

5 Ideas to Build Your Email List



Cory Miller and Brian Krogsgard



Special Thanks To Our Sponsor

GoDaddy[®] Pro

<https://CommerceJourney.com/go-webinar>

1. Start With Email

Make Email Your Foundational Digital Marketing Strategy

Cory built a multi-million dollar business on Email Marketing (It works!)

It is the foundation — not an add-on — so build everything you do ON it

Put as much time and effort into it as you do your website, your products, your blog

Have a content calendar JUST for email

Push everyone, in every way to email, INCLUDING social

2. Bribe Them

Use Incentives

The Lead Magnet, something useful, practical, that helps them

Can be a checklists, ebooks like getting started with [your product areas] guide, a collections of your best blog posts, or templates/worksheets

Think of the Prerequisites to buying from you

10% Off Your First Order

3. Make Them Trip Over It

Popups Work, Even If You Hate Them

Wanna truly build your email list? **Use a popup!**

Combine Popup with good lead magnet or offer (see #2)

We like and use [OptinMonster.com](https://www.optinmonster.com)

But also — Footer, Sidebars and Content Upgrades in Blog Posts

4. Make It Exclusive

Create a Velvet Rope

Think of your list as an exclusive membership

Put exclusive content only in your email - and tell people about it (i.e. in social channels etc.)

Launch FIRST to email subscribers — “Be the first to know ..” then to other channels

5. What To Create & Send

4 Types of Content To Send

Make it PERSONAL - from a human

1. Content
2. Promotions
3. New Products/Services
4. New Features

BONUS IDEA

Start With a Live Video / Webinar

Offer Your Expertise and Build Your Email List

Give them a Quick Win FAST

Share your replays, slides, etc with them afterward

Pull registrations into your email list

Questions and Answers

Join us in our Facebook Group:

<https://CommerceJourney.com/facebook>