

Evelyn



99 PROVEN HACKS THAT BRING A FLOOD OF EMAIL SUBSCRIBERS

EVELYN JOHANSEN



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Whether you're at the beginning stages of your email list building endeavors, or already have a couple thousand subscribers, I'm here to show you how to build that email list in no time!

"The money," as it's often said, "is in the list." And I've found this to be 100% true for me and the business owners I work with.

So to help you build your email list, I put together this list to help you quickly add subscribers to your email list. I hope you enjoy these email-building hacks as much as I enjoyed putting it together!

THE 99 HACKS

1. Guest Post/Livestream, and offer a freebie in exchange for an email list to the listeners
2. Do Instagram Stories and promote your email list
3. Use Google Trends (Google it) to decide what to offer your subscribers
4. Give early access and exclusive products to your email subscribers (treat them like VIP clients). If you have brand awareness, offering early access and exclusives as an incentive to subscribe to your email list can work miracles and keep costs down.
5. Give referral bonuses to those who refer friends to your business.
6. Make sharing your emails easy (with a "share" button) and ask your subscribers to share.

7. Add “share” links or buttons to your blogs.
8. Add “share” links to your thank you pages.
9. Add “share” buttons within your lead magnets.
10. Add “share” links to Twitter. To add ‘share’ links to Twitter, add Bit.ly and shorten the url of your landing page, then tweet away!
11. Promote your lead magnet on your Twitter cover photo.
12. Instead of adding your homepage to your Social Media accounts, add a link to a landing page or opt-in page instead.
13. Hold weekly/monthly giveaway drawings with your followers.
14. Promote your lead magnet on Pinterest.
15. Promote your lead magnet or your groups on your Facebook page.
16. Fashion retailer Huckberry requires people to create an account and join their mailing list before they can enter the online store. This unorthodox approach, along with beautiful imagery and compelling copy, creates a sense that this is an exclusive community, and people’s desire to be part of it creates an awesome incentive to subscribe.
17. Start a Podcast. Then in every session, mention an easy url that forwards to your landing page on your website or blog. Offer a freebie, like an ebook, for signing up. The “easy url” is key because people aren’t usually reading the content, they’re listening to it.
18. Subscribe to MANY email marketing gurus and learn!
19. Sell less in your email list and offer more value and FREEBIES. Remember, it's Not about the Money; It's About the People
20. Offer exclusive access to certain freebies, only reserved for subscribers.
21. Contests: Humans are naturally competitive. Use this to your advantage by running contests on your website where people provide their email address for the chance to win something. A recent study of more than 3 million website

visitors found that landing pages with a contest gathered 700% more email subscribers than those without a contest option.

22. Make the prize unique: Queensland Tourism's "Best Job in the World" campaign offered the winner a job touring the Great Barrier Reef and blogging about it for a year. This prize not only attracted over 34,000 entries, but also secured an estimated \$400 million worth of media coverage on CNN, Time, NBC, and more. So consider things you could offer beyond cash. For example, training sessions with athletes, celebrity meetings, and backstage passes are all great examples of prizes that appeal.
23. Create amazing email content. Learn how to write email marketing copy that adds value and converts.
24. Segment your email list to create targeted content that your subscribers will love.
25. Start blogging. If you don't already blog, you should! No matter your industry, blogging creates content that's going to make it easier for your site to rank higher in search engine results.
26. Keep your email list clean. If someone hasn't opened an email from you in eons. Drop them from our list. You don't want dead weight.
27. One-up the competition with your lead magnet by making it bigger and better. For example, if your competition is offering a 12-point checklist, make yours a 20-point checklist.
28. Add content upgrades to your blog posts. These could be as simple as a PDF, condensed version of the post with additional, "bonus" information.
29. Make some of your content gated. Gated content is content on your website that can't be accessed until the visitor enters their contact information. Use OptinMonster's Content Lock feature to gate your content and grow your email list.
30. Host webinars. You can host a webinar for free using tools like YouTube Live or Zoom, and they convert really well because live events have a high perceived value.

31. Create a quiz and require users to enter their email address before they can download their results. You can use tools like Interact or Qzzr to do this.
32. Offer a coupon in exchange for an email address instead of a traditional lead magnet if you have an eCommerce site.
33. Offer a free tool or free software that requires an email address to sign up.
34. Use Facebook ads to drive traffic to your optin landing page. Just make sure you optimize your Facebook ads to increase conversion rates.
35. Pin your optin landing page on Pinterest. Then, you can boost your pin with Pinterest ads to drive even more traffic.
36. Promote content on Pinterest. Create Pinterest boards by topic and pin beautiful visuals with links to your site.
37. Answer Quora questions that are related to the topic of your lead magnet. Then include a link to your optin landing page for further reference.
38. Search other forums for questions related to the topic of your lead magnet. Then answer the question with a link to your optin landing page.
39. Answer questions in Facebook groups. Just don't post the link to your optin unless it is allowed by the group admin. Instead, you can ask members to private message you for the link if they want it.
40. Ask for feedback. Create an online survey to find out what your visitors want to know about your business and products. You can even ask for feedback about the type of content visitors want.
41. Participate in LinkedIn groups to become known as an expert, and then post the link to your optin landing page when the time is right.
42. Film lead-generating Instagram Stories.
43. Make your YouTube videos interactive with call-to-action cards. Then, link to your optin landing pages.
44. Use SlideShare lead forms to capture leads with your PowerPoint and slide presentations.

45. Add a signup button to your Facebook Page.
46. Add a call-to-action to your Instagram bio with a link to your optin landing page.
47. Submit guest posts to popular blogs serving your target market and include a call to action in your author byline with a link to your optin landing page.
48. Add a call to action to your “About Page” on your website with an inline optin form.
49. Partner up with an influencer or set up a cross-promotion and do an exchange: they send an email to their list about your optin offer, and you send an email to your list about theirs. You both grow your lists in the process!
50. Host a local meetup and pitch your free optin offer to collect email addresses.
51. Use paid search ads to drive qualified traffic to your optin landing page. Just make sure your lead magnet offers the answer to the question they were searching for.
52. Add a QR code to your printed materials (flyers, postcards, etc.) and link them to your optin landing page.
53. Use native ads to capture leads from other websites and apps that have a similar target audience as yours.
54. Install an exit popup on every post and page on your website to convert abandoning visitors.
55. Install a scroll box on your blog posts (works great for long-form content) and use your content upgrade as the lead magnet.
56. Install a timed lightbox popup on content-heavy pages to convert readers who have been reading and enjoying what you have to say.
57. Display page-specific optin forms. In other words, don't just show the same optin on every page or blog post, use a lead magnet or content upgrade that is specific to the content the visitor is currently viewing.

58. Add social proof by showing off how many other people have already subscribed to your list.
59. Add reviews and testimonials below your optin forms to convince visitors to sign up.
60. Publish case studies. Everyone loves stories and your case studies show visitors how other folks are using your product to accomplish great things.
61. Add credibility by explaining what qualifies you to give them this information.
62. Make your optin copy relatable by avoiding corporate-speak and jargon. Instead, use the same language that your subscribers use when they talk normally.
63. Keep your optin form simple: you should only ask for their first name and email maximum, at least at first.
64. Add a newsletter optin checkbox to your e-commerce checkout page. If you use WooCommerce, you can use the Newsletter Subscription addon to do this.
65. Add your anti-spam policy right below the submit button on your optin form to increase conversions. For example, "Your email address is 100% secure and we will never sell your information to a 3rd party."
66. Offer different lead magnets for different segments of your audience.
67. Give a preview of your newsletter to show visitors what they're missing out on if they don't sign up.
68. Add a fishbowl to your counter (for brick-and-mortar businesses) and ask shoppers to leave their email address in the bowl for a chance to win a prize.
69. Include a call to action on a sandwich board outside your store encouraging shoppers to sign up for your email list.
70. Add a call to action to your Facebook cover photo encouraging visitors to sign up with their email.
71. Use Foursquare to post an alert to people in your area with a link to your optin form.

72. The closing of Google+ has given rise to several online community sites like MeWe (2 Million Users), Mastodon (4.4 Million Users), and Diaspora. Use a variety of online Social Media Communities to grow an audience of people interested in your topic and then promote your optin form.
73. When creating optin forms ask people for their phone numbers and use Trillian to send text messages to bring your subscribers free valuable content.
74. Host a Twitter chat to get people talking about your lead magnet.
75. Create snaps on Snapchat with a call to action to sign up for your list.
76. Comment on blog posts, and when you fill out the “website” field, use the URL to your optin landing page.
77. A/B test your CTA to figure out which offer or wording converts the best.
78. Add a CTA to your local business listings, such as your Yelp page, with a link to your optin landing page.
79. Add a CTA to your podcasts telling listeners how to sign up for your lead magnet.
80. Share your email archives on social media to show people what they could get by being on your list.
81. Add email signup to your event, so when people register they are automatically added to your email list.
82. Book a speaking engagement and use that opportunity to pitch your lead magnet.
83. Start a loyalty program to encourage shoppers to sign up for your email list.
84. Start a birthday club to reward those who sign up for your email list with special discounts and bonuses on their birthday.
85. Host a free challenge for a specific number of days, and require that participants enter their email address to register.

86. Publish a landing page with a ton of free content related to your lead magnet so that you can rank in search engines for relevant keywords. Then include a prominent optin box for your lead magnet.
87. Join Facebook groups for entrepreneurs and on days where they allow promotions, add your lead magnet.
88. Offer a free 30-minute call to those who sign up for your mailing list during a specific promotion.
89. Engage Your Visitors with “Spin-to-Win” Email Capture. The key here is to gamify the experience of the users while giving them rewards and freebies in return for their email id. A tool like Social Contest easily allows you to create spin wheels as shown in the image below. The wheel can allow the guest to try their luck for winning a number of freebies or a discount %.
90. Use Crowdsourcing. Ask for ideas from your visitors and give them a gift in return. For example, you can ask your customers to suggest names for your products and offer a template or video in return.
91. Turn Blog Commentators into Subscribers. If you are getting a lot of comments on your blog posts then you can easily turn all those blog commenters into subscribers by adding a subscribe button beneath the comment section.
92. Follow the Content Upgrade Method This is a crazy new method that works like a charm. The technique works like this: 1. Identify the high traffic pages on your site. 2. Create a resource that your audiences will need after reading the contents of those high traffic pages. 3. Add that resource to your site and start getting more email subscribers.
93. Offer a guided meditation video in exchange for their email address.
94. Use a 2-Step Optin. Want to know a neat psychological trick that’s proven to increase email signups? It’s the Zeigarnik effect. This bit of human psychology just means we’re primed to finish an action we start. When you use the 2-Step Opt-In, people feel compelled to finish the process.
95. Try a Different Button Color. Did you know 85% of customers say that color is a big reason for why they buy a certain product? Did you know the color blue

creates a sensation of trust? Red a sense of urgency? Green a sense of relaxation? By knowing how people perceive different colors and using this knowledge to your advantage, you can increase the likelihood someone will want to join your email list.

96. Choose your Opt-In Button Words Wisely. If you've never given your button's words a passing thought, it's time to reconsider. Provide value and relevance, but be sure not to exaggerate. Keep it simple, but don't be boring. It's okay to use two sentences so long as they're short. One particularly effective strategy is to personalize your optin button. By personalizing the words, they become more appealing to the reader. Instead of "Start Free Trial," say "Start My Free Trials. Instead of "Get Bonus," say "Gimme My Bonus!" Instead of "Send Ebook," say "Send me My Ebook!"
97. Remove distractions and keep it simple. When there is only one CTA per page, visitors are MUCH more likely to subscribe. Too many distractions, like several CTAs, confuses the visitor and they are less likely to hit subscribe.
98. Share Your Campaign Everywhere. Do you know what the trouble is with some email campaigns? There are limits to where you can share them. It stands to reason that the more places you can display campaigns, the more chances you have to get more email subscribers. Optin Monster has some easy ways to make ever campaign sharable.
99. Create amazing email sequences for new subscribers.