

# 17 Email Capture Best Practices

## List Ladder

Super simple and unbelievably free email capture forms.

[www.twitter.com/@listladder](https://twitter.com/@listladder)

<https://www.listladder.com>



# 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.

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- ② Create a different and relatable freebie for each post.

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- ③ A/B Test different language on your email capture forms.

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- ④ Create a free quiz and show results to those who subscribe.

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- ⑤ Host a giveaway and require users to subscribe to enter.

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- ⑥ Spend a dollar a day on targeted Facebook ads

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- ⑦ Guest post for someone with the same target market, and get permission to ask for subscribers. Return the favor if asked.

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- ⑧ Add social proof like 18,000 people subscribe, you should too!

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- ⑨ People buy from people so show a picture of yourself next to your subscription form.

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- ⑩ Tell potential subscribers how often you write new posts.

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- ⑪ Add you email subscription link to your email signature.

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- ⑫ Make your email capture form simple. Less forms = more subscribers.

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- ⑬ In smaller text, tell potential subscriber that you hate spam too!

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- ⑭ Talk like your visitors talk, not like a person with an MBA talks.

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- ⑮ Create a landing page dedicated to capturing emails.

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- ⑯ Upgrade old posts with this new strategy.

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- ⑰ Add a summary checklist and let people to subscribe to download.

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