



**LIST BUILDING RESOURCE LIBRARY**

# **8 Smart Strategies to Rapidly Grow Your Email List**

**BY AMY PORTERFIELD**



One of the success factors of a solid list building strategy is deciding how to showcase your free resource, or lead magnet. It's critical that you make it as easy as possible for your audience to opt in -- and a big part of making it easy is where you place your opt-in opportunity.

Of course, different lead magnets are designed to attract different segments of your audience. This guide will help you find the perfect placement for every type of lead magnet and ensure you begin growing your email list with quality leads starting today!

## Strategy #1: Landing Page

Many smart marketers create stand-alone landing pages for their lead magnets and drive traffic to these pages via free social media traffic and paid traffic like ads. Landing pages are great because there are zero distractions and the full focus is on the freebie, which can often lead to higher conversions. They are especially valuable when promoting a lead magnet during a launch that you are not actively promoting on your main website.

The landing page features a clean, modern design with a light blue background. At the top, there's a header with the '14 Day MONEY FINDER' logo and a prominent headline: 'FIND EXTRA MONEY IN JUST TWO WEEKS!'. Below this is a sign-up form with an email input field and a 'Sign Up' button. The main content area is a dark blue banner with the text 'HERE'S WHAT TO EXPECT' and a video player showing a woman speaking. Below the banner, there's a section titled 'WAKE UP TO A PRACTICAL NEW MONEY TIP EACH DAY' with a smartphone icon showing the app interface. The bottom section is titled 'TWO WEEKS. PRACTICAL TIPS. BIG RESULTS.' and includes three icons with descriptions: a smartphone for '14 days with a small task', a magnifying glass for 'find extra money in your bank', and a clock for '5-10 minutes a day'. The footer is a teal bar with the '14 Day MONEY' logo.



FREE LIST-BUILDING DOWNLOAD

## Your Email List Starter Guide

The FREE ultra-simple, step-by-step playbook for setting up your lead magnet + email list like a pro. (Yep, even if you're not a "techy" person!)

SEND ME THE GUIDE

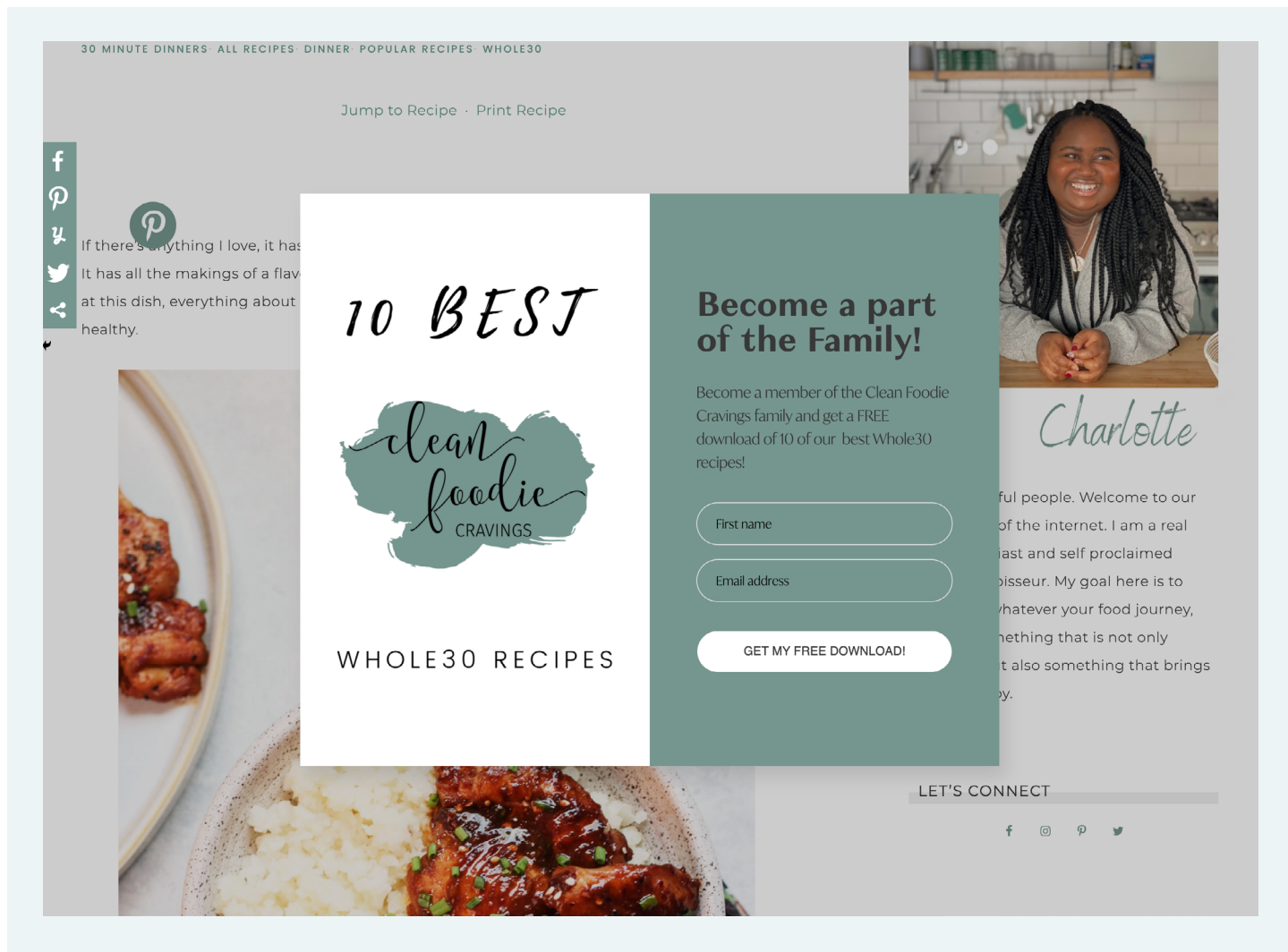
It's free!

Inside this **FREE**  
**Step-By-Step Guide,**  
**You'll Learn:**



# Strategy #2: Pop Up Boxes

I know what you are thinking: “Pop-ups are annoying!” And while a pop-up that doesn’t add value can be, one that speaks to what your customer wants and needs can work really well. Most pop-up tools allow you to both choose when and where your pop-up appears -- giving you some nice flexibility -- and customize your pop-up, using sounds and different colored buttons to make the opt-in more appealing.



Join my free Self-Care Kickstart! Refresh yourself with 5 days of easy self-care wins.

JOIN NOW

First Name\*



Free!

JOIN MY  
**5 DAY SELF-CARE  
KICKSTART**

SIMPLE STEPS & SUPPORT  
FOR A WEEK OF WELLNESS

START NOW

*Ready to take your self-care  
to the next level?*

My 5 Day Self-Care Kickstart is the perfect step. Sign up now for a week of fun challenges and daily tips to get you on track. Learn more here!

First Name\*

Email\*

START NOW

**INSTANT STRESS REDUCTION**

A quick, soothing meditation.

**CANCER PATIENT SUPPORT**

Resources for your healing journey.

# Strategy #3: Feature Box

A feature box is a full-width email opt-in box that can be placed anywhere on your website. I recommend the very top of your website's homepage -- it is your most valuable real estate, which makes it a great place to help your lead magnet stand out to all your website visitors. Anything "above the fold" is hard to miss.

A screenshot of a website homepage. At the top, a teal banner contains the text "A PLANNER SYSTEM DESIGNED FOR AMBITIOUS PEOPLE TO LIGHT UP THE WORLD WITHOUT BURNING THEMSELVES OUT." and a button that says "SHOP THE DO LESS PLANNER SYSTEM!". Below this is a dark grey navigation bar with the name "Kate Northrup" and links for "ABOUT & CONTACT", "BLOG", "PODCAST", "WORK WITH ME", "BOOK", "SHOP", "EVENTS", and a search icon. The main feature box is a large orange-red rectangle. It contains the text "WANT TO GET MORE DONE IN LESS TIME?" and "Grab your Do Less Weekly Planning Ritual Guide - it's free!". Below this text are two input fields labeled "First Name" and "Email", and a teal button that says "SEND ME THE GUIDE!". A black arrow points to the right side of the feature box. Below the feature box is a white box containing a bio for Kate Northrup, starting with "HI! I'M KATE!" and "I'm here to teach you how to have more time and make more money while feeling less stress." followed by a "LEARN MORE" button. To the right of the bio is a portrait of Kate Northrup, a smiling woman with blonde hair, wearing a white lace top.

# Do you want more traffic?

Hey, I'm Neil Patel. I'm determined to make a business in Boston successful. My only question is, will it be yours?

Your Website URL

ANALYZE WEBSITE



## Who Is Neil Patel?

He is a New York Times Bestselling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. He was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.

YES, I WANT TO WORK WITH NEIL



# Strategy #4: Sidebars

Your website sidebars are a strategic (and often overlooked) spot for promoting your lead magnets. This is a popular, and useful, strategy for bloggers, or for the blog section of your website. When people link directly to your blog post (essentially bypassing your homepage) the sidebar will ensure your readers see an opportunity to opt in.

The screenshot shows a website layout with a navigation bar at the top containing links for HOME, ABOUT, MEET TEAM SCREW, WORK WITH US, PODCAST, and BLOG. A logo for 'SCREW THE NINE TO FIVE' is in the top right. Below the navigation, there are social sharing buttons for Google+, Facebook, and Twitter. The main content area features a large image of a smiling woman in a green top, with the headline 'HOW TO COME UP WITH ONLINE BUSINESS IDEAS WHEN YOU DON'T HAVE A "PASSION"'. To the right, a sidebar contains a promotion for 'THE COURSE CREATORS FUNNEL', described as a 'NEW COURSE' that helps users turn knowledge into a profitable online course. The sidebar text reads: 'Turn your knowledge & experience into a profitable online course. Learn how our \*BRAND NEW\* program "The Course Creators Funnel" can help you get new students every day without any extra ongoing effort or work.' Below this text is a 'GET STARTED NOW >>' button, which is highlighted with a yellow bar and pointed to by a black arrow. At the bottom right of the sidebar, there is a 'Leave a message' button with a speech bubble icon.



Have a head of cabbage dying in your fridge? Us too. But we have an idea! Slice it and roast it in wedges for an elegant side. Cabbage gets sliced into wedges, rubbed with a generous amount of our go-to **shawarma spice blend**, then roasted to perfection. Who

BANK OF AMERICA  [Learn more](#)



WANT MORE  
DELICIOUSNESS?

Get our copy of **FAN FAVORITES**  
featuring 20 of our most loved,  
highly-rated recipes!

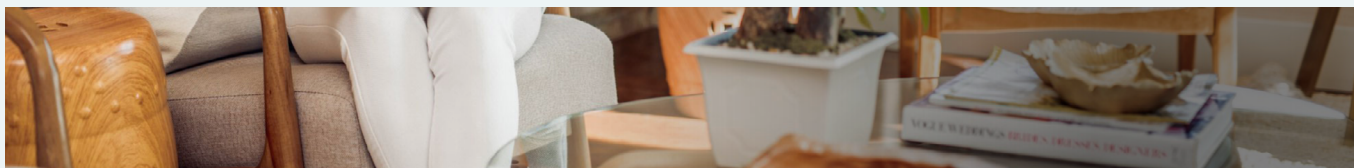
EMAIL ADDRESS...

GET MY EBOOK!



# Strategy #5: Collections

This strategy offers multiple resource opportunities to your audience, allowing each subscriber to choose the topic that is most valuable to them. This also allows you to segment your email list based on your new subscriber's interests. When you segment, you are able to write emails that make your readers feel like you crafted that email just for them. Delivering a message that feels personal makes a big impact in such a noisy world!



## Not sure how to convert more clients consistently?

Don't keep struggling to attract high paying clients.



WATCH NOW!

Join the Selling Signature Services FB Group



JOIN INSTANTLY!

Download your Roadmap To Converting Clients!



FREE ACCESS!

Get Started By Downloading My Free Resources



### Free Productivity Planner

How To Get Organized And Create A Productive Work Schedule

GET ORGANIZED

### Free Instagram Guide

5 Ways To Easily Get Authentic Engagement On Instagram

GET ENGAGEMENT

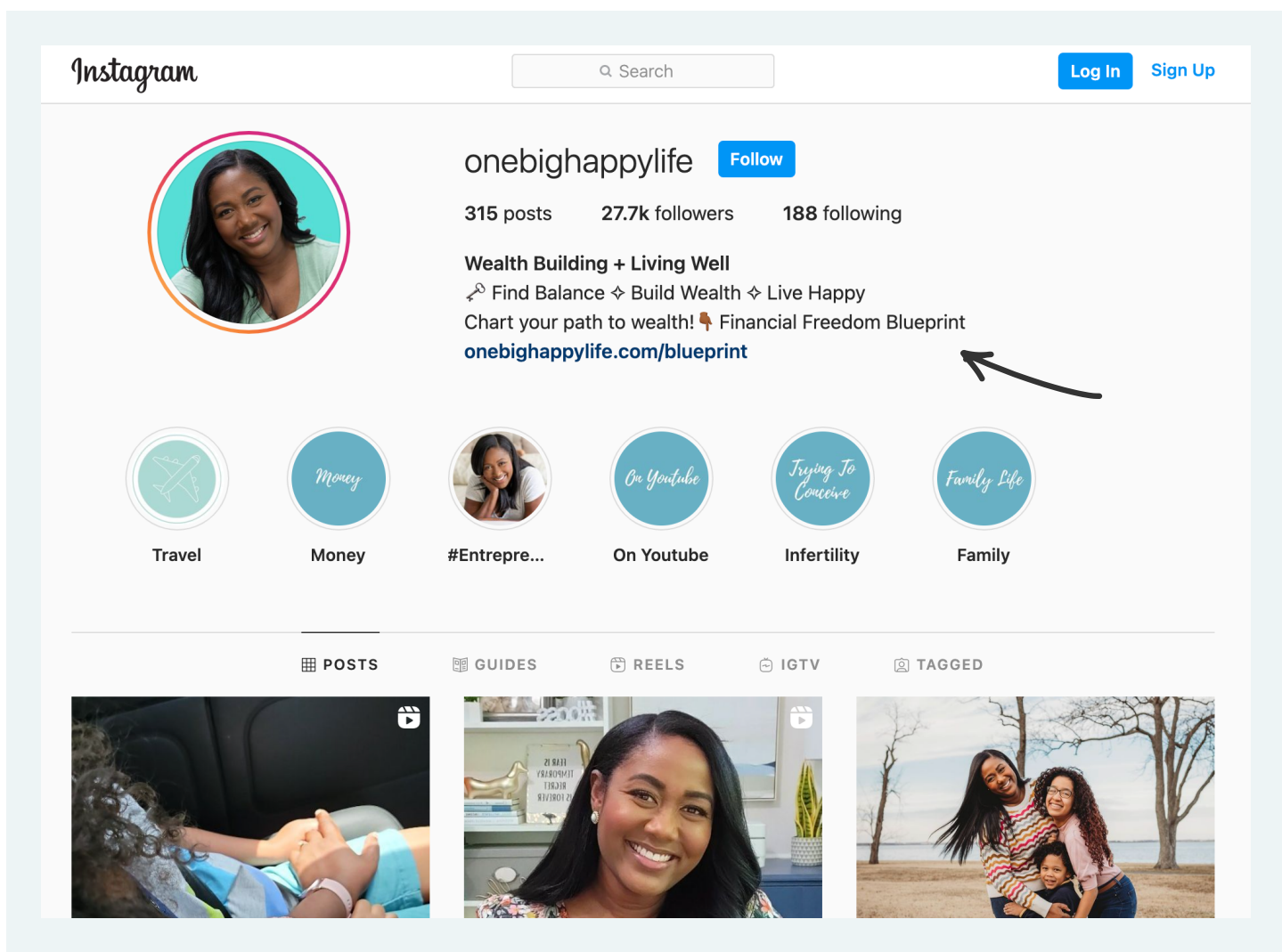
### Free Stock Photos

5 Photos For You To Use On Social Media

GET FREE PHOTOS

# Strategy #6: Social Media Bios

Having a short, compelling call to action in your social media bios that invites people to grab your lead magnet is super effective because chances are, if someone is looking at your Facebook or LinkedIn profile, they're already interested in what you have to offer. This is a quick and easy way to encourage your followers to join your email list. Plus, apps like [Linktree](#) and [Later's Linkin.bio](#) feature can help you add multiple links to your social media bio so you can drive traffic to other pages you want to promote, like a new product or campaign.





Follow



**Tyler McCall**

@tylerjmccall

**7.9k** followers    **315** following

On Social Media Everywhere [@tylerjmccall](#)

- Founder, Online Business Association
- Founder, Follower to Fan Society
- Host, Online Business Show Podcast
- Instagram Marketer Since 2015
- Featured: NY Times + Business Insider
- Former Non-Profit Pro (6+ years)
- Former Community Organizer (2+ years)
- Loudly and Proudly Queer

Free Instagram Training [tylerjmccall.com/free](https://tylerjmccall.com/free)

Weekly Podcast Episodes  
[onlinebusinessshow.co](https://onlinebusinessshow.co)

Learn More About OBA  
[onlinebusinessassociation.co](https://onlinebusinessassociation.co)

Asheville, North Carolina

# Strategy #7: Blog Posts

This strategy is also known as a “content upgrade” because you are aligning the lead magnet with the topic of your blog post. For example, several of my podcast episodes include a free resource that supports the weekly episode’s topic. Inside the blog post with my show notes, I add an opportunity to opt-in. This strategy is HIGHLY valuable as a way to go deeper with your audience on a specific topic and to help you grow your email list every single day.

## 3 WAYS TO GET PEOPLE EXCITED ABOUT YOUR PRODUCTS AND PROGRAMS

If you read last week’s post, you’re familiar with the power of the “Pumpkin Spice Latte”.

Every fall, Starbucks announces the season with this sugary concoction. And Starbucks fans around the world excitedly anticipate it. In fact, by the time the PSL is on the market each autumn, Starbucks fans have been anticipating it for *months*.

Starbucks sells about 20 million PSLs every year, generating at least \$80 million in revenue.

Love them or hate them, Starbucks sure knows how to make their customers drool.

You, dear business owner, can learn a thing or two from Starbucks about creating anticipation for your products and programs.



PSL Promotion Strategy Guide

Turn your product or program into a celebrity with the pumpkin spice latte strategy.

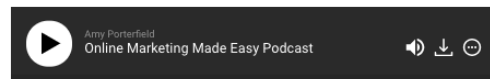
[CLICK TO GET ACCESS](#)

The image shows a promotional graphic for a 'PSL Promotion Strategy Guide'. It features a collage of images including a Starbucks PSL cup, a woman, and a document. To the right of the collage is the text 'Turn your product or program into a celebrity with the pumpkin spice latte strategy.' Below this is a yellow button with the text 'CLICK TO GET ACCESS'. A black arrow points from the right side of the page towards the button.



APRIL 1, 2021 by Amy

## #370: Behind-The-Scenes: How I Collect Money-Making Testimonials



Customer testimonials can help you grow your business online and expand your reach

Your digital course and online business success will skyrocket when you have glowing testimonials to share with the world

Are you interested in significantly increasing your sales, boosting your lead magnet sign-ups and email subscribers, or growing your audience exponentially?

I have a feeling you're saying, "Come on, Amy! Of course, I am!"

Well my friend, listen up because I'm going to tell you one simple strategy that will help you do *all* of those things I mentioned.

Two words... *glowing testimonials*.

They are simply the bread and butter of your business, and today, I'm giving you my behind-the-scenes, step-by-step process for finding and gathering testimonials that will be so top-notch that they do the selling for you.

And yes, there is a process — trust me! In this episode, you'll learn...

- » why testimonials are worth spending time collecting
- » how to find them
- » how to request them
- » how to conduct an interview
- » the proper way to format them to make sure they convert
- » where to use them

And because I love when I can gift you a step-by-step action taking tool — I've put together a free plug-&-play resource of the emails that we use to gather testimonials, along with the questions we ask in our testimonial interviews.



FREE RESOURCE

Red Hot Testimonials that will Sell for You: Must-Have, Plug-&- Play Email Templates and Interview Questions

GRAB IT HERE



# Strategy #8: Live Video

Live videos are the most powerful way to connect with your audience on social media. With Facebook Live, Instagram Stories, Reels, and TikTok, you can easily find ways to talk about your lead magnets and drive traffic to them quickly. One of the most strategic ways to do this is to prepare a freebie that is aligned with the topic of your live broadcast. Once you present your content, it's an easy transition to encourage your viewers to go check out your lead magnet.

