Collect a crap ton of email addresses
and build your list

The 'Ramit Sethi' Strategy

By: Videofruit

The Ramit Sethi Formula: How to get a crap ton of email addresses

I was doing research for one of our *Epic Teardown* post and came across an ingenious tactic used by [Ramit Sethi](#). This tactic produced a crap ton of emails for his list, over 500 comments and several high quality back links. The checklist below will help you do the same.

1   Chose the channels you wish to publish on.   ☐

Before we publish every blog post we review our 'Channel Chart' to plan out where our content will be published. This chart is diagrammed out on a white board in the office. We have identified 10 main channels that we reach our audience on. Those are:
  1. BLOG
  2. Twitter
  3. Facebook
  4. Youtube
  5. Slideshare
  6. Organic SEO
  7. Pay Per Click (PPC) Advertising
  8. Re-targetting
  9. Downloadable Resources (like this)
  10. Email

**Step 1 for you is to make your own list**
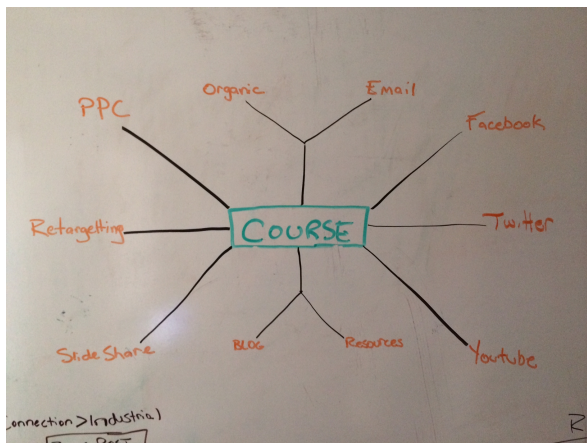
Write out a plan for each content piece ☐

After creating the initial piece of content (blog post, video etc.) we then brainstorm ways to use the same base content on our other 9 channels.

It is very important to use those channels the way they are designed to be used. For example, if you write a blog post don't just post a link to Facebook and Twitter. Spend the time to create an image for the post specifically for Facebook. Then include a link where the reader can find out more.

Below is an example of one of our rough sketched for a recent post.

3 **Schedule and Deliver** ☐
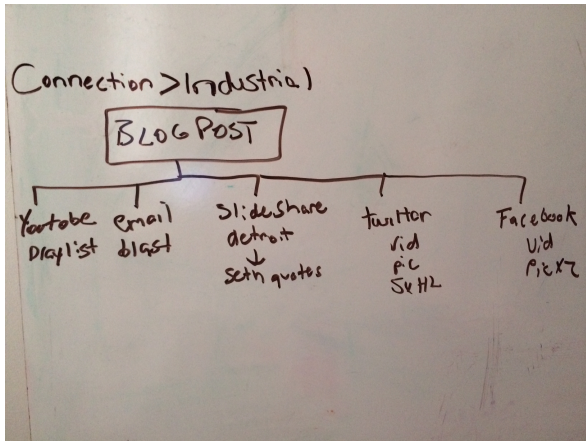
Once the content is created and your channel plan is created, it is time to schedule everything to go live.

When out base content piece is a blog we will set that to post at 6am to our site, we will also schedule the associated Youtube video, Slideshare slides as well.

On twitter we usually will write 5-10 alternative headlines for the article and use Buffer to schedule those out over the next 48-72 hours.

On Facebook we will schedule the first post on the article for 8am CST. We will also promote this post to our own audience for the next 48 hours to ensure everyone sees it.

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