

How to Grow an Email List: 7 Steps to Get You Started



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Why Build an Email List?

Problem: Lack of engagement with site visitors

Solution: Email lets you build a relationship



Why Build an Email List?

Problem: Site visitor might not be interested in product right away

Solution: Email lets you make multiple pitches, for multiple products



Why Build an Email List?

Problem: Keeping your finger on the “pulse” of customer needs

Solution: Email lets you do ongoing market research



3 Ways to Collect Visitor Emails

1. Website Opt-in Box

- Box sits in left or right sidebar of your site
- Appears on every web page of your site
- Offer an “ethical bribe” for email address
 - Small free report
 - 7-day e-course
- Good example of opt-in box:
www.BettaFishCenter.com/Articles-1.shtml



3 Ways to Collect Visitor Emails

2. Pop-Over

- Opt-in box that “floats” on top of web pages
- Very high opt-in rate
- Example: my blog, and www.IncomeDiary.com
- Excellent product:
www.PopUpDomination.com



3 Ways to Collect Visitor Emails

3. PPC Squeeze Page

- Send traffic from PPC campaign (e.g. Yahoo)
- Squeeze page leads to sales page
- Even if sale isn't made, still have their email address for follow-up



7 Steps to Get Started

1. Set up account with [Aweber.com](https://www.aweber.com)
2. Choose 1 problem faced by niche audience
3. Write 10-20 page free report (or e-course) describing solutions to problem
4. Put opt-in form on site
5. Start driving traffic (PPC, SEO, social media)
6. Write up autoresponder series
7. Start making sales!