

JUMPING THROUGH  
*hoops*

A hand is shown typing on a laptop keyboard. The background is a warm, golden-brown color with several glowing white envelope icons floating around. The text "5 STEPS TO HELP YOU GROW YOUR EMAIL LIST" is written in a bold, black, handwritten-style font across the center of the image.

# 5 STEPS TO HELP YOU GROW YOUR EMAIL LIST

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## **'BUILDING AN EMAIL LIST IS BY FAR THE MOST EFFECTIVE WAY TO BUILD AN AUDIENCE AND SHARE YOUR MESSAGE WHILST KEEPING YOUR COSTS DOWN'**

As entrepreneurs growing our email list is one of those things that we know we should be doing, although somehow many of us tend to shy away from it and put it on a back burner.

Creating an email list is however, honestly the best way that you can market yourself today. It allows you to build your audience base and attract your ideal client. Social media is fast becoming more and more overcrowded and it seems that you need a marketing budget of a millionaire to get your paid ads seen on the likes of Facebook and Instagram.

Building an email list is more simple than you may have been lead to believe and here I want to share five steps to help you get your email list underway.



## CHOOSE AN EMAIL MARKETING PLATFORM

There are so many platforms to choose from which suit every budget. I started out using Mailchimp and then moved over to Wix but I was recently converted to Flodesk when I fell in love with their templates, graphics and ease of use. I use Flodesk to send out my weekly email campaign to everyone on my list as well as create new opt ins and work flows. My advice would be to shop around for the best platform to suit your business and your budget. Flodesk offers a 30 day free trial and if you decide to sign up thereafter you can get 50% off using my affiliate link making it \$19 per month instead of \$38.

My Flodesk affiliate link: <https://flodesk.com/c/83AX1M>

## CREATE A FREE OPT IN

Most people will not just sign up to your list unless they have a reason to. Give people a reason to sign up to your list by creating a free giveaway. Think carefully about what your free opt in could be, how can you solve a problem or provide a solution to someone? You do not need to spend a long period of time on creating your free offer but make it look attractive by using eye catching graphics and make it easy to follow. I love Canva and use it to create nearly all of my giveaways as well as my paid for resources. Some examples of free giveaways could be free tips and advice relevant to your business/service or a free quiz or video tutorial. Once you have created your opt in you can easily link it to your chosen email marketing platform and website so that when people sign up to your list they are re directed to your free giveaway. Make sure that you capture an email address before your subscriber receives their free giveaway and always stay GDPR compliant by never sharing their email address with a third party and always offer an easy way for them to unsubscribe from your list should they wish.

## NETWORK

Once you have created your free opt in how do you plan to share it with people? The best way for you to do this is to get out and network with others. whether it be online or face to face. Social media is the best place to be able to reach more people and to be able to share your opt in link easily. Be careful not to spam people though. Nobody likes a spammer and when you post links to multiple groups on the likes of Facebook you are in danger of being blocked from various groups as well as from Facebook itself. Join relevant groups on Facebook where your ideal audience hang out and where you feel you can make a valuable contribution and offer good advice. Form real and human relationships with others and seek to give more than you plan to gain. Look at also networking on other social media platforms which aren't as crowded as Facebook such as LinkedIn and Pinterest. I personally find Instagram a tricky one to keep up with due to the ever changing algorithm but keep it real and always be authentic, make an effort to engage on others posts and start to grow and nurture a real audience.

## GAIN THE TRUST OF YOUR AUDIENCE

Once you start to gain subscribers you need to start to foster a relationship with them so that they remain on your list and don't unsubscribe. The key is to gain the trust of your audience so that they really feel like they know you, and when it comes to selling to them they will be more inclined to buy your product/service over that of someone else offering the same or similar. Getting your audience to know, love and trust you is key and you can do this by speaking with your audience on a regular basis via your email blog/campaign. Do not be tempted to hard sell to your audience and never jump on them with sales pitches the moment they subscribe to your list. Approximately one in five of your emails to your subscribers should contain a sales pitch. Keep your emails consistent. I send out my email campaign once a week to everyone on my list. Your email content could include interesting things that you have been up to, tips and advice, recommended books to read, podcasts to listen to, films to watch or anything that is relevant to your business/service and that will make a good read. Your emails need only be short and sweet, you do not need to spend hours coming up with content but make it memorable and leave your audience wanting more.

## BECOME THE GO TO EXPERT IN YOUR FIELD

If you can become the go to expert in your field then you will find it easier to build and keep an email list which consists of your ideal clientele who will repeat buy from you. There are many ways that you can establish yourself as an expert but the best way to do this is to leverage any media opportunities. Think about your business story (story sells), have you got a motivational story behind your business? What are you offering that is unique? Think outside of the box as we all have a story to tell. Your local newspaper or radio station will always be looking for good stories to feature. Can you offer expert advice, blogs, tips etc on topics relevant to your field? Can you guest blog or feature on podcasts of those who have an established audience? Twitter is a great place to seek out media opportunities as journalists seem to hang out there. A great hashtag to follow is #journorequests as journalists will use this hashtag when looking for case studies to feature.

Hopefully some of these tips have been useful to you. The key is in staying consistent as results are achieved through consistency.

If you would like more advice, tips and motivation then pop over to instagram and follow me at @iamhannahmurphy or tune into the Jumping Through Hoops podcast which is available to listen to on most podcasting platforms.

**HANNAH X**