

GROW

YOUR TRIBE BY

THOUSANDS FAST



30+ List Building Activities You Should Definitely Implement Right Now and Some You Haven't Thought Of

Sunita Prodan Benolic

Why list building?

When you start an online business (or take your offline business online) you want to make sure you have a proven, safe and trustworthy way to communicate to your potential clients.

Having a solid social media presence is absolutely essential. But your page views, likes, shares, retweets etc. don't matter as much as your email list. Why is that so?

- Social media channels often change their algorithms and so your reach to your ideal clients is hard, if not impossible to control and manage
- Your social media accounts are not actually yours. They can be blocked, limited or deleted (ever been to Facebook jail?)
- If these platforms cease to exist for any reason whatsoever, all your efforts in building a following are blasted.

So, whenever you do use those channels, you should be using them to eventually move people onto your email list because you have complete control over that.

How do you start?

There are prerequisites to start building your list. Have these three elements ready before starting any other activity:

- Get a reliable email service (like Mailchimp, GetResponse or Aweber). Sign up and connect to your website.
- Create an awesome sign-up form. Let it be beautiful, eye-catching and strategically positioned. You can also use a landing page (or a squeeze page or opt-in page).
- Offer an incentive (also known as opt-in gift or freebie). It has to provide value to your ideal clients. It's an "ethical bribe" that allows you to reward subscribers with something other than just your content.

What can you offer?

It's not always easy to come up with a brilliant idea to create something enticing, unique, worth sharing. But put some real effort into this. Research your niche well, know your ideal client inside out and pour yourself into your creation.

Make sure you give away real value, because you want to come up as an expert, who has so much more in store. Make it so great you could actually sell it – then it will be perceived as a real gift.

As an incentive, often referred to as a freebie or opt-in gift, you can give

- E-book
- Video series
- MP3 recording (interview, meditation...)
- Mini ecourse
- Checklist
- Webinar
- Cheatsheet
- Template
- Chapter from your book
- Exclusive access to subscribers only blog area
- Discount codes
- Quiz or test
- Email series
- Early access to new feature
- CD
- Book
- Blueprint
- Case study
- Infographic
- Manifesto
- Toolkit

Use your creativity and come up with something so fascinating they'll want to share with everyone and they'll come for more.

How can you build your list?

Here is a random list of ideas to get you started:

- **Guest posts.** Contribute to popular blogs in your niche with some valuable content. Even better, find blogs in niches that complement your niche. Most blogs allow author's bio at the end of the post and also links to your website. There are some blogs that even offer paid submissions.
- **Guest bloggers.** Invite other bloggers to contribute to your own blog. Often they promote these articles to their followers so your blog gets exposure too.
- **Contests, giveaways and sweepstakes.** Give something of great value as a prize - everyone loves a chance to win. KingSumo Giveaways and Rafflecopter are great tools for that. Ask contestants to share to really go viral.
- **Telesummit.** An online event consisting of multiple interviews or presentations. Great way to establish your expertise, create connections with peers and grow your tribe. You can run your own telesummit or join another expert's line-up.
- **Webinar.** Another technique that is proven to give great results. It can be a pre-recorded presentation or a live event where you can engage with your audience in real-time.
- **Giveaway.** An online event where contributors join their efforts to promote their freebies to each other's audience and wider.
- **Paid adverts.** Google Ads still work well, but FB Ads offer wonderful return on investment.

- **Blog posts.** End them with a call-to-action (your opt-in form). Promote extensively your blog posts.
- **Newsletter.** Invite your current subscribers to refer you to their friends and network.
- **Yes Ladder.** It works great in FB groups (providing that the group rules allow). You offer a very compelling freebie and ask members to say „Yes“ in the comments. Then you send them a link to sign up via private message.
- **Content upgrade.** A technique where only part of the content is shared freely and readers are invited to subscribe to get the rest.
- **Interview.** Talk to your peers and record it. You can interview them or they can interview you, either way, your audience gets great content. Both of you promote the recording.
- **Challenge.** You create daily prompts that you send via email or post in a designated FB group. Limited time duration, in which they create results and get a feel of your work.
- **SEO.** Get organic traffic through search engines by applying SEO techniques which help you get higher search rankings.
- **Business cards.** Have your invitation to opt-in on them.
- **Affiliates.** Set up your own affiliate tracking system and reward your affiliates for referring customers to you.
- **Bots.** Used in Facebook messenger, this is a contact capturing and communication tool which boasts high open rates.
- **Social proof.** Once you have significant list, you can grow it even more by sharing publicly its size. Seeing a large number of subscribers helps people make the decision to sign up easier.
- **Podcast.** If you're doing a podcast, don't forget to invite your listeners to grab a freebie.

- **Speaking.** Wherever you appear to speak, never forget to invite your audience to sign up for your gift.
- **Surveys.** When conducting a survey, add a question at the end where you offer them to receive a gift by signing-up.
- **Buy ezine ads.** You can pay for a position in a prominent newsletter in your niche. Only do this if it's a solo mailer though.
- **Buy lists.** Although not as recommended as growing your own list, this is still an option.
- **Get influencers.** If you refer to some influencers and their work in your post, let them know about it. Often they share this content to their followers. If you already created a relationship with them, you might even ask them to share.
- **Product bonus.** Create strategic alliances and offer your product as a bonus when people buy your partner's product.
- **Direct invitation.** Invite your friends, colleagues, peers, FB and LinkedIn connections to subscribe by sending them personal invitations.
- **FB connections.** When you personally engage with people on Facebook, they become interested in your work. Offer them your gift.
- **FB group.** Create your own group and offer your members a new freebie as a thank-you gift.
- **Signature.** Add call to subscribe to your email signature.
- **404 page.** Make use of it and add a link to redirect them to a landing page!
- **Exit intention pop-up.** Add these to your website pages to increase engagement.
- **Split test** your opt-in forms. Discover nuances that increase engagement on your pages.

- **Blog post series.** Create content that is issued in chunks over time, where only subscribers get the latter part.
- **Instagram.** Have your opt-in link in your bio.
- **Twitter.** Again, have your opt-in link in your bio.
- **Youtube.** You can add a caption to invite viewers to join your list.
- **Slideshare.** Create a presentation and add opt-in invitation to it.
- **Quora.** Start answering questions relevant to your niche.
- **Stumbleupon.** Sign up and link up your website.
- **LinkedIn Groups.** Personalize the welcome email people get when joining your group and add the opt-in invite.
- **Sign-up sheets.** At offline events, like fairs, networking events, presentations or open door days (bars, shops, colleges, salons etc) use old-fashioned sign-up form. State clearly what they'll get and let the sheet circle or keep it at the counter.

So tell me, which one are you getting best results from? Which one will you try next?

Did I forget an important one? Let me know!



*I'm **Sunita Prodan Benolic**. I help women start and grow their business by setting **strategy, structures and systems** to increase their income and impact.*

Visit me at

www.dreambuildingnow.com

Through coaching and mentoring, I help women explore their goals, identify their weak spots and create a plan how to overcome challenges that prevent them from success. We work on mindset issues, offers, prices, sales process, marketing and promotion, delivery, productivity and other business areas.

Are YOU ready to take a leap and get serious about your business? Apply for a FREE Discovery Session to see what coaching can do for your business success

Yes, I want in!

Whether you're just starting out and you need a road map to success or you want to grow your business, this session will be a kick in the butt towards your goals!