



CHAPTER SIX CHECKLIST: QUICKLY AND EASILY GROW YOUR LIST

- ☐ An email sign-up form is currently on my art website
- ☐ My email sign-up form has an incentive to sign-up
- ☐ If no, consider language you could use to encourage sign-ups. Read Chapter 6 carefully, and adjust your email opt-in form to offer incentives, assure readers you do not share a list, etc.

IDEAS:

- ☐ I have email signup links on my social media sites

If no, use functions on your ESP dashboard to create email sign-up forms that work on Facebook and other sites. Or create a sign-up form on your ESP itself, and use a link to that page in your profiles.

TIP: Shorten the link at bit.ly, where you can also customize it.

List below social media sites where you have included an email sign-up form on your page:

If you are not currently active on social media, consider which sites you would like to explore, such as Facebook, Twitter, Google+, LinkedIn, About.me, Pinterest, Reddit, Instagram, Tumblr and others. The artist profile you create on each of these platforms will give you space to ask for sign-ups and use your link. Just use a few. Don't go overboard especially if your target audience is not likely to be on those sites.

What is your Value?

Artists are fascinating to the general public. Your talent, creativity and lifestyle are of interest to them. What will you share about yourself and your work that will resonate with your audience? List some traits or experiences you have had that will appeal to your audience, and make them want to hear more from you:

Strategy Session:

You will have opportunities on a daily basis to ask people to sign up for your email list. Review the examples in Chapter 6 of the course, and take a look in your Bonus Materials at **25 Ways to Grow Your Email List**

Exercise: Brainstorm ways that you can use to ask for email sign-ups in your own business. Come up with at least ten strategies.

You should make activities related to growing your list a regular entry on your **Marketing Calendar**. Review the calendar you created, and look at ways you can ask for those sign-ups given the plans you have set. For example, having a sign-up link at the bottom of your blog posts. Or, using a QR code that leads to your sign-up form on marketing material in a direct mailing.