

Top 50 List Building Tips Just for Speakers

Simple strategies to help attract new contacts and
take your email marketing to the next level



Rae-Ann Ruszkowski
Your Ultimate Wingman
From Marketplace, to Website, to Wallet....

Raevolutionary Concepts
888-724-7517 RA@RaevolutionaryConcepts.com
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When it comes to building awareness, establishing credibility, and marketing, you know how valuable your email list can be. But coming up with new ways to get people to sign up for your emails isn't always easy, and frankly, many speakers, especially Emerging Speakers, have lots of gaps. I've put together this list of growth ideas for building your email list. Use this special report to grow your list and take your email marketing to the next level! Always keep your audience at the forefront and make the lure of following you irresistible! Provide them value to make it hard for them to say no.

Find out...

- More and better ways on how to use events to help grow your list
- How to use print material to get people to sign up
- How to use social media to grow your list
- How to use Incentives and giveaways to grow your list
- How to ask people to join your list "face-to-face"
- How to grow your list on your website or blog
- How to design your emails to help reach new contacts
- How to grow your list with email

There are well over 75 ways to build your email list, these are the top 50 to get you started!

Social Media – Online Platforms

Everywhere you are online, you should be creating consistency and telling the story of your brand. From colors, images, font, content, and links, use every opportunity to drive traffic and build your lists.

As an Emerging Speaker, you are responsible for creating the demand for your content, your topics, and you as a Speaker. Building your lists increases your exposure, access to meeting planners, among many other benefits.

In the next few pages, I've listed out some of the best ways for Speakers to grow their lists from online efforts.

Social Media – Online Platforms

1. Update your social media profile bios, about pages:

On LinkedIn use one of the website link slots to 'Signup for my Newsletter' or 'Get my Updates' on..., or 'Search Tips Series'; On Twitter, Facebook, and wherever you have a profile, add a link for your newsletter sign up form.

2. Facebook: Include on cover photo, tab – signup form, contests, incentives

Add a Call to Action box on your cover photo reminding visitors to sign up for your newsletter below, include a newsletter sign up for in your tabs, use contests and incentives such as downloads to get additional list additions.

3. Promote Social shares

Add social share buttons at the top of your emails, and encourage people to share your newsletters. Offer a bonus to individuals who tweet out or share the link for your download or e-book.

4. Tweet it – at least once a month

That's right, share something from a recent post or a quote, and tweet: 'for more of my tips / jokes / money saving ideas, sign up here: (add link)'

Social Media – Online Platforms

5. Effectively use your Youtube channel:

Include calls to action in your videos, or text call to action buttons on your videos and your profile. Can also add in the description. [For more on Youtube and video setup, click here.](#)

6. Google plus:

Include a link for your sign up page in your community circles and profile

7. Host a tweet chat

Tweet chats are similar to forums, but are chats on a specific topic. It's a great place to establish your expertise and credibility, and a way to promote a link to follow you.

8. Put on Vine

Create a 6 second Vine video, and incent people to sign up to follow you.

9. Sample your content or 'visualize' your story / topics on Pinterest, and also include signup link

Pull out quotes from your content, create infographics, pull out other interesting ways to create a visual for your topics or speeches, and post of Pinterest, even do incentives, but all can / should have a link to your sign up form with a call to action

Social Media – Online Platforms

10. Your online channels – SoundCloud, Speakpipe, Blogtalk Radio

Include a call to action (CTA) in your shows and the associated profile pages

11. Put calls to action for email signup on images using PicMonkey

PicMoney allows your to put text calls to action on your pictures.

12. Customize online profiles such as Yelp or association directories.

Highly overlooked, most people don't review or update their listings. These are perfect places to put a 'follow me' link.

13. Create an online survey.

Creating an online survey is the perfect opportunity to build your list by asking for an email if the person would like to see the results of the survey and learn what you intend to do with the survey results.

14. Request or promote in emails

15. Use an app for in person requests

There are several good apps depending on your email system, to entice a signup

16. Facebook sweepstakes / facebook coupons

By offering a contest, sweepstakes, offering coupons or incentives, facebook is a great place to drive list building. It's one thing to have a follower, another to get the email.

Web / Alternative Tech

17. Create a landing page

Use a targeted, focused landing page with a video to drive list signup or downloads

18. Use an optin form on website – be strategic

Opt-in forms can be placed anywhere on your website, and can serve different functions, as well as be conditional.

19. In Email signature lines

20. Guest posting / comments

Offering to guest post gives you the opportunity to build traffic and signups. When you comment, you can include a site or signup link.

21. Use QR code

QR codes can be used for specific pages, forms, and on all kinds of materials.

22. Use text to sign up at events

You can offer a text to sign up within or at the end of your presentation.

23. Ask to join list on Event registration pages

24. Collect emails from those who signed up for a Free Consult

25. Run (A/B) tests on your calls to action by changing up the wording

Web / Alternative Tech

26. Online payment forms for events, products, e-books

Can do within certain email platforms (like Constant Contact)

27. Create a specialized Tips series

Offering a specialized tip series or quote series, brings people onto you list who might otherwise not find you or sign up.

28. Create Offers

Email systems like Constant Contact offer the ability to create, send out and promote specialized offers for your product, service or event. Offers drive signup.

29. Create a Loyalty Program

30. Offer incentives / downloads / expert series

31. Include sign up link in your newsletters

32. Include Social share buttons to emails

33. Signup form on your website – or use a sign up form with having a website!

34. Included within your Landing page intro

Offline – In Person - Live

35. Host webinars / teleseminars / teach a class / host a meetup

Hosting webinars, teleseminars and meetups allow you to quickly grow your lists through the registration process, and within the events themselves. Don't forget to offer something value to encourage signups.

36. Do guest posts for your events or where you are speaking, offer to host pre-event chats, conferences, workshops and have people sign up

There is tremendous value in offering to do this and not just for your list building strategy. This is powerful when trying to build awareness, establishing credibility, and getting more connected to your audiences.

37. Ask your existing people in your contact list

Ask the right people to join your lists, and also ask them to refer / recommend your signup page to others in their network who may gain value from knowing you

38. Fishbowl at your table

Never overlook the power of a fishbowl for a raffle, prize or recognition.

39. Offer incentives to partners / network associates

When doing a launch or blitz, it is sometimes valuable to enlist the aid of partners by offering them something in exchange.

Materials / Publications

40. On all Marketing Materials, labels, stamps, signage

Always include a link to follow you / sign up on all your materials.

41. Create an incentive product, download, recording, 'first look'

People sign up when offer matches interest and perceived value is greater

42. In online and download materials like e-books, slideshares, kindle books, amazon profile

Often overlooked, always includes links to sign up forms, social media, in all materials

43. Raffles (everybody likes to win)

44. Table signs

45. Give-aways at events (same or different than raffle, be creative)

46. Signup sheets at events

47. Newspaper articles (include in bio or tagline)

48. Create a print ad, add to online classified sites (be smart, you don't want 'everybody')

49. Create consistent content or build a portfolio of content

50. Be an event sponsor , kids event programs; church bulletins with related content ad

Conclusion

With the right email program, strategy, you can knock out a majority of these tips in just 1 platform.

As an Emerging Speaker and team of 1, you need to build your list quickly, constantly, consistently, and need to supply valuable content to your contacts so you can nurture relationships, and gain valuable marketing insight / measures about your lists.

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In addition, I will help you get off the ground, and setup your first event and integrate it into your Facebook and/or website, and help you promote it (a \$275 value). This offer is valid to Speakers and Small Businesses who Speak for leads.

I am Rae-Ann Ruskowski, a Speaker who knows Speakers and the Speaking business; Your Ultimate Wingman, taking you from website to wallet. I provide key business development insight / analytics and integrated marketing efforts your won't get anywhere else.

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Build relationships from the inbox that keep customers coming back.



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SinglePlatform
Customize your online listings and stand out to new customers.