

6 Ways To Build A Mailing List

Your mailing list is one of the most important aspects of your business. It's one of the most definite ways you can keep up with your customers. Think of how far social media has come. Your followers want to be able to keep up with you in the event social media disappears one day. Your mailing list will ensure that they are always with you. Here are 6 ways to get people to sign up for your list:

- 1. Sign-In Sheet:** If you have a physical location or you're a participating vendor at an event, have people sign-up for your mailing list the old fashioned way; by signing their name on your sheet.
- 2. Business Cards:** Contrary to popular belief, business cards are still important! Whenever you attend an event you should be giving them out to people you network with. When they give you theirs, ask if it's ok to add them to your mailing list to keep in touch.
- 3. Organize A Giveaway:** Everyone loves a giveaway! Organize a small free giveaway on your site where signing up for the mailing list is the requirement to enter.
- 4. Create An Exclusive Club:** Similar to the giveaway, people love to join exclusive clubs that they think everyone can't get into. Create a club for a certain portion of your customer base. Joining the mailing list should be one of the requirements to join the club.
- 5. Opt-In:** When people reach your website they should be greeted with a quick pop-up asking them to opt-in for the mailing list.
- 6. Email-only offers:** If you're about to run a sale or release a discount code, make it known on social media that this will be an "email-only" deal, and in order to receive it, customers must sign up for your mailing list by a certain date/time.

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