

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## Tool #2 - The Top Ten Smartest Things You Can Do To Get More Subscribers

Once you get your mailing list up and running, the next thing you're going to do is start wondering how to get even more subscribers. *After all, who doesn't want to build a bigger list even faster?* And that's exactly what the following ten tips will help you do.

*Let's jump in...*

### 1. Create Multiple Lead Magnets

When you first get up and running, you'll do your market research and create one lead magnet that your audience is sure to love. However, over time, you'll want to create multiple entries on your mailing list (*and in your sales funnel*) by creating multiple lead magnets. That way you can appeal to a broader audience. Just be sure to segment your list according to the lead magnet a subscriber requested.

For example, maybe you have a newsletter for amateur bodybuilders. You might offer a free bodybuilding guide as a lead magnet. Then over time, you can create other lead magnets such as:

- ⇒ A video demonstrating common lifts.
- ⇒ A checklist for getting started with bodybuilding.
- ⇒ Meal plans and recipes for bodybuilders.
- ⇒ A bodybuilding nutrition guide.

And similar types of lead magnets.

*Next...*

## **2. Optimize Your Lead Page**

You may have an awesome lead magnet, and you send high-quality content to your subscribers, but no one is going to sign up if your lead page doesn't do a great job of effectively conveying the benefits of opting in. That's why you'll want to test and track your lead page to optimize conversions.

**TIP:** You'll need a tool like SplitTestMonkey.com or similar to test and track conversions.

Here are the items on your lead page you can split-test in order to boost response:

- ⇒ The overall design of your lead page, including graphics.
- ⇒ The headline (*this is one of the most important factors to test, so make it a priority*).
- ⇒ The call to action.
- ⇒ The list of benefits you're presenting.
- ⇒ The lead magnet itself. (*Try different offers and gauge response.*)
- ⇒ A text sales page versus a video sales page.

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## **3. Encourage Subscribers to Refer Friends**

Your happiest subscribers can also become some of your best ambassadors, which is why you'll want to encourage your subscribers to tell their friends about your mailing list. For best results, offer your subscribers an incentive.

*E.G., "Get the free organic gardening video when you tell your friends about us on Facebook! Click here to get started..."*

## **4. Offer Discounts**

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While we talk a lot about lead magnets that are digital products – such as reports, videos, courses, membership sites and similar – another way to draw people into your sales funnel is to offer discounts.

For example, you can offer a 50% discount coupon on the subscriber's first purchase. One benefit of this particular lead magnet is that you're going to get a lot of *"ready to buy"* customers joining your list versus some of the freebie seekers and tire kickers that other lead magnets tend to attract.

### **5. Provide a Free Trial**

If you have a membership site, software, or some other type of subscription, then another good way to build your list is by offering a free trial.

For example, you can offer a one-week or even a one-month free trial inside a membership site. Or you can offer a *"lite"* version of an app or software in exchange for an email address. You can then send onboarding emails that get people using their free trial while also encouraging them to upgrade to the paid version.

### **6. Create Laser-Targeted Ad Campaigns**

If you want more subscribers, then you're going to need to get more traffic to your lead page. And the more laser-targeted traffic it is, the faster you'll grow your list.

Here are some good ways to generate targeted traffic:

- ⇒ Do guest blogging on targeted, high-traffic blogs.
- ⇒ Post ads on Facebook, being sure to select a targeted audience.
- ⇒ Post ads on micro-targeted niche sites.
- ⇒ Do joint ventures with people targeting the same niche.
- ⇒ Drive your social media followers to your lead page.

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## **7. Create a 100% Commission Offer**

The idea here is to create a paid product and then offer your affiliates 100% commissions for every sale they make. They get the frontend profits, but you get to build a list of proven buyers – meaning you get all the profits on the backend from repeat purchases.

## **8. Embed Opt-In Forms Everywhere**

*You've got a lead page, right? And where else do you have opt-in forms and links to your lead page?*

The answer should be everywhere. Not only should you place a form or link throughout your website, but you should also have opt-in forms on social media as well.

For example, you can create a “newsletter” tab on your social media page, including an enticing lead magnet, and collect email addresses right on social media. *(You'll need an email service provider that's created an app to do this such as Aweber.com.)*

## **9. Run a Viral Contest**

Running a contest is a great way to build a mailing list fast. Even better is if you create a viral contest.

For example, you can use an app like Rafflecopter to give extra free entries into your contest to anyone who shares the contest on social media.

Just be sure to keep your contest list segmented and separate from the rest of your list because generally contest entrants need a little extra nurturing in order to warm them up.

## **10. Develop a Great Reputation**

The idea here is to be sure you provide a lot of value and strive for excellence in everything you do.

This includes:

- ⇒ Creating high-quality content for your mailing list including sharing some of your BEST content with your subscribers (*ideally something they can't find anywhere else*). It's a good idea to specialize in one subtopic and become the "go to" expert for that particular topic in your niche.
- ⇒ Creating high-quality products. Just as with your newsletter, your products should offer something that your audience hasn't seen anywhere else. You can pioneer new strategies, offer fresh tips, provide unique content such as case studies, or even just approach the topic using a unique angle.
- ⇒ Providing exceptional customer service. You want everyone who visits your website and / or contacts you to walk away with a good feeling about your business. To that end, be sure to provide prompt, professional service.

As your reputation for providing a lot of value grows, people in your niche will hear about it – and they'll naturally want to join your list in order to get your content and product recommendations. In addition, running a high-quality list and business makes it easier for you to retain customers and other subscribers which is a big key to building a big, profitable list!

## **Conclusion**

You just discovered 10 good ways to get more subscribers. However, don't cherry pick your way through these ideas. For best results, apply as many of them as possible, and then you'll really see your list grow.