

17 Email Capture Best Practices

Free checklist: The easiest way to grow you email subscriber list. Just complete the below tasks. Use any email software!

- ① Swap freebies for email subscribers.

- ② Create a different and relatable freebie for each post.

- ③ A/B Test different language on your email capture forms.

- ④ Create a free quiz and show results to those who subscribe.

- ⑤ Host a giveaway and require users to subscribe to enter.

- ⑥ Spend a dollar a day on targeted Facebook ads

- ⑦ Guest post for someone with the same target market, and get permission to ask for subscribers. Return the favor if asked.

- ⑧ Add social proof like 18,000 people subscribe, you should too!

- ⑨ People buy from people so show a picture of yourself next to your subscription form.

- ⑩ Tell potential subscribers how often you write new posts.

- ⑪ Add you email subscription link to your email signature.

- ⑫ Make your email capture form simple. Less forms = more subscribers.

- ⑬ In smaller text, tell potential subscriber that you hate spam too!

- ⑭ Talk like your visitors talk, not like a person with an MBA talks.

- ⑮ Create a landing page dedicated to capturing emails.

- ⑯ Upgrade old posts with this new strategy.

- ⑰ Add a summary checklist and let people to subscribe to download.
