

25 Ways to Grow Your Email List!

Paper, scissors, rock! There are some obvious ideas here. Paper clearly has a useful role. Scissors can come in handy as you cut and paste from various databases. And you will want to rock and roll your way into fame with some of the truly outrageous ideas found among this list. The bottom line: be on the lookout for any opportunity to get someone to sign-up for your emails. You must grow your list.

Keep in mind, you may need to have some incentive or at least be able to present a few reasons (benefits) for people to sign-up. As an artist you have an advantage: “Sign-up and learn about my next open studio”, “Gain early entry privileges”, or, “Preview my newest work before my next public showing”. Be creative. They need a reason (or several reasons) to be on your list.

And then apply that to any of these 25 ways to grow your list:

1. A guestbook or clipboard at live events
2. A raffle or drawing with name and email address required to win. A fishbowl with details helps entice participation. When purpose is clearly stated, this gives you “permission” to send emails
3. Just ask - in any face-to-face situations where the conversation turns to your art
4. During phone conversations with clients – just ask!
5. Go through your current email database and upload your art-related contacts
6. Invite family and friends to join



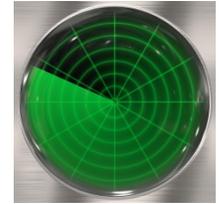
These are ideas for adding email addresses to your list yourself.

7. Add a sign-up box to your website – on several pages and locations**
8. If you blog, make sure you have a sign-up box on that page
9. Consider having a full landing page devoted just to sign-ups with a box and form and lots of incentives and link to that page every chance you get
10. Add a link* to your sign-up form in your email templates
11. Add a link to your regular emails, too
12. If you have a business email account, make sure the link is in the signature clearly asking them to sign-up
13. Put a link in your signature on your mobile devices
14. Add a sign-up form to your Facebook page**
15. Use the iCapture app on mobile devices - automatically add email into your account**
16. Create a “Text to Join” code that automatically signs people up**



17. Create a QR code that, when scanned, goes directly to your sign-up form**
18. Create a board for Pinterest that links to your sign-up form
19. Guest Blogging? Ask to add a link to your sign-up in your bio

20. Optimize your online listings: Yelp, Yellowpages, etc. Get your website link on every one of these free listings and your sign-up link wherever possible.



21. And put yourself on the maps: Google, Bing, and Mapquest

22. Tweet an invitation once a week

23. Join LinkedIn and add a sign-up link to your profile

24. Change your Facebook cover page and invite people to sign-up for your emails.

25. Comment on blogs – only comment where you are truly and authentically adding to the discussion. There will be a link to your website if you registered to post on the site’s blog.



BONUS IDEAS (yes, this is already a bonus material - but we can’t stop at 25):

26. Add Social Share buttons to your emails

27. Add a “forward to friend” link in your emails

28. Use your QR code (the one that goes to direct to your sign-up form) on all printed materials, business cards, brochures, and invoices

29. Print labels with your QR code to put on everything relevant

30. Use QR code on packaging

31. Use QR code on shipping labels

32. Have a large QR code visible at outdoor events – one code for your website and one code for signing up for your email alerts.

33. Keep the sign-up form simple: ask for first name, last name, and email address. Other information may be optional, but don’t make people jump through hoops



Create a ripple effect.
You never know
where the next sale
may come from.

It goes without saying that this list can grow. You surely can do more with various social media sites. The main thing to understand: you want to grow your list and you want to do this in a totally permission-based way. You can send to 30 people today and 300 next month after you have put some of these ideas to work. Just a few of these tips will expand your chances at success.

*Your Email Solution Provider (ESP) should be able to give you the code to create links You can create QR codes for free using some online sites, but you will need to have the URL code.

**Not all ESP’s have these sign-up tools. They are for free in Constant Contact “sign-up tools” section. All codes are created inside your program. “Text-to-join” is there also.