

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.

Created By List Ladder - <https://www.listladder.com>