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# 27 HOT IDEAS TO GROW YOUR EMAIL LIST WITH HIGHLY QUALIFIED LEADS SUPER-FAST

GO AHEAD... TRIPLE YOUR LIST SIZE



# These hot ideas WILL WORK FOR YOU IF YOU ARE...

- ✓ an entrepreneur, small business owner, coach, consultant, or nonprofit leader
- ✓ ready to get serious about **connecting with highly qualified leads**
- ✓ ready to learn how to use facebook, **email, webinars, and videos** to grow your email list
- ✓ tired of slow painful list growth
- ✓ worried that your business is too dependent on a few large clients that could pull the rug out on you



"I'VE ALREADY TRIPLED MY LIST SIZE THIS YEAR USING JUST THREE OF THESE TIPS"

No fluff or theory here.

These are all proven "winners in today's market."

If you're ready to stop begging for business from too small of a pool of qualified leads, then read on...

# 27 sizzling IDEAS

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## EMAIL OPT-IN “LEAD MAGNET”

Solve a specific problem, for a specific audience, in a short, specific timeframe with downloadable tips, videos, webinar training, coupons, that will get immediate results—and get you highly qualified leads.

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## YOUR WEBSITE

Make it super-easy to subscribe on every page of your website. Offer an email opt-in “lead magnet” on your homepage; have a sign up at the end of each blog post; a lightbox “pop-up;” a hello-bar.

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## BLOG

Blogs drive your highest qualified leads. Frequency isn’t nearly as important as consistency. Directly ask readers to share your posts. Make offers and ask for emails based on the content you’ve blogged about in the blog or at the end of your blog.

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## PODCAST

Reach new audiences with a podcast. Expert interviews are highly popular content. **KEY:** publish “Show Notes” on your website and capture email address with offers related to your Podcast content.

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## WEBINARS

Offer free training webinars or Google hangouts on specific topics, as an introduction to your product, service offering, or nonprofit. Promote via your website, Facebook ads, and via email. Ask for an email to register for your free training. Bonus: <http://bit.ly/1kD7AZr>

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## VIDEO TRAINING

Video training allows you to record short training videos that you deliver via email to your targeted prospects. **Hot Strategy:** 3 training videos emailed over 3 days, with a “close the deal” bonus video on day 4 together with your offer for product/service.

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## FACEBOOK ADS

For as little as \$10 per day, you can grow your email list \*and\* sell product or promote your webinar, or your email opt-in. If you sell an entry level product, you actually get paid to build your email list! Use Page Post ads to reach about 200,000 of your highly targeted audience and you can triple your email address list in about 90 days.

# 27 hot IDEAS

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## FACEBOOK GROUP

Find an existing group in your specialty and become a high valued contributor. Or, create your own Facebook group on a specific topic. Use a catchy specific-topic name. Establish group rules and seed the conversation. Monitor daily and provide a lot of value to participants.

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## FACEBOOK LIVE Q&A SESSIONS

Partner with pages that have 100,000 or more fans. Offer to do an “expert LIVE Q&A” for 30 or 45 minutes. Give them all the promo language. Create a special opt-in offer to gently promo during Q&A. You can net 200-300 new subscribers each session.

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## GUEST POST

Target “active” specialty blogs, e.g. blogs with high shares and comments that serve your target audience. Submit fully edited polished post (they don’t edit). Don’t worry if you’ve never been published before. You’ll be judged on content. **IMPT:** Put link to related email opt-in offer in your bio.

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## GUEST SPEAKING

Only accept if you are speaking to YOUR target audience and can post your sign-up link or better yet, a special opt-in link for this audience. Otherwise, this is too much work for a few email addresses.

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## GET INTERVIEWED

Surprise: For list-building, you get more new subscribers by being covered or interviewed by a smaller blog with a passionate following than being featured on *The Today Show*. Target highly active topic-specific magazines/blogs and build credibility with thoughtful comments and feedback before pitching you or your company, or one of your clients getting covered.

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## BIG LIST

Big lists are wildly popular and people love to share content like “big lists.” Offer a definitive “big list” of tips, advice, solutions. Using numerals in your title or headline and specifically ask people to share.

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## ONE THING

While we love “big lists,” we also secretly hope there’s a silver bullet or just “one thing” to solve our problems. That’s usually not the case, but I bet there are a few things that are big leverage points. Name them, teach them, and promote the heck out of your “one thing” using the words “one thing” in your headline. Watch your click-throughs, and reputation, grow.

# 27 hot IDEAS

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## INFOGRAPHICS

Do you have a lot of data to turn into a story? Use an Infographic. Highly share-able Infographics boil down huge data to something we can understand. Be sure to include an opt-in link for more information or a related offer in the footer, or elsewhere in the Infographic.

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## QUIZZES

Wildly popular quizzes tell us something about ourselves—which is why we love and share them. Quizzes are easy to create with low-cost quiz applications like playbuzz.com. Ask for an email address to get quiz results, or use a quiz to qualify prospects with questions.

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## PETITIONS

Highly effective for nonprofit organizations. Your headline inspires people to sign. Your email welcome series should begin immediately then inspire them to become a new donor. Use a form on your website, or a vendor, such as Change.org. Run 3 or 4 petitions per year as a regular engagement and list-building tool.

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## JOINT VENTURES

Ask partners in your industry to promote your email opt-in “lead magnet” or a product in exchange for a share of revenue, or reciprocate and promote them to your audience. Pre-package all promotional material for them and make it EASY for them to promote you.

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## COUPONS

Who doesn't love a deal? Use an attractive discount code or visually appealing coupon. 10 day or less expiration date works best. You can ask for an email address if the discount is large enough. Otherwise capture the email address when the coupon is redeemed.

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## CONTESTS

Use caution with contests. They are easy to set up but require a ton of promotion and the participants may only be after the prize so not as highly qualified. Photo contests and content-related contests produce higher quality leads.

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## CHALLENGES

Produces highly qualified leads that usually convert at a much higher rate. This is sort of a “free trial” for professional services, coaches, etc. Keep your challenge short, but long enough to get results. Offer detailed instructions and daily email coaching. Offer super-incentives, such as a deep discount, for participants to purchase at the end of your challenge.

# 27 hot IDEAS

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## BACKSTAGE PASS

We all love “behind the scenes.” It’s like knowing the secret sauce...so be sure to include some “secrets” in your backstage pass pdf or video. Show people how you plan and implement, or how your clients do. Share “takeaways” so they don’t have to summarize.

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## BLUE PRINT OR MIND MAP

A blueprint or mind map is more general in application and focuses on a process that applies to your reader. For example, Facebook Ads blueprint with a calculator to help you understand your profit.

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## 1-1’S

Offer either paid or free 1-1’s. If paid, require payment in advance and use Calendly or ScheduleOnce to allow people to pick their time. No refunds if they no-show. Send out a questionnaire in advance so you can make the most of your time. Same is true for free consultations, but at the end of the call make an offer, or ask for a testimonial. Set aside 1 day per week for these calls to manage your calendar and sanity.

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## PRE-LAUNCH 1-1’S

In advance of launching a new program, offer 20 free consultations (website review, coaching call, tech support) to an audience you target by specific criteria. They share an email address to get the free consult, and during the consult, ask key market research questions to help you create and market your new product. Many will sign up and you’ll launch with testimonials already banked.

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## FREE SAMPLES

Avoid “fulfillment” hassles and delays. Offer free samples of articles, e.g. 10 free articles per month before they are locked out. Course modules, and other digital products can be offered in a “free sample” form in exchange for an email address. Coaches could consider offering one of their entry level programs for free, or having “Open Friday” chats for free Q&A.

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## FREE TRIALS

Great list-builder for products and software. Set trial period for long enough to get results, usually 30 days or less. Use a killer welcome series that is designed to coach your trial user to succeed right away. Sign-up should require only an email address. You can get more later when they can’t live without you and sign up. Be prepared to offer a bonus, discount, or other “kicker” to inspire sign-up—which is okay since you can upsell them later down the road.