

# Top 5 tips to grow your email list

**Dear Diane,**  
**How and why should I grow my email list?**

There are many reasons to build your email list. No matter what your business, it's important. It's the easiest way to keep in contact with people who want to know about your business.

Many successful business owners say the ONE thing they would have put much more focus on was to build their email list from day one. I totally agree!

It's sad sometimes how we don't pay attention to the key information that we know we should do, we put it off thinking it's either not important or that focusing on something new is more important.

Your email list is the one thing you have control over. It's yours, you own it. Unlike social media, if the algorithm changes and your content doesn't get seen, you have no control over it.

Select an email service that works best for your needs there are lots of them out there. Mad Mimi, MailChimp, AWeber, Constant Contact and iContact are a few I'm aware of. I use Mad Mimi, it fits my needs.

- 1. Ask People to Join Your List**

This seems pretty basic. But, I ask so many people what they do to grow their list and they say, nothing. There is a sign up on my sidebar of my website. You can't take a chance that readers of a website will see what you want to them to. You need to lead them to it. Tell them, every chance you get without being annoying of course.

Start by adding information on how to sign up for your email updates on your own email. Whenever you reply to someone or compose an email it will be at the bottom for people who are interested. Yes, put it on your website and put it in your online communications, like facebook posts, instagram etc.

- 2. Keep Track of Your Progress**

This will help you stay focused and will remind you to do #1.

- 3. Survey your readers to tell you what they want**

How will this help you grow your list. If you send people on your list the information they really want, and they find it valuable they will share it with their friends.

If you are a blogger, you can set up an automatic rss of your posts, sending a newsletter once a month recapping what is current in your business is great along with new, fun, or interesting information you have come across.

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## 4. **Do Not Add People to Your List Who Don't Sign Up**

Don't collect someone's email address from communication with them and add them to a list without their asking you to. Do not collect business cards at events and add their emails to your list. That is not acceptable and it happens all the time. You will risk people marking your email as SPAM, you don't want future emails of yours going into ANY spam folders.

Build your list by people who want to be on it. A smaller more engaged list is better than a large list that has no interaction, a poor open rate or emails that don't get read. You are paying for the emails to be delivered, spend your money wisely.

## 5. **Create a product**

One great way to grow your list is to entice people by giving them something in return for their email. Giving someone something of value is a great way to build your list. A collection of information is often a great way for your email readers to get to know you. If you know the information you are offering them is valuable, so will they. Examples: If you've written a book, give them a free chapter, if you create recipes you can either compile recipes you wouldn't want readers to miss, or you can create new content that is "exclusive" and just for email sign ups.

Remember your email list is your best investment!

Don't overthink spending the time or money to grow it.

### \*BONUS

Create a product to "sell" if you have a business that sells a product, great you will message your readers and tell them what you are selling. For more non traditional businesses, you can sell them an ebook/book, a course is great for service based businesses, valuable information your readers will find useful.