

33 Simple Strategies To Build Your Email List

(Special Report)

By Rick Cooper



www.RicksCooper.com

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Email marketing is a great tool to grow your business. It is a cost-effective alternative to direct mail. Email is an important component in your sequential marketing campaigns.

In order to increase your visibility, generate leads and earn sales online, you need to continually grow your email list.

Here are 33 simple and powerful techniques to build your email list:

1) Business Cards

This strategy is simple, but effective. Always add your website address to your business cards. You can also use the space on the back of cards to include a free offer with a link to a lead capture page. You can even scan your business card and post it online.

2) Website

One of the most tried and true strategies in online marketing, you need a website. And there are many ways to capture leads on your site. Be sure to add a page for freebies or resources and include free offers that require an opt in. Look for multiple way to generate leads using your website.

“Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them.”

~Seth Godin

3) Email

Seems obvious, doesn't it? You can use email to build your email list. You can follow up on contacts from events and then them an email with a link to opt in to your email list. You can send a message to your list and ask people to forward the message to a friend. You can also use email to contact people to promote a free offer.

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4) Facebook

One of the hottest social media sites around, Facebook is a great tool to develop relationships, share timely information and generate leads. Post links to your website and blog. When using social media, follow the 80/20 Rule. 80% of your messages should be informational and only 20% promotional. Friend me on Facebook at <http://facebook.com/rickscooper>

“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.”

~Mark Zuckerberg, Facebook

5) Blog

Blogs are one of my favorite tools for generating leads. I have been blogging since 2004. You can add an opt in box to your blog. You can add banner ads to your blog that go to a lead capture page. There is a great tool called UltimateFooter.com that allows you to embed an ad that rises up from the bottom of your blog. And finally, you can include offers directly in blog posts. So many options to choose from!

6) Ask People to Share

Ask and you will receive. Think about ways that you can ask people you know to share a free offer with other people. It could be as simple as including a “Forward to a Friend” link in your email newsletter. The sky is the limit on creativity.

7) Direct Mail

Yes, direct mail is still around and it can be a great tool for generating leads or earning sales. For example, if you get a mailing list from your local chamber of commerce, you can send a postcard to the members and include a free offer with a link to your lead capture page. With any marketing effort, test and measure. And evaluate your Return on Investment (ROI). If the message is cost effective, you can use the strategy over and over and over.

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8) Contests

Contests are fun and people love to win. Look for ways to offer a prize to people who participate. Just make sure you don't violate any rules related to lotteries or sweepstakes. You can use a contest as a focal point for a marketing campaign and use it to generate leads.

9) Conferences, Seminars and Events

Do you attend events? How people do you usually meet? Do you collect business cards? What is your follow up strategy? Think creatively about how to develop relationships and maintain ongoing contact. Some people automatically add the people they meet to their database. Others take a more indirect approach. Develop a strategy and implement consistently. And make adjustments as needed.

"If you need to grow your online business quickly, you will find no better guide than Rick Cooper. In just a few minutes Rick's expert eye was able to help me spot solutions to marketing problems I'd been struggling with for months. I highly recommend his services for anyone who wants to rapidly boost their online profits or tap into the marketing power of social media."

~Roy Rasmussen, freelance writer and marketing consultant

10) Lead Capture Page

This is one of my all-time favorite lead generation strategies. And once you create a lead capture page, you can use it in so many ways. A lead capture page, also called a squeeze page, is typically a standalone web page that offers a free resource in exchange for providing your contact information. There are usually no links to other web pages or websites. The only option is to opt in. I encourage you to create multiple lead capture pages. In fact, once you create a lead capture page, implement at least 10 different strategies to drive traffic to the page. Good luck! (By the way, for a FREE Report on 7 Keys to Create a Lead Capture Page, send me an email message at Rick@SocialMediaOutcomes.com and put "Lead Capture Page Report" in the subject line.)

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11) Twitter

I love simplicity in marketing. And Twitter is one of the simplest social media sites. In fact, it's very easy to actually automate posts to Twitter using an online service like HootSuite. With Twitter, your messages are limited to only 140 characters so you have to be brief. In fact, this is a great technique for helping you to make your messages more concise. It's actually harder to create a short compelling message than a long one. Follow me on Twitter at <http://twitter.com/rickcooper>

12) Webinars

I love webinars. This is a great technique to add value, build trust and rapport and lead people to the next step. It's also a great technique for lead generation. Set up a registration page where people can opt in for your webinar. It's a wonderful method for building your email list and can be a great strategy to sell your products and services.

"No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives."

~Robert Allen

13) JV Partners

I encourage you to develop joint venture (JV) relationships. Find people you can partner with and talk about some ideas to promote each other. You can work on an informal basis. There is no need to draw up an agreement unless you establish a more complex arrangement which might require you to share in revenues. Be sure to follow through on your commitments. Look for ways to generate leads, build your email list and earn sales online. (To request a FREE Report on 7 ways to Use Joint Ventures to Grow your Business, send me an email message at Rick@SocialMediaOutcomes.com and put "JV Report" in the subject line.)

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14) Article Marketing

Article marketing is a strategy where you write articles and post them on article directories. An article is usually about 400 to 600 words. Why is this a great strategy? You can include a byline at the end of your article which will position you as an expert and include a link to your website, blog or lead capture page. Be sure you let people know what they will receive when they click on your link.

“Think like a publisher, not a marketer.”

~David Meerman Scott

15) Email Newsletter Opt In

This used to be one of the most popular list-building techniques but it has fallen out of favor. But, guess what? People are still willing to opt in for a newsletter if they feel they will get a lot of value. Consider creating a lead capture page or just a page on your website that clearly explains what you will include in your newsletter. Then, drive traffic to the page from your website, blog and social media.

16) Freebies

Most lead generation strategies are only if people are motivated to opt in. And the best way to motivate people to enter their contact information is by offering a great free resource. Create something once and deliver it many times. You can create a free report, a free audio or video, an ebook or ecourse and one of many other resources that add value. Brainstorm some ideas and get started. If you get stuck, shoot me an email to Rick@RicksCooper.com. Send me what you have so far and I will follow up with some ideas to help you.

17) Pop Up Ads

Everyone hates them and yet they can be a very effective online marketing tool. I'm talking about the dreaded pop up ads. Before you discard the idea, consider how you might be able to add a pop up ad to a high traffic web page to capture leads. There are elegant ways of implementing this strategy. Just don't overdo it!

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18) LinkedIn

LinkedIn is one of the most social networks for reaching influential people. Yes, your profile looks like a resume, but you have the ability to include links to your website and you can even post updates similar the way Twitter works. So, let people know what you are up to and follow the 80/20 Rule. Limit promotional messages to about 20% of your posts. Share a free offer and include a link to your lead capture page. And don't miss out on the ability to send people private messages as a way to connect and add value. Connect with me on LinkedIn at <http://www.linkedin.com/in/rickscooper>

19) Sponsor an Event

This is a classic strategy for marketing to highly qualified audiences. Sponsor an event. Get clear on exactly what you can do to promote your business. Determine how much it will cost. Then, look for ways to negotiate. Show up early. Network and connect with people and use several methods to generate leads. Don't forget the most powerful method for getting results is to get an endorsement from the leader of the group, association or event organizer.

“People share, read and generally engage more with any type of content when it's surfaced through friends & people they know and trust. “

~Malorie Lucich

20) Free Ebooks

This is an interesting twist on the traditional free offer. Instead of using a lead capture page, this technique allows you to provide a free ebook on your website with an encouragement to share it with a friend. This is a classic viral marketing strategy. Create something with a high value and then offer it to people. They will see so much value in it, they will feel compelled to share it with others. Make it easy to share with others. Provide a memorable website link where they can send their friends to get it. Or simply remind them to just email it to their friends. Your ebook will travel far and wide. Make sure you include several bounceback offers in the ebook that will link back to a lead capture page for additional free resources.

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21) Social Media Partners

Have you taken the time to find social media partners who are willing to promote you and your business on social media sites? Collaboration is a powerful tool to help you increase your visibility and reach new prospects by leveraging someone else's network. I recommend you find 5 social media partners that are willing to cross-promote you on an ongoing basis. In fact, a great technique is to schedule a monthly conference call with your social media partners where you share your needs and ask for help in promoting your business. Be sure to follow through on your commitments.

22) Opt In Box

Most any online lead generation strategy relies on a simple opt in form that is placed on a web page. Brainstorm ideas to create different opt in forms on your website and blog. Hey, even a Contact Us form is technically an opt in box!

"You can't expect to just write and have visitors come to you – that's too passive. "

~Anita Campbell

23) Teleseminars

I love to educate people through teleseminars. A teleseminar is usually a 60 minute phone call where you share ideas. Similar to a webinar, create a registration page and promote the event. It's a great way to attract your ideal clients.

24) QR Codes

You probably see those funny black squares everywhere you go these days. A QR Code is similar to a barcode. Anyone who has a mobile phone with a camera can scan a QR Code and it will take them to a web page. You can set up a QR Code for each of your lead capture pages and then include it on printed materials, in email messages or even on social media sites.

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25) Free Ecourse

Do you have a message to share that will educate people on a topic? When you position yourself as an expert, it gives you the ability to share information that can educate at the same time as you are building trust and rapport. An ecourse is simply an autoresponder sequence where there is one message for each lesson in the ecourse. Why is this an effective strategy? You can embed email messages in the autoresponder sequence which will lead people to a next step in making a purchase or working with you.

26) YouTube

Online videos are hot! You can create simple, short videos that share a tip, strategy or technique and then include a quick call to action to visit a web page for a free resource. Send people to a lead capture page. Good videos are viral. Focus on sharing top notch content. Say the website address, create a caption to display the website on the video and include a link in the description. And don't forget that you can also post videos on Facebook.

"Video is just one part of a marketing plan. It fits certain messages & people better than others."

~Steve Garfield

27) Meetup

I lead two Meetup Groups, the Roseville Growth Network and the Sacramento Marketing Mastermind. Each group has a discussion section and that gives you an opportunity to post links back to your website, blog or lead capture pages. Focus on adding value and be careful not to spam the group.

28) Guest Blogger

Do you have a lot of content to share? You might consider being a Guest Blogger on someone else's blog. Find a blog with other guest bloggers that reaches your ideal customers. Offer to join their team of bloggers. No, you won't get paid for this opportunity, but it will allow you to increase your reach. Plus, you can add it to your bio.

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29) Thank You Page Ads

Ever opt in for something? That probably led to a success web page where you had a chance to get the free resource you were promised. Guess what? There's a lot of unused space on most Thank You Pages. Did you realize that's a great place to advertise? You can contact the company and ask if they would be willing to promote your business. Be prepared to explain what's in it for them. Are you going to pay them a fee? Do you have an affiliate program? Willing to reciprocate? There is a lot of opportunity out there, you just have to be creative!

30) Conference Calls

It's pretty easy to get a bridge line. Most are free. Once you have a bridge line, you can host a conference call. Come up with a topic to teach people and then promote the call. Use a registration page or just simply email the bridge line and code to your list and invite them to attend the call. It's a simple strategy. On the call, be sure that you share at least one free offer and mention your lead capture page. It's a sure-fire strategy to generate leads. Here's an even better idea: ask a few people to promote the call. That will bring new people to the call who are not on your list and who might be likely to opt in when you share the offer.

31) Mobile/SMS

Mobile strategies are growing in power. Come up with a mobile strategy. You need a mobile-friendly lead capture page. Think of how you can reach mobile users and get them to opt in.

"Mobile is no longer about what you can do on your cell phone.
Mobile is all about doing more, all of the time."

~Mitch Joel, president of Twist Image

32) Membership Site

Do you have premium content or information you can share with people? Great! Start a membership. Charge a fee for members, but offer a free trial period. For example, give people 30 days to access your membership site. When they opt in, they are now on your email list. You can market to them over time and encourage them to upgrade.

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33) Interviews

Are you an expert? Book yourself for an interview. You can be a guest on TV shows and on radio. There are a lot of opportunities on internet radio. Check out BlogTalkRadio.com. You can even offer to be a guest on someone's conference call. Focus on adding value. Share information that people find useful. You can share a free offer and in some cases, you might even be able to sell a product or program.

"Don't be afraid to get creative & experiment with your marketing. "

~Mike Volpe

Congratulations! You have read all 33 strategies! Now, which strategies do you plan to implement? Let me help provide some accountability. Send me a quick email at Rick@RicksCooper.com and let me know which strategies you plan to implement. Put "Email Strategies" in the subject line. In the email, share the top 3 strategies you selected. For example, type 4, 10 and 13 if you selected the strategies for Facebook, Lead Capture Pages and JV Partners. And let me know your deadline to implement all 3 strategies. Go for it!

About Rick Cooper



Rick Cooper is an Online Marketing and Social Media Trainer. He is President of Rick Cooper International which provides training to business owners who want to grow their business online. Rick is author of Seize your Opportunities, Marketing Magic and Extreme Excellence. He is an International Speaker on Online Marketing and Social Media. To request a FREE Email Marketing Strategy Session, email Rick@RicksCooper.com or call (916) 905-2464.

Connect with Rick on Social Media:

[Facebook.com/RicksCooper](https://www.facebook.com/RicksCooper)

[Twitter.com/RickCooper](https://twitter.com/RickCooper)

[Linkedin.com/in/rickscooper](https://www.linkedin.com/in/rickscooper)

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