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.