

Grow Your Email List

Whatever business you're in, your email list is key to both the early and the ongoing success of your business. If you can get into the habit of growing your list the eventual result will be a targeted list of clients and potential clients ready to buy your services and products.

Below is the basic structure of a system designed to grow your email list and the process for converting those contacts into paying customers.

Your email list can be collected in anything as simple as an Excel spreadsheet but it's worth considering one of the following services to collect your list as they offer a range of useful services that you can use.

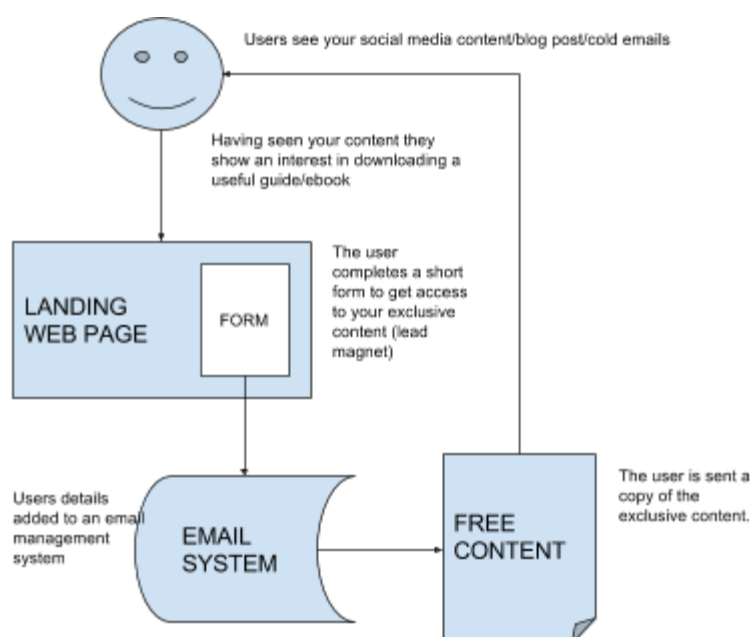
These services are designed around the collection and management of email contacts and include a range of useful marketing tools to help you grow and connect with your list.

Recommended Email Management Services

- [MailChimp](#)
- [GetResponse](#)
- [Campaign Monitor](#)

An Example Growth Strategy

This is sometimes referred to as a lead generation strategy.



Your Lead Magnet Ideas

Use the following table to brainstorm ideas for your lead magnet. Typical content types include; white paper, ebook, workbook, checklist, email course, cheat sheet.

There's an excellent source of ideas here...

<http://optinmonster.com/9-lead-magnets-to-increase-subscribers/>

Topic or Content Idea	Type of content	Does it solve a genuine problem for the reader?	Does it have a practical use?	TOTAL
		Score 1-5	score 1-5	Out of 10

Select the highest scoring idea. Bear in mind that some types of content are much easier to produce than others. For example, a white paper full of industry data is probably going to be more challenging and time-consuming to produce than a simple checklist and depending on your audience a checklist may be more appropriate.