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# 36 Tips to Get More Email Subscribers

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# 36 Tips to Get More Email Subscribers

## → Preparation

- Set your goals
- Put together an opt-in bribe
- Prepare content for your emails

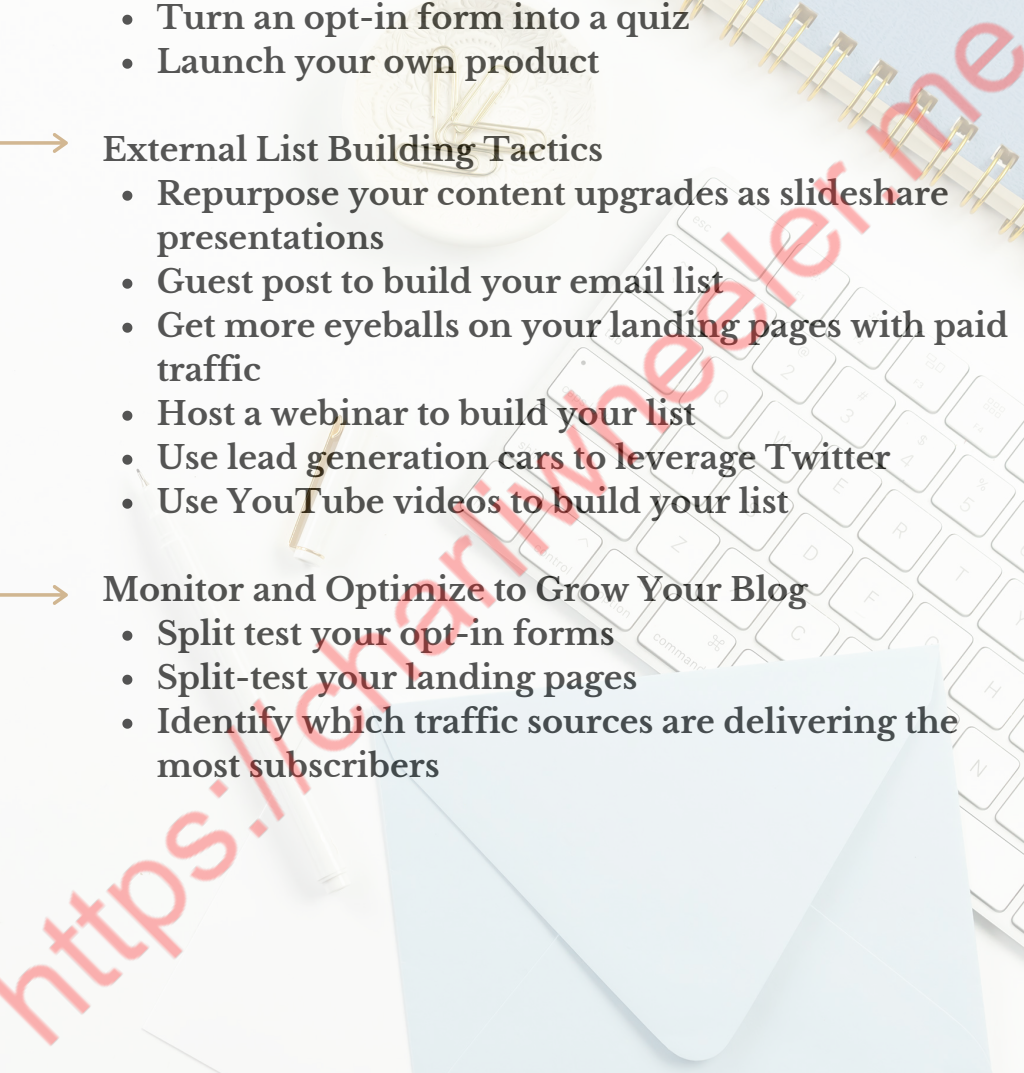
## → Email Provider Setup

- Choose an email provider
- Create your email list
- Setup your email address and sender name
- Add welcome email and autoresponder content

## → Optimize Your Blog

- Create a custom thank you page
- Create a custom confirmation page
- Setup goal tracking in Google Analytics
- Create a dedicated landing page to promote your newsletter
- Remove unnecessary distractions
- Add your newsletter page to your navigation menu
- Add a subscribe tick box to your blog comments
- Setup a thank you page for your blog commenter
- Use your homepage to build your list
- Add opt-in forms to key locations on your blog
- Add in-line opt-in forms to key pages
- Use your 404 error page to build your email list
- Display tailored content for particular topics
- Add social proof to your opt-in forms
- Create target landing pages for your opt-in bribes
- Add target notification bars to your content

- **On-Going List Building Tactics**
  - The “content upgrade” technique
  - Turn an opt-in form into a quiz
  - Launch your own product
  
- **External List Building Tactics**
  - Repurpose your content upgrades as slideshare presentations
  - Guest post to build your email list
  - Get more eyeballs on your landing pages with paid traffic
  - Host a webinar to build your list
  - Use lead generation cars to leverage Twitter
  - Use YouTube videos to build your list
  
- **Monitor and Optimize to Grow Your Blog**
  - Split test your opt-in forms
  - Split-test your landing pages
  - Identify which traffic sources are delivering the most subscribers





# Your Guide

## Preparation Work

LET'S DO

### 1. Set Your Goals

What do you want to achieve with your email list? Refer traffic to blog posts, make a passive income, or both?

### 2. Put together an opt-in bribe. Keep it relevant and keep the perceived value high, examples of what can work well:

- Checklist, workbooks and templates
- Resource list
- Ecourse/ebook

### 3. Prepare content for your emails

It helps to get the content ready first, but it must be written with your main goals in mind:

- Welcome email
- Auto responder sequence

### Email Provider Setup

### 4. Go with a proper email provider. Here are some good options:

- GetResponse
- ConvertKit
- MailerLite
- Aweber

### 5. Create Your Email List

The process will vary depending on email provider but each one has a tutorial available.

## 6. Set Up Your Email Address and Sender Name

- Email address – avoid a ‘no reply’ address. Make sure the email address is monitored.
- Sender name – Make it recognizable. Your subscribers need to know it’s you sending the email.

## 7. Add Welcome Email and Auto-responder Content:

- Welcome Email – this will be the first email sent to your subscribers. This is part of the autoresponder sequence in most providers.
- Auto-responder content – space out your emails

## Optimize Your Blog

### 8. Create a Custom Thank You Page

Use this to give your subscribers instructions on what to do next, for example, click the link in the confirmation email that should be sent to them by your email provider (If you’re using double confirmation).

### 9. Create a Custom Confirmation Page

Use this to allow your subscribers to download your opt-in bribe. You can also use the URL to set up goal tracking in Google Analytics.

### 10. Set up Goal Tracking in Google Analytics

Follow the instruction in the many tutorials that are available.

### 11. Create a Dedicated Landing Page to Promote Your Newsletter

Your landing page should be hyper-focused and without distractions. The focus should be on the real world benefits that your subscribers will get out of being on your list.

## 12. Remove Unnecessary Distractions

Remove elements from your blog that don't contribute to your blogging goals. If ads aren't generating revenue, consider removing them. The same goes for blog directory links and badges that anyone can get.

## 13. Add Your Newsletter Page to Your Navigation Menu

This will make it easy for readers interested in subscribing to find out more.

## 14. Add a Subscribe Tick Box to Your Blog Comments

This is tricky to do without hiring a developer however.

## 15. Set up a Thank You Page for Your Blog Commenters

People leaving blog comments are more likely to subscribe to your list, encourage them by setting up a thank you page with an opt-in form. WordPress users can use Comment Redirect to make this work.

## 16. Use Your Home Page to Build A List

You can create a lead generation focused home page using many landing page tools

and plugins available for WordPress. Be sure to make it easy for your existing subscriber to find their way to your blog.

#### **17. Add Opt-In Forms to Key Locations On Your Blog**

Consider adding opt-in forms to your sidebar, below blog posts and other key locations on your blog. But, above all, remember to keep your focus on user experience – too many opt-in forms can be problematic.

#### **18. Add In-Line Opt-In Forms to Key Pages**

Consider adding opt-in forms to main pages such as your about page.

#### **19. Use your 404 Error Page to Build Your Email List**

Add an opt-in to your 404 error page. This can be done using a tool called LeadPages or you can hire a developer from Upwork or Fiverr to do it for you.

#### **20. Display Tailored Opt-In Forms for Particular Topics**

Displaying opt-in forms that are topically specific will increase your conversions. You can create category/post/page specific sidebars which will work with your list building platform.



## **21. Add Social Proof to Your Opt-In Forms**

Have you been featured on an authoritative website? Try displaying 'as seen on' logos to improve your credibility. You can do the same thing with testimonials.

## **22. Create Targeted Landing Pages for Your Opt-In Bribes**

Each opt-in bribe should have its own landing page. You can then use various tactics to drive targeted traffic to those landing pages. For example, using guest posting is a great way to do this.

## **23. Add Targeted Notification Bars to Your Content**

Now you have individual pages for your opt-in bribes, you can add targeted notification bars using various plug-ins that are available.

## **On-Going List Building Tactics**

### **24. The "Content Upgrade" Technique**

Offer specific opt-in bribes to your blog posts that act as a way for readers to upgrade subscribing to your list. You could use a repurposed format of the post. You'll need a tool to help you with this. Google plug-ins that can do this and you'll find plenty.



## 25. Giveaway Products to Build Your List

Put up a prize that your audience would love to own and use it to build your list. You could setup a separate email list for this but the easiest option is to use a tool like Raffle Copter.

## 26. Turn an Opt-In Form Into a Quiz

There aren't any sold quiz tools that allow you to build your list (unless, of course, you're using Thrive Theme Builder, then a quiz tool comes with it), but you can hire a developer from Upwork or a similar site to do it. Peep Laja from ConversionXL.com got a 1,900% conversion increase when he tried this.

## 27. Launch Your Own Product

Selling your own product can be a great way to build a list when done right. There are plenty of platforms that can be used and integrate with popular email providers. Personally, I like (and use) Podia.

## External List Building Tactics

### 28. Repurpose Your Content Upgrades as Slideshare Presentations

Use Slideshare to turn your blog posts or

content upgrades into presentations. You can link directly to your landing pages.

## 29. Guest Post to Build Your Email List

Instead of linking to your home page in your author bio, link to a relevant landing page.

## 30. Get More Eye-Balls on Your Landing Page With Paid Traffic

You can buy traffic cheaper than ever and it's a great way to get more opt-ins. It's recommended that you only invest small amounts while you optimize your landing pages. Examples of paid traffic sources include:

- Google AdWords
- Facebook
- Twitter
- LinkedIn
- Pinterest

## 31. Host a Webinar to Build Your List

Webinars can be used to build your email list and sell products. Tools to run webinars like Zoom and Go To Webinar can be a bit expensive, but there are platforms that allow you to leverage Google Hangouts which works out much cheaper.

### **32. Use Lead Generation Cards to Leverage Twitter**

These Twitter Cards require you to sign up to Twitter ads but they are free to use.

### **33. Use YouTube Videos to Build Your List**

You can add a link to a relevant page in your video description or as an annotation within the video.

## **Monitor and Optimize to Grow Your Blog**

### **34. Split-Test Your Opt-In Forms**

Best practice only gets us so far, testing helps us optimize further and really find out what works. Creating different variations of your opt-in forms allows you to test to find out how they perform.

### **35. Split Test Your Landing Pages**

You need to test your landing pages as well as opt-in forms. There are plenty of tools to help you with this, such as LeadPages (paid tools that allows you to create, tweak and test your landing pages) and Google Optimize (free version of Google's Optimize 360 testing platform).



## 36. Identify Which Traffic Sources Are Delivering the Most Subscribers

This can be found within analytics packages such as Google Analytics. The idea here is to find what works and do more of it.





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Websites:

[Coachingwithcharli.com](https://www.coachingwithcharli.com)  
[privateprofit.net](https://www.privateprofit.net)  
[PatsPrintables.com](https://www.patsprintables.com)

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