

THE TOP 16 EMAIL LIST BUILDING STRATEGIES OF 2015

OVERCOME FRUSTRATION AND GROW YOUR EMAIL
LIST WITH THESE 15 UNCONVENTIONAL
LIST BUILDING STRATEGIES



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INTRODUCTION



In this short guide, I'm going to walk you through the most effective strategies for growing your email list in 2015. Whether you have one person on your email list, or one thousand—or if you haven't even gotten started—this book will give you practical steps to grow your list.

You'll learn the exact strategies that some of the brightest minds in marketing are using in their businesses right now (not a bunch of regurgitated junk from outdated blog posts).

Growing an email list can seem like an impossible task, but it is doable. It is achievable. And this book get you started down that path.

As always, send me a personal note once you implement the strategies you're about to learn. I want to hear how they worked for you and to tell your story to the 10ksubs community.

-Bryan

#1

HOST A WORKSHOP

JOSEPH MICHAEL

This is how it works: You put together a short presentation that can be presented via a Google Hangout and present that information to someone else's audience. Think of it like a live guest post. You serve their audience, provide nothing but value and in return you build your list.




The key to the workshop is that you own the landing page where the host's audience signs up. That means when the host invites their audience (via email) to the workshop not only are they signing up for the workshop itself but you also capture their contact information and add them to your list.

GET STARTED

Step #1: Find an influencer who shares your target audience

Step #2: Host a workshop for them on your topic

Step #3: Collect email addresses for those who sign up for the workshop




February

24


TUESDAY

February 24th

at 1pm Pacific, 4pm Eastern



Presented by
**BRYAN
HARRIS**



With
**JOSEPH
MICHAEL**

Time left until webinar starts...

0

0

0

0

DAYS

HOURS

MINUTES

SECONDS

You will learn...

✓

How to build a huge waiting list of people eager to buy from you

✓

The exact tool set that I used to build a list of 10,000 subscribers in 2014 (I was a complete newbie)

✓

How to use your list like a magic eightball to know the perfect book to write or product to create (and how to package and sell that product)

✓

The only page on your website that matters when it comes to building your list (and the framework to set it up so that your list grows while you sleep)

#2

SMART CTAs

BRENNAN DUNN

Most websites are dumb. Smart calls to action make your website smart. Rather than showing your existing customers the same videos, pop-ups and sign ups every time they visit your website, a smart call to action will walk your visitors through your sales funnel by relevant offers to them based on their past behavior.

So if a customer has already downloaded your eBook, they won't see your sidebar call to action to download the ebook again. Instead, they'll see the offer for the next item in the funnel—maybe a book or a webinar or a conference.

GET STARTED

Step #1: Offer a universal Call to Action

Step #2: Once a reader opts in, record that action

Step #3: On next visit, change the Call to Action to next step in your funnel

the sales funnel had to be a formal e-mail reminder/CRM/landing page system — a Hubspot or Infusionsoft. Maybe, someday, we might get to that, but I'm learning to formalize the existing communication channels we are using right now.

What are you most excited about for your business in 2015?

We're continuing to put systems in place to make work repeatable and growth plannable. I'm not saying we are planning the work well — but it is getting to be more and more possible.

FREE COURSE

Charge What You're Worth

Join 15,000+ who have raised their rates. [Click here](#)



#3

FACEBOOK ARBITRAGE

CATHRYN LAVERY

Arbitrage might seem like a complicated word, but the concept is simple. You become an established contributor to a Facebook group which contains a group of people you would like to add to your list. Start by finding a Facebook group which contains people who you would like to add to your list. Then, engage in that group by commenting at least three times each week. Then, once a month, post a link to an article and request feedback from the group to help make that article better.

Not only are you developing a rapport with your audience, you're also learning directly from your readers by asking them for feedback on your article.

GET STARTED

Step #1: Find a Facebook group with people who you want on your list

Step #2: Comment in that group three times per week

Step #3: Post your article once per month and request feedback



Cathryn Lavery

September 9

Hey 10K peeps! I'm excited to announce that we just hit \$100K on our Kickstarter alongside setting up a partnership with Blinkist. Now anyone who backs our campaign at a SELF journal level (\$26) will get 6 months of the Blinkist premium plan (regularly \$79.99 per year) for FREE.

What's Blinkist?

Blinkist takes great works of non-fiction and distills them into powerful, made-for-mobile units. Blinks are 2-minute-reads built around memorable key messages which give you the main... [See More](#)

#4

ETHICAL SHARE BRIBE

NOAH KAGAN

An ethical bribe works like this: When your new subscribers sign up for your list, you then present them with an option to get even more free stuff if they share your link on social media. This allows you to turn every new subscribers into a word of mouth advertising for you.

GET STARTED

Step #1: Use a lead magnet


Step #2: On the thank you page, offer more quality content for free


Step #3: Give away the additional bonuses in exchange for a share

Traffic 1M

Course opens Monday...

Share the course to go VIP and get all the bonuses

 1. The \$2,500+ Traffic Building Toolkit

 2. Membership in the Private Traffic1M Slack Group

"Join me on Traffic1M to find out how the pros get millions of site visitors!
<http://www.traffic1m.com>"

Click to Tweet

I hate bonuses and don't want to go VIP

#5

RETARGETING PIXEL ON OTHER BLOGS

GRANT BALDWIN

A retargeting pixel is essentially a piece of code you put on the backend of a website which keeps track of people who visit your site and then advertises to them when they leave your site. You can use this on your own blog but you can also use this on other blogs if you're willing to compensate the website owner for the opportunity.

If you don't have the money to invest in something like that right now, you could find someone who has similar traffic to you and ask if they would be willing to trade retargeting pixels. They could put one on your site and you could put one on theirs.

GET STARTED

Step #1: Identify a site with your target audience

Step #2: Pay them to put your retargeting pixel on their site

Step #3: Display an ad to those users with a relevant offer

Add Pixel Code (Required)

Copy the code below and paste it between the `<head>` and `</head>` in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```


#6

USE YOUR 404 PAGE

LEADPAGES


You have broken links on your website. It happens. What if you could use this page to build your email list? If you customize your 404 page by offering your readers a free piece of content in exchange for their email address, you can do just that.

GET STARTED


Step #1: Create a custom template for your 404 page

Step #2: Offer a lead magnet on that page

Step #3: Require customer email to opt-in



We're sorry the page you are looking for has moved or no longer exists! But there's good news - You've found our famous 404 error page. This page transforms useless "error pages" into list-building opt-in pages, so you



Holy Smokes! Unfortunately, the information you're looking for is unavailable.

BUT WAIT!
Don't leave empty handed.
Grab this **free ebook!**

FREE DOWNLOAD
Get Your Own 404 Error Page Template to Build Your List (Just Like This One)

Download The 404 Error Page Template >

[Click Here for Instructions for This Template](#)

#7

PODCAST UPGRADES

RICK MULREADY

Podcast upgrades allow you to turn your listening audience into subscribers by offering an additional piece of content they need in exchange for their email address. For example, if you host a podcast about fantasy football, you might do an episode on choosing your fantasy team, then offer an upgrade to an eBook that goes even more in-depth on that subject.

GET STARTED

Step #1: Open a content loop on your podcast

Step #2: Give a Call to Action to close that loop

Step #3: Require an email in order for listener to retrieve bonus material

Question #5: When you were first starting out did you feel a bit alone in your business?

Not at first—I was so relieved to be out of the busy corporate environment, a little isolation was fine. But over time, yes, I felt the need for more company in my solo-preneurship. Feeling alone squashes your creativity...so don't go there! ([Click here](#) to listen to the full episode, where I break down my strategy for keeping good company.)

[CLICK HERE TO GET MY FREE TRAINING VIDEO:](#)
[HOW I ORGANIZE MY DROPBOX FOLDERS FOR ULTIMATE SUCCESS](#)



#8

GATE PAST CONTENT

MICHAEL HYATT

Sometimes you can take content that's already been popular on your blog and begin requiring an opt-in to access part of the content. So for example, Michael Hyatt did this with a post titled, "[The Most Important Things to Know About Choosing A Literary Agent](#)". He kept the intro to the post on his site at the original URL but removed the bulk of the content, which included a list of literary agents, and began asking for an email address for those who wanted to download it.

What are some of the most popular posts on your site? How could you take some of that content and turn it into a resource that would be an easy exchange for an email address? This is a great way to continue growing your list.

GET STARTED

Step #1: Find the most popular content on your site

Step #2: Leave the introduction to the content on the original URL

Step #3: Require your readers to subscribe to your list in order to access the rest

Note: this works best on resource-based blog posts.

Keep in mind that agents typically charge a 15 percent commission. This is standard in the industry. However, you shouldn't have to pay them until they actually sell your book to a publisher.

Featured Download: Download your copy of the "Complete Guide to Literary Agents Who Represent Christian Authors" eBook. ([Click to download](#))

#9

PRODUCT BUNDLE

JEREMY COWART

Everybody loves a good deal. So if you can find a group of folks who have products or services like yours, and team up with them to sell their product at a discounted price, you can “bundle” those products together. The real win of this strategy is that you end up sharing lists and sharing leads. Each person in the group emails their list about the bundle, you all share your audiences, you each make some money and your customers get a great deal on some of your most valuable material. It’s a win-win for everyone.

The key to this is bundling all of your products into one low price and also sharing the customer leads with the entire group. Not only do you generate revenue from this sale, but many of these new customers will become future customers as well.

GET STARTED

Step #1: Get 10 people with tangential products to offer their product at discount

Step #2: Bundle all of your products into one low-priced product

Step #3: Have all other 10 people promote to their list for 50% affiliate commission (you each get all leads)



BACK TO SCHOOL BUNDLE

Get \$250+ in savings when you donate \$25 or more

PHLEARN SEEUNIVERSITY.COM pdn

The banner features a dark blue background with white text. On the right side, there is a white lightbulb icon with rays emanating from it. The logos for PHLEARN, SEEUNIVERSITY.COM, and pdn are positioned at the bottom.

Back to School Bundle

\$ 25.00

Choose Your Donation

\$25

Add to Cart

#10

BE THE BONUS

JEFF GOINS

Being the bonus is simple. Take your mid-range product (\$50-200) and offer it to someone who is doing a product launch as the bonus for their launch. You can either do this at a discount, or at no cost. For example, maybe you know someone who is launching a course on how to grow your platform and you have a course on blogging that would be a great tangential resource for the same audience.

You would offer your course as a bonus to the platform product launch. The benefit to you is you get the leads to use for future launches. It doesn't cost you anything and can payoff huge in the end.

GET STARTED

Step #1: Identify a contemporary launching a product similar to yours

Step #2: Reach out and offer your product to them for a discount, as
bonus for their product

Step #3: You each keep the leads, and even dollars, for each sale



Bonus #1:

Kopywriting Kourse (by Neville Medhora)

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor.

Sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

#11

LEAD MAGNET SWAP

ADAM FRANKLIN

A lead magnet swap is where you share someone else's lead magnet with your audience in exchange for them doing the same. You email your list and about their lead magnet and they email their list about your lead magnet. As a result, both of your lists grow. What you end up with is a chance to widen your audience while at the same time giving valuable resources to those who can benefit.

When you do this, make sure you swap with an audience that's similar to yours, so that the audience will get the most benefit out of the resource you provide and so the leads will be valuable to you in future launches.

GET STARTED

Step #1: Identify a tangential site with a quality lead magnet your audience would want

Step #2: Ask them to email a link to your lead magnet landing page

Step #3: In return, you email their lead magnet landing page to your audience as well

Join over
15,506 successful marketers
who use our
33 Free Marketing Templates

Email *

[Access My 33 Templates](#)

You'll also get our popular Bluewire
News in your inbox.

#12

INFLUENCER COURSE

SUMOME

An influencer course works by finding 15 people who are knowledgeable on the core topic you cover then getting each of those 15 people to teach one lesson on that topic. You then promote the course to your list and each influencer emails their list about the course (them sharing is a prerequisite of being a teacher in the course).

Creating an influencer course is a great option for providing tons of valuable content to your audience, connecting them with even more folks who can help them accomplish their goals and building your credibility with them and also.

GET STARTED

Step #1: Find influencers who are knowledgeable on your core topic

Step #2: Ask them to teach from their content and turn it into a course

Step #3: Promote it to your list and get them to promote it to their list as well

Your Team of Traffic Generation Experts



Kevan Lee
Social Analytics



Joel Runyon
Doer of the Impossible



Anum Hussain
Social Sharing Wizard



Ankur Nagpal
Fedora



Andrew Torba
Social Ads Optimizer



Paul Jarvis
Empowering Creatives



Brian Dean
Backlinking Pro



Scott Britton
The Life-Long Learner



Nathan Barry
The Info Product Authority



Dave Schneider
The Outreach Expert

#13

EAGER SNEEZER

VIDEOFRUIT

If you're reading this eBook and thinking to yourself, "I'm not sure I'm ready for any of these yet" this is an excellent option for you. This is the perfect way to get your first 100 subscribers. It works like this: you make a list of 100 people you know. If you can't think of anyone, go through your text messages, your email and your Facebook. Then you invite each of those 100 people to join your list.

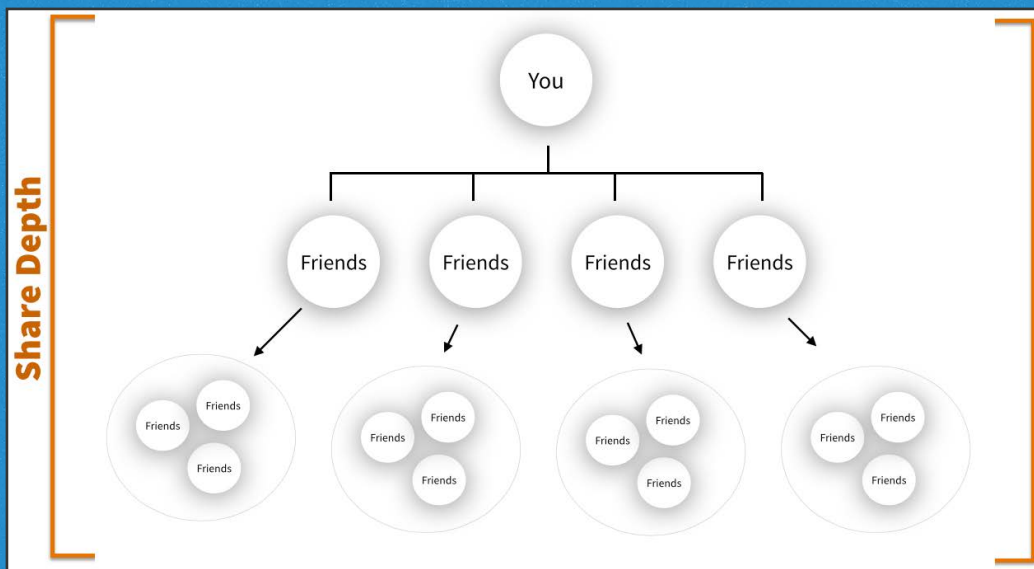
Many Videofruit readers have executed this strategy to start their list and grown to 100+ subscribers in 24 hours or less. This is an excellent, easy and fast way to get your list off the ground.

GET STARTED

Step #1: Make a list of 100 people you know

Step #2: Reach out individually and invite each of those people to join your list

Step #3: Invite them to your subscribe page or add them manually to your list



#14

MARKETING GIVEAWAY

RAMIT SETHI

One really fun way to grow your email list is by doing giveaway. A giveaway works like this: You identify a prize your target audience covets, you then tell your existing audience about the giveaway, require them to enter the giveaway by entering their email address and then incentivizing them to share the giveaway with their friends by increasing their chance of winning for each new person they get to enter.

GET STARTED

Step #1: Find a prize coveted by the people you want on your list

Step #2: Direct traffic to a landing page where you collect email addresses

Step #3: Draw a name from the pool of applicants to see who gets the prize



THE ULTIMATE 20-FOR-30 ENTREPRENEUR JUMPSTART

**WIN 20 ONE-ON-ONE CALLS WITH
TOP ENTREPRENEURS TO JUMP-
START YOUR BUSINESS**

— From Bestselling Author Ramit Sethi —

#15 USE YOUR EMAIL SIGNATURE

GRANT BALDWIN

This one is really easy. Put a call to action in your email signature so that every time you send an email, you're asking someone to subscribe to your list. You could, for example, link to a popular blog post with a content upgrade so you really feel like you're offering awesome content. Or, a simpler way to do this is to simply link to your subscribe page.

GET STARTED

Step #1: Choose your most popular blog post or lead magnet

Step #2: To go above and beyond, add a content upgrade to that post

Step #3: Put a call to action in the signature of your personal email account
with a link to that post or lead magnet

Thank you!

Whitney English Kolb

.....
[Learn how to design your day](#)



#16

CONTENT UPGRADE

BRIAN DEAN

A content upgrade works by taking the most epic content on your site and creating bonus pieces of content that your readers can access by joining your email list. Content upgrades should walk the user through the first step of the process you're teaching in the blog posts itself. For example, if you have a post about how to lose your first 10 pounds and the first step in the process is getting your diet under control, you could create a content upgrade that contains with a week of meal plans and recipes.

The idea behind a content upgrade is that you take the traffic already coming to your website, provide them with more useful content that they can use to accomplish their objectives, and just ask them for an email address in exchange for it. You're inviting people into a deeper client relationship with you.

GET STARTED

Step #1: Identify your more popular content

Step #2: Create a small bonus to accompany the content

Step #3: Offer that bonus in exchange for an email address

SEO Strategy Case Study: 963% More Organic Traffic

by Brian Dean

Today you're going to see one of my favorite SEO strategies in action:

The Guestographic Method.

First, I'll show you how Perrin used this technique to boost his organic search engine traffic by 963%.

Then you'll see how David used the same strategy to rank #1 for the keyword "internships".

Let's dive right in.



Free Checklist: [Download a free checklist](#) that shows you exactly how to use the strategy from this post (step-by-step).

READY TO TAKE THE NEXT STEP TO GROWING YOUR EMAIL LIST?

We'll be opening the doors to the Get 10,000 Subscribers course in a few days. If you want us to notify you when it opens, join the waiting list below.

JOIN NOW!