

4 Ways to Get EMAIL SIGNUPS



ABOUT THIS GUIDE

Starting to grow your email list can be rough! It can be overwhelming to think about trying to get it as big as you need, let alone as big as you want.

This guide gets you started with 4 ways that are relatively painless to start getting people to sign up for your email list.

GO book dragons!

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#1: Ask friends + family



This one is a simple one - ask people you know to sign up!

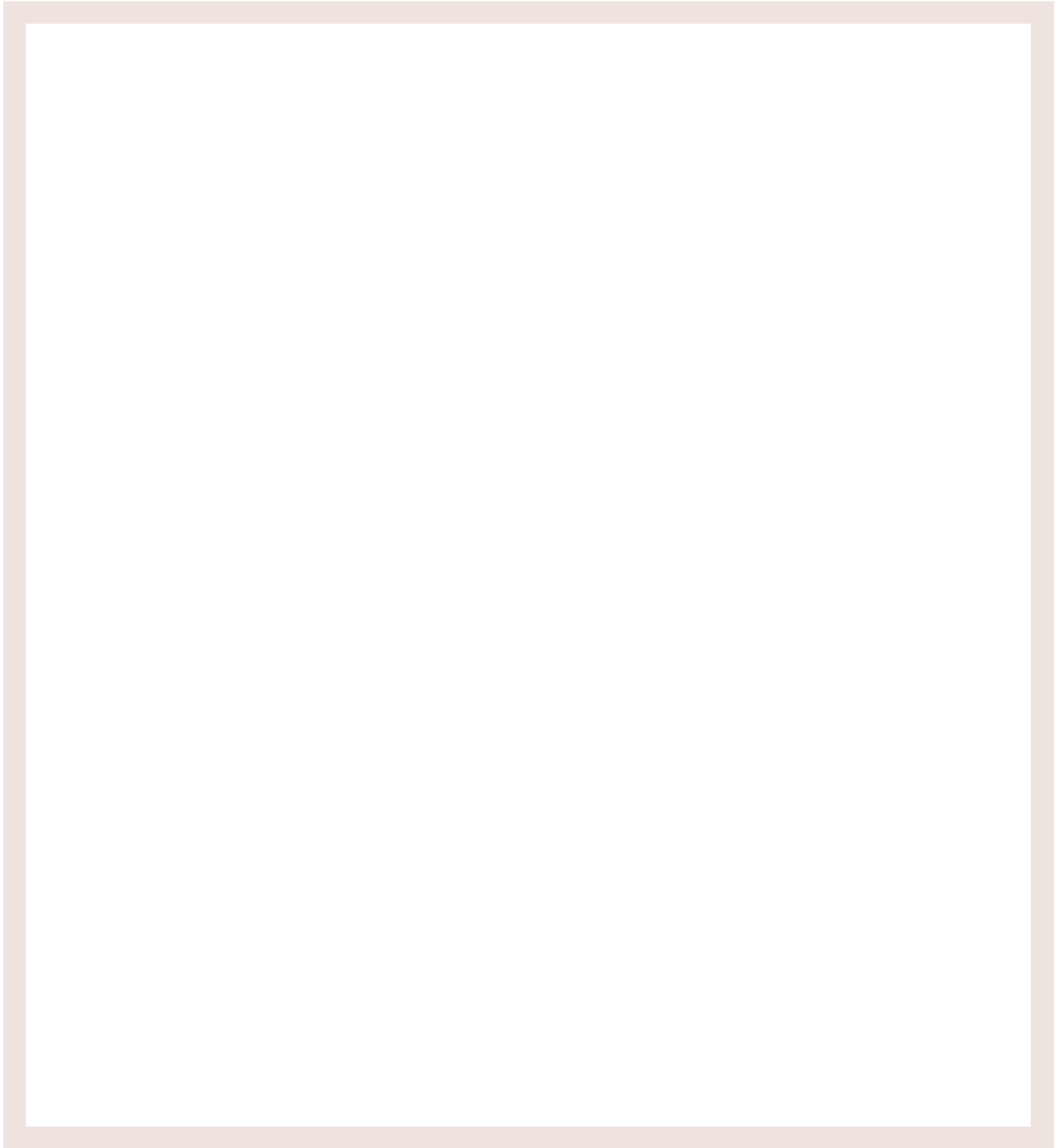
Ask family or friends you think would be interested, and ask them to ask other people that they think might be interested.

Who likes the genre that you're writing? There are loads of people out there who do, and you probably know a few of them!

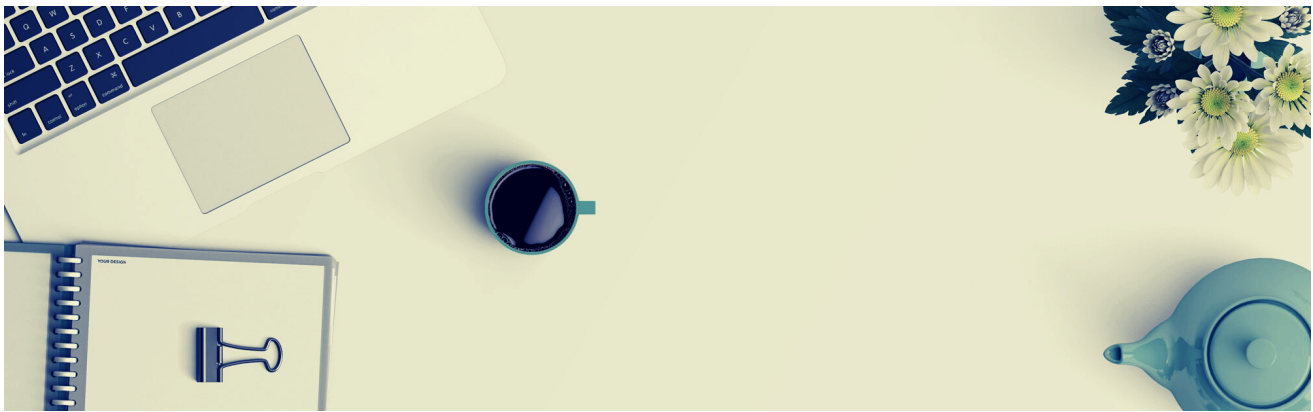
This may not result in a lot of signups, but it can be a quick, easy way to get a few quickly so you don't feel like you're stuck at zero.

brainstorm:

make a list of everyone you can ask (don't forget your online friends!):

A large, empty rectangular box with a light brown border, intended for brainstorming a list of people to ask. The box is currently blank, providing space for the user to write their list.

#2: Your own website/blog



Since you're asking for people to sign up for your email list, you should have a website or blog by now. So, make sure you've got it ALL OVER your website or blog!

One of the biggest mistakes people make when creating a website or blog and trying to get optins is not giving visitors the ability or reminder to sign up all over the place. So put it everywhere!

Put it at the top of your Home page and again near the bottom; put it in your footer; put it at the start, end, and/or middle of your blog articles; have a popup, a bar at the top or bottom, linked images, and optin boxes.

This may seem like a lot but it really isn't. You can't assume that someone will sign up for your email list with the very first mention they see. So make sure they see it repeatedly!

BUT make sure it's offers for your freebie, NOT just a bunch of vague asks for signups. People need a reason to sign up.

You can use actual optin boxes (where they submit their email address right there), images that are linked to the signup page, written text that is linked to the signup page (best in blog articles), and buttons linked to the signup page.

BONUS: Create a custom 404 page and put the link there too!

If you're not getting a lot of website visitors yet, you still may not convert much into subscribers for now, but this guarantees that once you do start generating more traffic, you'll be able to sign up more of those people who visit.

Website/blog Checklist

at least 2 on the Home page (boxes, linked images, buttons, or linked text)

in every blog article, at least 1 text link and/or linked image and an optin box

linked text, a linked image, or an optin box in the sidebar of your blog

linked text or a button in the footer

create a 404 page and have a button or linked image

a bar at the top or bottom (usually called a smart or scroll bar)

a popup (some are built into your email marketing service provider; other options: Sumo, Hellobar, or Optin Monster)

on all other pages at least once (linked text or image, button, or optin box) - EXCEPT your Terms and Privacy pages

#3: Social media

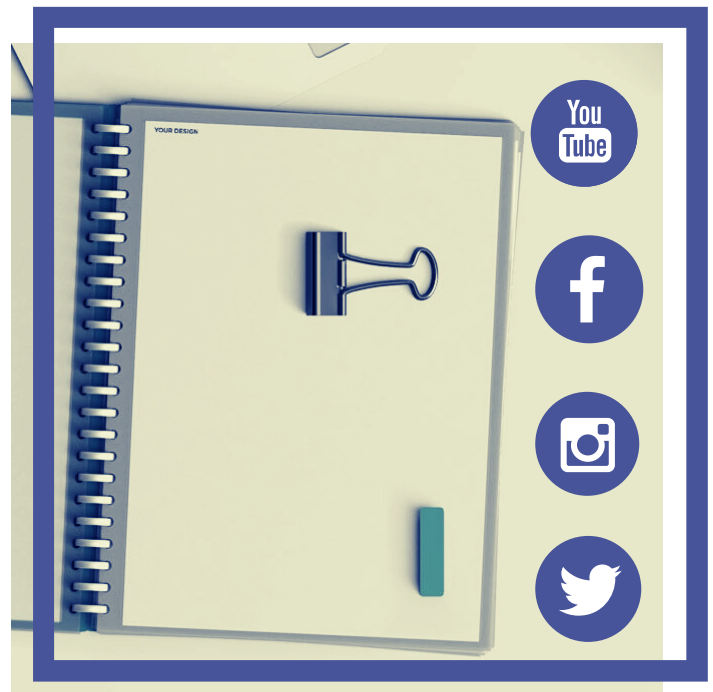
Ah, social media! You can use your social media accounts to get people on your email list.

NOW WAIT - you don't want to just ask, hey can you sign up for my email list please? That's not going to get many people to sign up (you can still ask nicely periodically).

Instead, you want to offer your optin freebie and promote THAT on your social media accounts. Hey, I've got a free story you can read right away, go sign up for it now!

On Facebook, you can create posts with a mention and link up to say, 2 times per week (if you're posting once per day). You can also use FB ads, if you're feeling adventurous and willing to spend.

On Twitter, you can write a tweet offering your freebie 2-4 times per week (if you're posting several times daily).



With both Facebook and Twitter, you can pin posts to appear at the top of your page, so you can do that with the posts you use to offer your freebie.

With Instagram, you can link to your freebie in your bio and mention what it is. You can mention it in posts (but it has to be linked in the bio). You can create stories for your freebies, and save them under a Highlight that's just for your optins.

With Youtube, you can mention the freebie in each video and link to it in the description.

#4: Pinterest

Had to include Pinterest!
This is separate from social media since Pinterest acts as a search engine rather than social media.

Using Pinterest, you can create images for your optin freebies and link them to your optin pages.

The great thing about Pinterest is you can create multiple images for each of your optins, not just one.

Because Pinterest is a visual medium, all they care about is that the image is different. So keep creating new images, and as long as they're different, you're set!

You can also experiment with different things on the image to see which converts best - different calls to action, with or without a mockup, different headlines - experiment!





Next Steps:

Hopefully you can get your first hundred subscribers with these 4 easy methods!

If you didn't already, go back to the Resource Library and download everything (make more progress!).

[**LIBRARY >**](#)

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