

HOW I GREW MY EMAIL LIST TO 2,000 SUBSCRIBERS IN 1 MONTH!

There's so much to running a successful business and to growing it, for me having an email list is a crucial part of how I have been able to continuously scale up. The power of an organically grown email list is far more powerful than any other tool. Why? You're not limited to word counts, you're not talking to the general public, you're talking authentically to your people, and you can say as much and as little as you want but you can always easily get your point across to the people you need to hear it.

Don't procrastinate when it comes to building your email subscribers. Stop making excuses. You can officially no longer say you don't know how to, because here are my top 40 ways to grow your list effortlessly and organically.

If you get stuck along the way feel free to message me on social media or drop me an email I'm happy to help!

1. Make it incredibly easy for people to sign up.

I know this seems super obvious but often when I talk to people and we look at their channels and pages their email opt-ins are not that dominant. Don't make it a long-winded process either, no one wants to answer loads of questions to get a freebie or join a mailing list. Obvious and simple is the key to this.

2. How relevant is your opt-in?

If you're using an opt-in bribe to entice people to sign up to your list it's very important that it's relevant, authentic and of high quality. Really take into consideration their motivations, desires and what they want to learn from you.

3. Display bespoke opt-in forms for varying topics.

So your homepage offers a generic opt-in bribe grabbing peoples interest with a relevant relatable topic. However, your recent blog has a varying topic to your homepage's original opt-in, tailor your opt-in form on your blog to be relevant to the information they have just read and you'll be sure to increase your opt-in rates on this page.

4. Add credibility to your opt-in forms.

Trust can be an important factor for readers on whether to subscribe or not, adding social proof or a testimonial on your form is a good way to build trust and entice the reader to sign up.

5. Host a survey on your social pages.

Hosting a survey is a great way to find out the problems your ideal customers are facing and products and services you can create to help them - In the mean time your also growing your list, Voila !

6. Virtually network everyday. Yes Everyday!!

Facebook groups are a great place for many things and building your subscribers is one of them. Join groups where your ideal customers hangout and offer value, answer their questions and build relationships. They'll definitely check you out online or want to try out one of your freebies so its a guaranteed way of growing your list with your ideal people!

7. Partner up!

I think I talk about partnerships way too much but honestly the right partnership is so effective. Do a guest post on a complementing service providers blog, partner up on a podcast, do a joint live, the opportunities are endless and you'll double, if not triple your reach instantly - in turn more subscribers!

Helly xx

