

I Am So Stinking Excited That You're Here!

Trust me, the simple fact that you got your hands on this tells me a lot about you: you're driven, you're a self starter, and you know that you don't really own your social media followers and so it's time to get that list of yours growing!

Over the last year I've grown my list by over 120k subscribers and these 8 ways are exactly how I did it! I've used just about every tool in my toolbox to show up, serve, and create resources that people want.... resources that people are willing to happily trade their email address for! How lucky am I to get to show up in thousands of inboxes all over the world?

A big objection I often hear from entrepreneurs is that they don't know how to actually get people onto their email list without coming off as sales-y or pushy. In a world where we're constantly seeing advertisements and being told that we need to buy all the things, it can be overwhelming to wonder how you'll stand out in the crowd.

But here's the thing: You have to give people a true reason to opt in, something that they are willing to trade their email address for. Now a days we are on the prowl to avoid as much junk as possible and so in order to truly grow your email list, you have to make sure that you're offering an opt in that is worthy of the exchange.

What do your followers need? What keeps them up at night? How can you create an offer that they will be eager to take action on?

Today I'm giving you 8 ways you can grow your email list that focuses on serving and providing such valuable content to your audience that you won't feel spammy in the least.

You ready? Let's go.

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8 Ways To Grow Your Email List Without Feeling Spammy BECAUSE WE ALL NEED IDEAS ON HOW TO DO IT THE FUN WAY!

Mini course or challenge

One of the best ways to boost your opt-ins is through education whether you lead a little mini - course via email or a Facebook group or you challenge people to learn a new skill over a few days time. A lot of times you're one step ahead of the people who are following you, so even if you don't feel like an expert, you likely have something to teach. How can you short cut a learning curve for your audience or help guide them through a topic that would be helpful with where they are at?

Webinar - I promise leading your first webinar is not as scary as it might look and it's an extremely effective way to get in front of your audience and showcase your expertise in a personal way. I was terrified of the tech but I quickly learned that it's not all that scary and webinars can be an incredible way to deliver a training or new information to your audience while also giving them something valuable to exchange their email address for. Regardless of if you have something to pitch, a webinar can be an awesome way to boost your email opt-ins and help position you as an expert in your field.

Discount Code - In my opinion, this is the easiest one of all time (especially if you offer products!) Offering a discount code can be extremely effective by letting your audience try your product or service at a discount and then serve them through an email list so they become repeat customers down the line. Ever notice how all your favorite retailers have a pop up the moment you land on their website offering you a discount if you enter your email? Yeah, they know what's up and we can take a line out of their book by following suit and growing our list with people who are clearly interested in what we have to offer.

Host a survey - Let's be honest, people love to share their opinion and a survey can be a great way to stay in tune with what your audience needs from you by asking them to fill out a survey of intentional questions. This allows you to capture their email addresses in the process while getting to know what you might be able to help them with - win win! A lot of times it's awesome to incentivize people to fill out the survey with offering a chance to win a prize, which is a great way to say "thank you" to those who take the time to fill out that survey for ya! Hint: THIS freebie was born out of me asking YOU what you needed, see how that works?

Create a quiz - Now this is a FUN one. We are starting to do this in my business because nothing makes your followers more curious than getting quiz results to something they want to know. Nothing's better than a few question quiz to gain insight into a problem you're going to solve for them! Make it fun, keep it on brand, and incorporate some lighthearted questions peppered with intentional actionable questions that will help you show up and serve your audience in bigger, better ways!

Do a giveaway - Who doesn't love a good giveaway? I'm always raising my hand hoping that my lucky day has arrived! Giveaways can be an awesome way to build up your email list and it can be a potential chance to collaborate with other entrepreneurs to further your brands together while cooking up an awesome grand prize! Giveaways can be an effective way to transition your audience off of social media and land them on your email list. They can also help you expand your reach by encouraging your followers to tag their friends for additional chances to win the giveaway!

Free Download - Now this is the most common way to boost your email list! Some people call this the: opt in, freemium, content upgrade, freebie... whatever you call it, you've likely entered in your email address to get some sort of bonus content. This guide is the perfect example of how you can create a piece of content that will add value for your audience and a free download can take the form of a PDF training (like this one!) or even a free graphic, video, episode or screensaver. The possibilities are endless with this one!

Create a private community - I LOVE exclusive communities and so does my tribe. There is something special about jumping into a space where you know there's extra goodies being shared and content is being put out for only those VIPS. This is a great way to combine your social media efforts with building a newsletter list. Require people to sign up for your newsletter to gain access to your online community, shoot out a confirmation email with a link to the community and BAM you're boosting your list and growing those platforms. Running online communities can be hard work, so if you choose to do this, just make sure you can deliver your promises! Be active and focus on serving this audience well!

Get To Work, Friend!

THIS LIST ISN'T GOING TO GROW ITSELF

Now that you have some ideas on how your free content might take shape (course, download, community, etc.) let's take a second to brainstorm some topic ideas to help you get started:

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The Bottom Line: Done is better than perfect and even if only 5 people subscribe to your first offer, they will be the right people who are excited about what you're doing. Know that you can always perfect, streamline and update your offer later. The important thing is to get started today and build from there.