

**** KEY TAKEAWAY ****

Get your email list cooking!

You don't necessarily need to use all of these ingredients at one time.

Start by seeing how you can better leverage what you already have (i.e. your website, blog and Facebook page). Then consider what other tactics you can add on to get better results.

When you put all those ingredients together, you'll be on your way to building your own revenue generating email list. And building from scratch means you'll have a list of subscribers who are more engaged and ready to eat...or in this case buy the products and services you have to sell!

**** NEXT STEPS ****

Call or email us to schedule a no-obligation chat with us to learn about our "Done For You" services and let us take your marketing off your to-do list!

We've worked with hundreds of businesses in 50+ industries and can help you build a profitable email newsletter program... even if you're starting from scratch!



Gain Clarity. Take Action. Get Results.

11 Fresh Ingredients to Cook Up A Profitable Email List From Scratch

Whether your business "recipe for success" is focused on a few key milestones or you have a big, hearty vision you're working to achieve, you're going to get the best results when you use high-quality "ingredients."

By that I mean you can "cook up" a profitable email list that is highly responsive, builds connections with current and potential clients, and allows you to market your brand over time just by using "ingredients" you probably already have.

What ingredients? Here are 15 you can put together to build a high quality list:

1. Your Website - Offer visitors a FREE gift in exchange for their first name and email address, and give them an opportunity to stay connected with you. Be sure to clearly state how often you will contact them and remind them that their information will not be shared with any third party.
2. Social Media - Add a tab to your Facebook Page about your FREE gift and share that page on all of your social networks for greater visibility. Give your social community multiple opportunities to opt-in.
3. Blog - Consider linking blog posts to archived emails and encourage readers to learn more by subscribing to your newsletter.
4. Email - Add a link to the FREE gift on your website in your everyday email signature. Stay in touch with new subscribers via an autoresponder series and a regular email newsletter. Consistency is what gets results!
5. Phone calls - Remember to ask prospects if they're interested in staying in touch with you. This doesn't mean answering the phone, "Hello, would you like to join our mailing list?" but keep a reminder near your phone so the next time you have a great conversation, you'll remember to ask.
6. In-store sign up - Put a sign-up sheet near your register or better yet, setup a Scan-to-Join or



7. Networking events - Follow up with a personal email to the people you've exchanged contact info with. Ask if they'd like to receive tips and information you have to share on a specific topic. Give them a link to a recent email you've sent and then direct them to where they can sign up to stay in touch. (Remember: never add someone to your list without their permission!)
8. Speaking engagements - An audience that has taken time out of their day to listen to you is an audience you want to stay in touch with! Invite them to stay in touch with you via your email newsletter. Follow-up promptly after the event to thank them for their attendance and remind them as to how often they'll be hearing from you (weekly, bi-weekly or monthly).
9. Current clients - Word-of-mouth is a valuable tool for growing your email mailing list. Sometimes providing a simple call-to-action like: "Did you enjoy this email? Who do you know that will benefit from this information?"
10. Family and friends - Ask your family and friends to share a link to your sign-up form on their social networks they may be connected to someone who could use your emails.
11. Referral partners - Reach out to other businesses who are targeting the same audience as you (with a complementary product or service) and brainstorm ways you can help promote each other to build both of your lists!

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