



How to Build Your Email List!

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You are about to learn the secrets to building a warm, responsive mailing list. Maybe you already have a mailing list and you want to grow and energize it, or maybe you have never had a mailing list, and need to start one. It doesn't matter where you are in the email outreach journey, this information applies to any business, any mailing list.

Before we get into the nuts and bolts of how to grow your mailing list, we'd like you to consider a few things. First, if you are using social media, the focus of your social media presence should be to drive people to your mailing list. Keep in mind that fewer than 10% of your social media followers will see something that you post. And you can post until you are blue in the face, or until the cows come home, or whatever cliché you like, but you will never, ever reach 100% of your followers with a post, even if you boost it. But with your mailing list *you are talking to 100% of your email followers, 100% of the time.*

Next, understand that your mailing list is the **only** digital outreach method that you actually own. You do not own your followers on social media, and you can be put in "Facebook jail", or "shadow banned" on Instagram or Clubhouse, or even locked out of your social media account altogether, with no warning. When that happens you lose access to **all** of your followers. Poof. **Gone.** But if you have been funneling them to your mailing list, and especially if you have already been communicating with them on your mailing list, this will be nothing more than a minor annoyance, because *you have and own your mailing list.*

Finally, consider that studies show that it takes anywhere from 5 to **28** times for a user to see a particular brand on social media before they decide to buy from that brand. And that 80% of sales happen after the **12th followup**. And that with each passing year users on social media are bombarded with an increasing number of advertisements, which leads to ad blindness. What this all means is that it is very unlikely that any given post or advertisement on social media will prompt someone to buy your product or to sign up for your service the first time that they see it. In fact, ads on Instagram, Facebook, and other social media platforms should not be focused on selling, but rather on driving people back to your website, and onto your.. you guessed it.. mailing list, where you can nurture them with a welcome series that is *designed to lead them to a sale.*

To recap, with your mailing list you:

- Reach all of the people all of the time (*instead of at best only 10% of your followers*)
- Own the list and can't be blocked from accessing it (*unlike with social media accounts*)
- Can guide, drive, and steer the conversation however you want (*like, to a sale!*)

Your Lead Magnet - The Secret to Mailing List Success

If you don't already have a lead magnet (this is something of value that you offer for free to entice people to sign up for your email list), create a 1 to 3 page PDF to use as your lead magnet. Let's say that your lead magnet is a PDF of '7 Ways to Bathe Your Cat'.

We will refer back to this lead magnet in our examples below.

(Lead magnets are covered more fully in our [Email Marketing for Beginners](#) course.)

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Using Clubhouse

If you've spent any time on Clubhouse, using the Clubhouse app, then you know that it can be a richly rewarding place to spend time. You can wander from room to room, and learn all sorts of things, from how to succeed in business to how to sing karaoke, and lots more. You can also speak about your own experiences and expertise in these rooms, and even run your own rooms.

All of this can be great exposure for a brand, businessperson or entrepreneur, but it can also lead one to miss an important point: one of the primary purposes of social media, such as Instagram, Facebook, and, yes, Clubhouse, is to generate leads and new customers *by driving people to your mailing list*. When you think about it, it makes perfect sense. And this is even more true for your followers on Clubhouse, where instead of you showing up as a post in their feed they have to intentionally go into a room where you are, and you have to be speaking for them to hear you.

This is where the power of a lead magnet comes in! Edit your Clubhouse bio to include something near the top of your bio such as "DM me for our free tutorial '7 Ways to Bathe Your Cat!'" In case you are not familiar with the lingo, 'DM' stands for 'direct message', and this tells people to send you a private direct message.

Whenever somebody DMs you asking for the tutorial, you reply and point them to the page where your email signup form is (more on that below). You can do this by private message in the Clubhouse Backchannel, or in DMs through your Instagram account, or by pointing them to the link in your Instagram profile (more on that below too). The more ways you can get them there the better!

But wait, there's more! Now that you have this all set up, if you happen to speak in Clubhouse you can also say something like "To get my free tutorial, '7 Ways to Bathe Your Cat', DM me with the word 'BATH'", and the people who hear you will instantly know what to do.

All that said, the primary way of building your mailing list through Clubhouse is actually done with Instagram. Clubhouse has made it very easy to have people follow you from Clubhouse to Instagram. In fact the connection to your Instagram account is usually one of the first things that people on Clubhouse will look for in your Clubhouse bio. So if you haven't already, connect your Instagram account to your Clubhouse profile. You do this in the settings area of the Clubhouse app; once you add your Instagram profile in your Clubhouse settings the app will automatically connect to your Instagram account, and will put a clickable link to your Instagram profile at the bottom of your Clubhouse bio. If you don't already have an Instagram account you can make one just for this purpose. Either way, make sure that your Instagram account is connected to your Clubhouse account, then read below for how to build your mailing list using Instagram. With the Clubhouse-to-Instagram setup you will be driving your Clubhouse followers through your Instagram account and onto your mailing list, as well as also capturing those people who find and follow you directly on Instagram.

Using Instagram

Your Instagram profile has one place where you can put a clickable link, so make it count. A lot of people put a linktr.ee, msha.ke, or linkin.bio link here. Don't do that. Why would you send your hard-earned followers to somebody else's web property?

Instead, make it a link to your website, and specifically to a page on your website which has your email signup form. If you want to make it look exactly like a linktr.ee page, hey, feel free, just make sure that you are sending people to **your** page on **your** website with *your email signup form*. If you don't already have your own website, most email service providers will host a free landing page (which is basically a one-page website) with your email signup form for you.

(If you don't already have an account with an email service provider (which is where you get your email signup form), or you don't know how to create a signup form, or where to put it, see our [Email Marketing for Beginners](#) course, which covers all of these things, and much more.)

Now the fun begins! In your Instagram profile add something along the lines of "Get our free tutorial '7 Ways to Bathe Your Cat'! Hit the link!" (Of course, unless your business involves cat bathing, yours will actually say something different.) You can also say that they can DM you for more information about your cat bathing tutorial, and then you can point them to your web page with your signup form in a DM (where links that you share are also clickable).

Using Facebook

Using Facebook to drive people to your mailing list works exactly like using Instagram; put your link to your web page with your email signup form right in your profile or on your Facebook page (depending on which you have), along with some text telling them about your lead magnet and how they can get it.

On Your Website

If you have your own website be sure to put an email signup form somewhere prominent and above the fold (that means in the top area before people have to scroll) on whatever page or pages are most viewed. If your website has a sidebar put a second one there as well. Your email service provider will let you make unlimited signup forms, of all different sizes, so that you can put a smaller one on your sidebar.

In Email

People often overlook that they can invite people to join their mailing list right in other email that they send! For example, in receipts, in one-to-one business correspondence, or in any other business email. You can even offer your lead magnet. For example:

"Hi Marcia! Thank you for your order of our Super Deluxe Cat Bath Towel! We'd love to gift you our '7 Ways to Bathe Your Cat!' You can get that (link to signup form)."

Finally...

As we always say, your mailing list is the place where you turn leads into customers, where you turn customers into repeat customers, and where you turn repeat customers into raving fans! So don't wait another day! Start building and growing that email list today, and before you know it you'll have a cat bathing empire!

We hope that you have found this information about How to Build Your Email List helpful, but we also know that it can be confusing if you're not already used to building a mailing list. So if you have any questions feel free to contact us at help@gettotheinbox.com!

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