

# 5 SMART WAYS

## To Build Your Email List 10X FASTER



Nowadays email is like currency to pay for get reach a desirable goal - download some free content, register to any kind of a platform or get a discount.

**Let's say you have:**

- 2000 Facebook fans
- 2000 followers on Twitter
- 2000 email subscribers

Is it the same thing? **Absolutely not.**

People are more likely to view your emails over other social media handles.



**498 people** would open your email



**120 people** would see your Facebook post



**40 people** would see your Twitter tweet

1



### Make it ridiculously easy to sign up

Since the person's attention is gone after the first 8 seconds, make the signup form as easy and quick as possible, using clear and understandable CTAs.

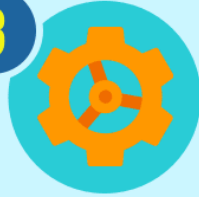
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### Make your "bribes" tempting and relevant

A relevant opt-in offer will focus on highlighting the benefits that a prospect can't refuse. The popular opt-in bribes can include access to a closed community, special offers or discounts, highly valuable content, or anything else that fits with your brand.



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### Implement emotional triggers

- **Authority:** Speak from the professional's view.
- **Scarcity:** Add some urgency to your offer.
- **Trust:** Develop strong relationships with your prospects.
- **Social Proof:** Use reviews and case studies.
- **Likeability:** Keep messages relatable and written with emotion.

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### Make use of custom built landing pages

The best way to capture emails and build your mailing list is by creating a separate landing page for the piece of content or tool that you're offering.



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### Team up with influencers

Word of mouth is greatly accepted when making a decision to buy. About 8 out of 10 global consumers would trust an influential recommendation.