Its drag-and-drop editor simplifies the creation process.

Hello Bar

Hello Bar specializes in creating different types of notification bars, including pop-ups. It's known for its simplicity and ease of use, allowing users to quickly set up and customize bars or pop-ups to capture leads.

Hello Bar also provides A/B testing features to refine strategies for better conversions.

ConvertFlow

ConvertFlow is a versatile tool that offers not only pop-ups but also other conversion-focused features like quizzes, forms, and surveys. Its drag-and-drop editor enables the creation of highly personalized pop-ups based on user behavior and segments. ConvertFlow also integrates with various platforms for seamless lead capture.

List Building Tactic #5: Content Upgrades



This one is especially good for bloggers.

Actually, you've probably seen this tactic used many times...

You read an article - and then at the end you are offered the opportunity to grab a related download, like a free cheat sheet or resource checklist.

Why is this so effective?

Well, when visitors receive valuable content for free, it builds a level of trust.

They were loving what they were reading, so it follows that they would want to get more from you, right?

For example, if you came across a really useful blog post on social media marketing for beginners and then at the end were offered a free template for putting together a successful social media strategy, there's probably a good chance you'd be interested in that.

Implementing content upgrades is relatively straightforward. Just identify your most popular content pieces, such as popular blog posts, videos, or podcasts – and create complementary bonus content or resources.

The possibilities are almost endless but could include ebooks, templates, checklists, videos, webinars, etc.

As we discussed earlier (are you noticing a recurring theme?), the key is to offer additional value that enhances the original content and addresses the audience's specific pain points or challenges.

Once created, the offer can be placed within the content, typically through inline opt-in forms or prominent call-to-action buttons. Visitors are prompted to provide their email address in exchange for accessing the bonus content, thereby becoming a subscriber.

Content Upgrade Tools

Thankfully, there are lots of tools out there that can help you quickly and easily integrate content upgrades into your website.

For example, there are several WordPress plugins that can handle this, such as Optin Monster and Thrive Leads. Some themes even have the functionality built in.

List Building Tactic #6: Contests and Giveaways



Another popular tactic for attracting people to your list is running a giveaway or contest.

Just take a second to think about it...

People love having the chance to win a prize, especially if it's something worth winning. Combine an attractive prize with the excitement and urgency of a competition, and this can be a brilliant way to attract a flood of new subscribers onto your list.

Much of what we've already discussed previously also applies to giveaways.

To maximize your success, you'll need a well-planned campaign and a prize that's compelling enough to make your target audience want to take part in the contest.

Choose your prize carefully!

As you can see, much of marketing is about understanding your audience and giving them what they want... and this very much applies here.

Crucially, it must be something your audience will **really** want to get hold of.

Obviously, you'll need to consider the cost to your business... but if you generate enough subscribers, this could be worth it. Don't forget to carefully track and test your results!

Other top tips for a successful contest:

Promo Materials

Creating eye-catching graphics and compelling copy to promote the giveaway can really help. Use vibrant colors, engaging imagery, and concise messaging to communicate the value of participating and the benefits of joining your email list. Make it exciting!

Optimize Entry Mechanisms

Make it quick and easy for people to enter by implementing user-friendly entry forms or landing pages with clear instructions and minimal friction. Don't force people to jump through hoops.

Promote Across Multiple Channels

Leverage a variety of channels to promote the giveaway and reach a wider audience. Share updates and announcements on your website, social media platforms, email newsletters, and relevant online communities. You could also consider collaborating with influencers or partners to expand your reach and tap into their audience networks.

Create a Sense of Urgency

Generate excitement and urgency around the giveaway by setting a limited time frame or a countdown timer. Encourage participants to act quickly and enter before the deadline to increase engagement and drive immediate action.

Ensure Legal Compliance

Familiarize yourself with relevant laws and regulations governing giveaways and sweepstakes in your jurisdiction. Be sure to clearly outline the terms and conditions of the giveaway, including eligibility criteria, entry requirements, and prize details, to avoid any legal issues or misunderstandings.

Follow Up and Nurture Leads

After the giveaway ends, follow up with participants to thank them for participating and announce the winners. Make sure to deliver on your promises promptly by awarding prizes and fulfilling any commitments made during the campaign. You want them to leave with a great impression of your brand/company, regardless of whether they won anything.

List Building Tactic #7: Blogging and Guest Blogging



Regularly blogging can be a great way to attract your audience and encourage them to sign up to your email list.

The idea is simple...

You regularly post high-quality articles centred on the things your audience is searching for. For example, you might create blogs around common questions or problems people have, mixing it in with news from your industry, how-to guides and case studies, etc.

This content can generate traffic from the search engines – and it's also great for sharing on social media.

Within this content, you can then promote your lead magnets and products.

How-To Guides

Write step-by-step guides on topics your audience is likely to be interested in. You can help them with specific tasks or show them more generally how to achieve their goals, etc.

Listicles

Create lists of valuable resources, tools, tips, or recommendations related to your niche. For example, "Top 10 Tools for Productivity" or "15 Must-Read Books for Entrepreneurs."

Case Studies

Share real-life examples or success stories that demonstrate how individuals or businesses have overcome challenges, achieved milestones, or implemented successful strategies within your niche/market/industry.

FAQs

We all have questions, so why not write blogs that address the ones your audience has? You could base them around common questions, concerns, misconceptions, etc.

Personal Stories and Experiences

This is really the key to bringing your blog alive – and the best thing is that personal stories can be highly effective because we can all relate to them. In short, it humanizes your content. Share personal anecdotes, or lessons learned related (or even just loosely related) to your niche or area of expertise.

Behind-the-Scenes Content

Let's face it, who doesn't like a sneaky peek behind the scenes? Offer a glimpse into your business operations, creative process, or workflow. Showcasing behind-the-scenes content is another way to humanize your brand and create a sense of transparency your audience is sure to love.

Industry News and Updates

Post about the latest news, events, or developments within your industry. This demonstrates your expertise and helps your readers stay in the loop about the stuff that's likely to matter to them.

Product Reviews or Comparisons

Likewise, review products, services, or tools relevant to your audience. Provide honest assessments, pros and cons, and recommendations to help your readers make informed decisions. If you're smart, you can also tie this in with affiliate links so that you earn commissions when people buy the products or services you are blogging about.

Guest Blogging

Following on from this, guest blogging can be a fantastic way to find new audiences and get fresh leads onto your list.

Essentially, you simply find other blogs or content sites in your niche and then write an article for that site, which can include a link to your landing page or website.

The key here (again!) is producing a high-quality article that delivers value and creates a great impression of your content.

Find other blogs in your niche should be incredibly easy – just look on Google or check out social media sites, then approach the site owner to ask if they would consider letting you produce a guest post. Not all will say yes, of course, but many will.

List Building Tactic #8: Social Media Marketing



Quite honestly, we could dedicate an entire book to social media marketing!

While there isn't time for that, the two main keys to keep in mind as you read this section are:

1. Utilizing the platforms where your audience hangs out the most
2. Sharing valuable content on a regular basis

Social Media Platforms

We all know that there are lots of different social media platforms (and new ones are emerging all the time) – so which ones should you concentrate on?

In short, it very much depends on your niche and audience!

For example, LinkedIn is the perfect platform for business-to-business markets and great for reaching professionals, recruiters, business decision-makers, etc.

If you're targeting business owners and your lead magnet is about showing people how to promote their offline business to an online audience, LinkedIn might be the perfect place for you.

Targeting travelers? Facebook or Instagram might be a much better fit.

Be aware that some platforms have a large audience base of specific types of people. For example, Pinterest has a very high number of female users who are interested in home décor, fashion, food and crafts. Yes, those people will also be on Facebook – but perhaps when they're on Facebook they're more interested in what their friends are up to. On the other hand, when they're browsing Pinterest, they're actively looking for inspiration for those things – so they might be much more receptive to your content.

Short, find where your audience is and go there. You don't have to be on every single platform!

Facebook

- Has a broad audience including B2C and B2B.
- A diverse user base across many demographics and interests, meaning it's suitable for targeting both consumers and professionals.
- Ideal for brands looking to reach a broad audience with diverse interests and behaviors, including businesses, consumers, and niche communities.

Instagram

- Great for visual-centric businesses and niches
- Has an audience that is skewed towards younger demographics, particularly Millennials and Gen Z, who are drawn to visually appealing content.
- Perfect for brands with visually engaging products or services, lifestyle brands, fashion, beauty, travel, and e-commerce businesses targeting younger audiences.

LinkedIn

- A large audience of professionals, executives, freelancers, business owners and decision makers.

- Ideal for B2B marketers, recruiters, HR professionals, business consultants, and brands targeting professionals for lead generation, recruitment, thought leadership, and networking.

X/Twitter

- Great for real-time engagement, news and trending topics.
- A diverse audience interested in news and discussions across many industries and interests.

Pinterest

- Large female user-base interested in discovering and saving ideas for home décor, fashion, food, DIY and lifestyle.
- Perfect for ecommerce brands, bloggers and influencers targeting this audience.

TikTok

- Great for targeting younger demographics and influencers
- Large audience of Gen Z and Millennials, with a significant portion of users aged between 16 and 24.
- Ideal for brands looking to engage with younger audiences, showcase creativity, and leverage influencer marketing.

Content

Above all else, your social media content needs to be engaging to the people you're trying to reach.

Ask yourself what your audience is looking for. What content is popular? What are they interested in? Find that out and then give it to them!

Of course, social media platforms are excellent places to promote your lead magnets and newsletter content. You can also use these sites to build your list directly – for example by using Facebook forms within Ads Manager. But that's only scratching the surface.

Some other ideas to consider:

- Share links to valuable resources such as ebooks, whitepapers, or exclusive guides on your social media channels. Require users to provide their email addresses to access the content, thus encouraging them to subscribe to your email list.
- Run contests or giveaways, where participants need to subscribe to your email list to enter.
- Generate curiosity and interest by sharing teasers or sneak peeks of upcoming content, products, or events on your social media profiles. Encourage followers to subscribe to your email list to be the first to receive updates or exclusive offers.
- Provide incentives for social media followers to join your email list by offering exclusive content, special discounts, or insider access to events or promotions reserved for subscribers. Highlight the value of being part of your email community.

- Engage with your social media audience by hosting live Q&A sessions or webinars on topics of interest related to your industry or niche. Encourage participants to sign up for your email list to receive additional resources or notifications about future events.
- Use polls and surveys on platforms like X, Instagram, or Facebook to gather feedback and insights from your audience. Offer an incentive, such as a discount code or free resource, to those who participate and provide their email addresses for follow-up communication.
- Consider paid ads (see the following sections in this report)

List Building Tactic #9: Paid Ads



Free tactics like social media and content marketing can be a fantastic way to generate traffic to your offer and get new subscribers onto your list...

But ultimately they are usually long-term strategies that involve a lot of grunt work. You've got to put in consistent effort to generate traffic and keep it up over a long time.

If you're looking for quicker results and almost instant leads, it might be worth considering paid ads:

- Google ads
- Social media ads
- Lead generation and retargeting ads

etc.

While there's an element of risk involved (ie. You've got to spend money to run the ads, with no guarantee of results), they can be a great way to

reach out to your audience and start generating new subscribers in minutes and hours, rather than weeks or months.

Get it right and they can be a massive shortcut to success.

For example, with something like a Facebook ad, you could potentially create a campaign today and have 100 new subscribers on your list by tonight.

Note that we say potentially - because you really need to know what you are doing if you want to be successful.

Paid ads might be relatively quick to set up, but it's easy to spend a lot of money and get ZERO results if you're not careful.

To avoid this, the key is to have a well-designed strategy and then take a cautious approach. It's usually best to start small, keep a very close eye on your campaigns, and then scale up ONLY when you are getting some positive results.

For example, you might trial an ad and limit spend to, say, \$20 or \$30.

From there, you can track your results and analyse your metrics to work out your conversion rate and how much it is costing you to generate each new subscriber.

If the ad is successful and you're happy with the results, you can then consider spending more money and rolling out the campaign to a larger audience with a higher budget.

But only when your numbers stack!

Remember: start small, test and closely monitor your metrics!

List Building Tactic #10: Social Media Ads - Lead Generation, Retargeting and Lookalike Audience Ads

Think about online ads and the chances are social media ads may be the first thing that spring to mind.

One of the great things about social media ads is that they make it easy to target pretty much any type of audience or demographic. Platforms like Facebook and X put powerful targeting tools at your fingertips, allowing you to easily target very specific demographics, interests, behaviours and locations.

Want to target males aged 50 to 65 who live in Texas and have an interest in golf? You can reach exactly those people.

What's more, social media ads can be highly cost-effective, allowing you to set budgets and bid strategies to control your spend.

In addition, we talked earlier about the importance of carefully tracking the performance of your ads – and again social media platforms make this easy with real-time access to data such as click-through rates, conversion rates and the cost per acquisition.

On the negative side, you also have to factor in ad fatigue. With users increasingly bombarded with ads on social media platforms, many people are becoming blind to them.

Ultimately, that's why it's so important to test out different ideas, track your results closely, and see what actually captures people's attention.

What's more, you also need to factor in platform algorithm changes – which means the goalposts are constantly changing. What worked well last month may no longer work today, meaning you need to constantly adapt your strategies to ensure your campaigns remain effective.

Despite these pitfalls, social ads can be a great way to build your email list.

Ad Types

Now let's look at three specific types of ads you can use to help us build a massive email list.

Listen up, because these tactics can be highly effective if you know how to use them correctly!

Lead Generation Ads

This is where you can create ads where users can directly submit their contact information after clicking on the ad.

For example, Facebook's Instant Forms feature allows you to collect information without requiring the user to leave Facebook or Instagram.

Retargeting Ads

This is an ad that aims to re-engage users who have previously visited your website or already interacted with your brand on social media.

Retargeting ads can be highly effective because the prospect is already 'warm' when they see your ad.

I.e. This isn't the first time they've come across you!

You can segment your audience based on their level of engagement or interaction – for example by showing your ad to website visitors, social media engagers, etc.

Lookalike Audience Ads

Lookalike audiences are another very clever way of finding people who are likely to be interested in your offer.

In short, they allow you to target new users who share similar characteristics and interests with your existing customers, subscribers or followers.

For example, if you are creating a Facebook ad and want to target users who are similar to the people who already like/follow your Facebook page, you would simply set your page fans as your 'source audience'

and Facebook will automatically deliver your ad to people who share similar demographics, interests and behaviors.

Clever stuff, right?

List Building Tactic #11: Newsletter Ads and Solo Ads



If you're building an email list, it makes a lot of sense to target people who are already signed up for other email lists.

There are a couple of popular ways to do this:

Email Newsletter Ads

Quite simply, this is where you sponsor or place an ad inside another email newsletters to tell people about your lead magnet or opt-in offer.

The great thing about this tactic is it allows you to reach an audience who you already know are highly likely to be interested in subscribing. For example, if they're reading an email newsletter about SEO and

building niche websites, they are likely to be interested in your lead magnet that shows them how to start building their own niche site.

Solo Ads

Solo ads are broadly similar to email newsletter ads, except the entire email is dedicated to promoting your offer, rather than it being an ad that appears amongst other content... Hence the name 'solo' ads.

These are particularly popular in the internet marketing and make money online niches, although it is possible to find solo ads in other markets. Take a look at platforms like Udimi to find solo ad sellers and be sure to check out the reviews before you place an order.

Finding Advertising Spots

Solo Ad Marketplaces

Platforms like Udimi, SoloAdX and Clickonomy are decent places to begin. Most platforms offer detailed seller ratings and filters to find sellers within your niche.

Social Media and Online Communities

Many solo ad sellers promote their services on social media platforms and in specialized online communities:

Facebook Groups

Join Facebook groups dedicated to solo ads, internet marketing, and email marketing.

LinkedIn

Use LinkedIn to search for solo ad providers. You can join groups related to email marketing or solo ads and participate in discussions.

Forums

Check out forums like Warrior Forum or Digital Point, where marketers often share resources and recommendations for solo ad sellers.

As with all paid ad strategies, start small and test your offer before rolling out a larger campaign!

Final Words

Email marketing is hugely profitable in 2024 – and that isn't set to change any time soon.

If you want to run a successful online business, you simply can't afford to ignore email marketing...

But you need to build your list in the first place!

To succeed, you'll need an enticing lead magnet and a regular flow of visitors to your front-end offer – whether that's from free traffic sources like content marketing or paid methods like social media ads.

Hopefully, this report has shown you a wide variety of different strategies and tactics you can start using to build your list fast.

Crafting a great offer, choosing the right strategies for your audience and taking consistent action is the key. Be sure to carefully track and measure your results as you go.

And remember: once you've built your list, keep promoting offers while treating your subscribers well. Do that and you've got the basis for a successful and profitable long-term business.

Go build that list!