EMAIL LIST BUILDING: OPTIONS

Behind-the-scenes choices you’ll need to make before going live and come back to for testing.

1. CONTENT OFFERS

- Create how-to guides, reports, webinars, white papers, e-courses, or even discounts and coupons.
- Go small, not big. Solve just one of your visitor's problems with a one-page checklist: “I want [goal], but [obstacle].”
- Get theological: “What hell does this content saved people from? What heaven does it delivered them unto?”
2. NON-CONTENT OFFERS

- The cardinal sin of all optimization is following “best practices.”
- Some products and industries do not demand content offers to get visitors to sign up.
- Test your content offer against a plain non-content offer.

3. PLEASURE BUTTONS

- What makes a seductive, click-worthy button? Happiness and fear.
- Happy buttons complete the phrase: “I want [blank].”
- Use first-person pronouns, active language, and the ultimate payoff.

4. PAINFUL BUTTONS

- Infusing fear into your email sign up process means contrasting your pleasure button with a painful button on pop-ups.
- A painful button eliminates the passivity of opting out by giving the viewer a clear choice.
- “Nope … I like wasting money and time.” or “No thanks, I to keep my marketing poopy.”
5. SHORT FORMS

Short forms are the low-hanging fruit of building your email list. They’re the email-list-building incarnation of “less is more.”

According to data 1-3 form fields are the highest performing.

6. LONG FORMS

With long forms, the visitor is asking for something with more value.

Long forms are a preliminary step toward customer qualification.

Asking for more information gives you the chance to communicate more intimately with your subscribers by collecting demographic data for email segmentation.

7. MULTI-STEP FORMS

Multi-step forms require a user to take two or more actions to subscribe … then comes the confirmation email.

Breaking up your forms into multiple steps (i.e., “screens”) allows you to integrate long forms into your signup process.
On site list building approaches.

8. LANDING PAGES

○ Landing pages are stand-alone web pages meant to do one thing and one thing only: drive action.

○ Match the headline of your ad to the headline of your landing page.

○ If the goal of your landing page is to collect email addresses, then while it may have multiple buttons, your visitor shouldn’t be able to do anything else on the page except signup.

9. ENTRY POP-UPS

○ Entry pop-ups appear when a visitor first enters your site and blocks the entire screen.

○ Set your entry pop-ups on a five-second delay.

○ Be sure you have both a happy button and a painful button.
10. EXIT POP-UPS

- Exit pop-ups appear when your visitor moves toward the “back” or “close” buttons.
- Exit pop-ups are last-ditch efforts to engage a potential subscriber.
- When creating exit pop-ups, keep it simple, ask questions, and be unexpected.

11. SCROLL BOXES

- Instead of blocking your visitor’s entire screen, they appear unobtrusively on the page.
- Locate your scroll boxes on the bottom right, set them to appear at 47% scroll depth, go with a light color scheme, and include a picture.

12. SIDEBAR SIGNUPS

- This form is built into web templates themselves so they’re incredibly easy to implement.
- Ensure that your sidebar form collects data and doesn’t distract from more useful forms.
- Test (1) anchored sidebar forms that stay in place against (2) sticky sidebar forms that follow visitors as they scroll.
13. IN-LINE SIGNUPS

In-line opt-in forms work best within blog articles or other long-form content over 2,000 words as part of the natural flow of the text itself.

The benefit of in-line opt-ins is that they provide your users with a chance to respond to your content on the spot.

14. HEADER SIGNUPS

Header signups can be set for a host of CTAs:

1. Collect emails
2. Promote a specific page
3. Stress urgency with a countdown clock

15. END-OF-POST SIGNUPS

Customize end-of-post forms by connecting them directly to the content your reader just finished or by previewing “what’s next” in a series.

16. CONTACT SIGNUPS

Contact forms appear on your about pages.

Mobile design is paramount for filling in lengthier form fields.

Ask good questions instead of providing a “Message” box.

Create dropdown options to anticipate email segmentation based on your most important demographics.
EMAIL LIST BUILDING: OFF SITE

Off site list building tactics you can use on social media.

17. TWITTER

☐ Set up a Twitter Lead Card through the Twitter Ad page.

☐ Tweet it. And then pin the card to the top of your profile.

18. LINKEDIN & MEDIUM

☐ Rabb but let’s you add signup forms to both LinkedIn Pulse and Medium.

☐ Use it to add email CTAs to republish content.

19. FACEBOOK

☐ You can do this in one of two ways: (1) Facebook Lead Ads or (2) traditional Facebook Ads.

☐ Use Facebook Lead Ads to collect email addresses within Facebook itself.

☐ Use traditional Facebook Ads to send users off of Facebook and directly to a landing page.