# 4-Step Email List

To Convert And Connect With Your Readers

Over here we have the goal: I want to make tons of money from my online business.

And over here we have the reality: I have a website. I'm making some money, but I wouldn't call it "success" just yet.

The question you have been wrestling with for months now is, "How do I get from my reality to my goal?" Or in other words...

How do you turn your website into a real money-maker?

#### **Email Marketing Basics**

#### Step #1 Create Your Email List

- -Immediately start your free account with MallChimp
- -Select "Lists"
- -Click "Create List"

At CoSchedule, we use CampaignMonitor which is awesome if you'd like to position your email list for massive growth from the get-go.

#### Step #2. Optimize Your Website For Email Collection

Think simple and then think simpler:

- -Simple design
- -Single goal
- -Necessary features only

If you want to build a serious email list, this has to be the #1 goal of your website.

- -Immediately are anything that doesn't facilitate email signups.
  - -To collect email subscribers effectivity, you need
  - -Some form of compelling lead magnet
  - -Above-the-fold email opt-in CTA
  - -Email opt-in popup
  - -End-of-content email opt-in

#### Create A Compelling Lead Magnet

You need to be able to compet visitors to become subscribers. Have something valuable in exchange for their email addresses.

There is virtually no limit to what you can use as a Lead Magnet:

- -Restricted resource library
- -Topical e-book
- -Collection of templates



# **Detailed Email List Building Tips Guide For Freelancers**

**Julia McCoy** 

#### **Detailed Email List Building Tips Guide For Freelancers:**

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<u>Directory and Handbook</u>, 2001 **BMJ**, 2001 2004 the Best of the Magazine Markets Marni McNiff, Susan Tierney, 2004

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