

# How to Grow your Email List

By Beth Hewitt

*Thank you*

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Image courtesy of artist Lawton Chiles

# Chapter 1

## Turning your website visitors in to Subscribers

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How many times have you heard the saying, “the money is in the list”? Whilst you might be sick of hearing it, the truth is that you need to start building your list sooner rather than later.

But let’s get things straight. Having a massive list is not going to make you an overnight internet success. If you haven’t taken the time to build a relationship with your subscribers, you are going to fail at the first hurdle.



**Rule Number One:** Once you start building you list make sure you email them more than once a year!

**Rule Number Two:** Don’t hide your signup box on your site, because you are not sure what to send them or even understand how your auto responder works.

**Rule Number Three:** Don't feel sad if you only have 2 people on your list. We all had to start somewhere. Do feel sad if those people on your list are your mom and your significant other!



Have you broken some of these already? No worries. ...this e-book has got you covered. Over the next seven chapters I am going to walk you through seven of the most popular and effective ways to grow your email list. And all you have to do is read AND take action.

### Create a Fabulous Opt-In

What is an opt-in anyway?...Ok let's go back to basics. An opt-in is a product or something you give away for FREE in return for your web visitors email address. There a lots of things you can give a way for free.

- An 'how to' E-Book
- A 5, 7, 10 day E-course
- Training Videos
- Monthly Newsletter

Have a look around a few blog in your niche to get an idea of the kind of things other people are giving away in exchange for peoples emails. Put yourself in your visitor's shoes. What kind of offer would you be prepared to hand over your email address for?

Furthermore, consider what the typical visitor to your website would be looking for if they landed on your site?

If you have a fashion site, maybe offer an ‘ultimate guide to looking good this summer’

If you have a relationship website maybe offer ‘How to save your marriage in 10 simple steps’

Get the idea?

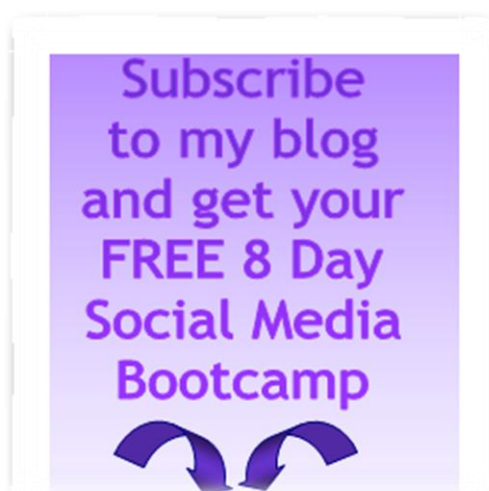
All you have to do is find out what your visitors need and then deliver it to them. But the most important thing of all is making sure you get them to opt-in to your list BEFORE you give them the goods. Otherwise they'll grab the goods straight from your site, say a silent 'thanks' and head on their way and we don't want that to happen.

### So how do I collect the email?

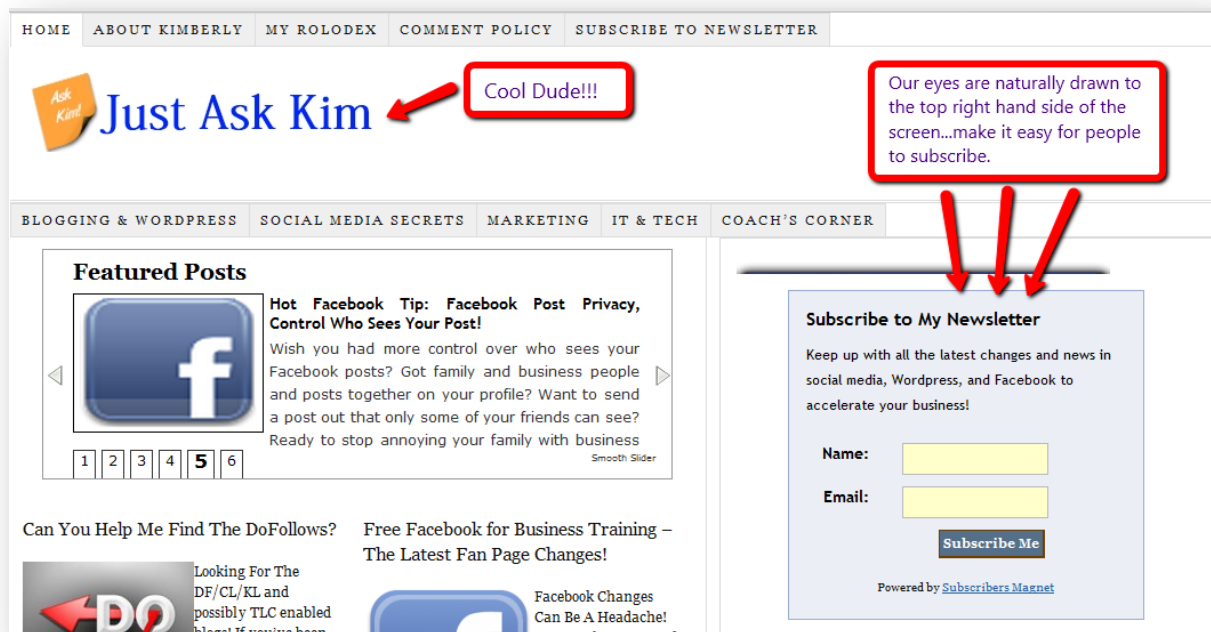
There are lots of ways you can collect email, these are just a few of my most favourite and effective.

#### Optin Box

On your website have an ‘optin box’. Having a video above your optin with a clear call to action is also really effective. Tell your visitors what you want to share with them and tell them where to put their details to get their hands on your irresistible offer/product.



I find this works best if your optin box is on the right hand side of your website within eye view without them having to scroll up or down. Proven tests reveal that most people's eyes are drawn to this section of your website automatically.



If you are wondering where you can create an optin box, check out these auto-responder options. This is where you can create your emails and newsletters and eventually manage your MASSIVE list!

If you want a traditional email auto responder check out

## Get Response



If you are interested in using video email campaigns check out

## Talk Fusion [\(Click the Link below for more Info\)](#)

An advertisement for Talk Fusion's video communication products. The main headline is "8 CUTTING-EDGE VIDEO COMMUNICATION PRODUCTS". Below this is a video player showing a "Happy Anniversary" video. To the right of the video player is a list of products: VIDEO EMAIL, VIDEO CONFERENCING, LIVE BROADCASTING, VIDEO SHARE, VIDEO BLOG, VIDEO AUTO RESPONDERS, E-SUBSCRIPTION FORM, and FUSION WALL. Below the list is contact information for Beth Hewitt, including her website, Skype handle, and email address. The bottom of the ad features the Talk Fusion logo and the text "LEARN MORE!".

8 CUTTING-EDGE VIDEO COMMUNICATION PRODUCTS

- VIDEO EMAIL
- VIDEO CONFERENCING
- LIVE BROADCASTING
- VIDEO SHARE
- VIDEO BLOG
- VIDEO AUTO RESPONDERS
- E-SUBSCRIPTION FORM
- FUSION WALL

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TALK FUSION LEARN MORE!

## Opt-ins on Every Page

If you take a look around other people's websites you will find sign-up form on every page. If your opt-in box doesn't appear on every page you can add a sign up form under each blog post/webpage.

## Pop-ups:

There is divided opinion about the use of popup boxes on websites and blogs. Make sure that whatever you offer in a pop-up isn't just a sales pitch. The idea is to get people to leave their email address not make them run a mile.

However what anyone says, pop-ups are very much alive, kicking and effective. My advice should you choose to use a pop up is to use one of the more sophisticated pop-ups which you can set to only appear when people are about to leave your site. You can even get pop-ups to only appear a certain number of times for any particular visitor so you're only showing your offer once and not every time they stop by.

If you have a Wordpress Blog or even if you don't, I highly recommend **Action Popup**



**Action PopUp**  
Instantly Quadruple Sales and Opt-Ins

## Email Optin Sentence

An effective method that I like to use it to have a call to action sentence right at the end of your post; unlike the previous methods this doesn't involve a physical optin box on the page instead it is merely a hyperlinked sentence offering more information, a product, e-book etc that relates to the post your visitor has just read.

So for example if you your reader has just read an article on how to get the perfect bikini body you would have a sentence that reads something like this.

**“If you would like \$10 off your next spray tan check out this link”....**

You can then link to a splash page telling them more about your offer with a place for them to provide their e-mail in return for the voucher.



## Chapter 2 Guest Blog Your Way to More Subscribers

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If you have a blog you probably know a thing or two about blogging and if you have been moving in the blogging circles for some time now you probably have a few blog favourites of your own.

Generating subscribers from your own blog is one thing, but what if I told you that a little known method of utilising guest blogging opportunities could reap you even more rewards.

First of all, finding someone to guest blog for is not as hard it may seem. In fact if you are anything like me, you would be more than happy to provide someone with a regular blog spot, just to take some of the pressure off from time to time.

So how will becoming a guest blogger create additional subscribers? Well there are two main ways.

- 1.) Firstly appearing on the blog of someone in a similar niche as you or who is already well-regarded in the industry will do wonders for your trust worthiness. People are more likely to hand over their name and email address if they have been recommended by someone else they already trust.
- 2.) Secondly it extends your reach. By guest blogging you are significantly increasing your centre of influence. Especially if the person you are guest blogging for already has a large circle of influence.

So before you decide that you don't have the time to guest blog think again and if you have been asked to guest blog in the past and

have put it on your to do list, think how lucky you are to have been asked in the first place and seize the opportunity.

In fact I invite you to be a guest blogger...simply head over to my website by clicking on the picture below and leave me your details.



**Guest Bloggers Wanted**



Name:

Email:

 **Submit**

 *We respect your privacy*

*Email Marketing by GetResponse*

## **So what do I do now I have a blog to write on?**

**The fact that you have been approached or have had some agree to let you write on their blog shows that you have something that their readers will probably love.**

**But don't get wrapped up in the excitement too much. Do you due diligence and understand the target market of the blog. Take time to read past posts and study the comments of other readers. What areas are typically covered? What questions are the readers wanting answered? (You get brownie points for doing this!)**

**Now once you have an idea of topic, make sure you familiarise yourself with the general length and style. How are the blog posts usually written are they funny, are they short and sweet, and are they in-depth? Are they instructional are they how-to's?**

**You will also need to consider the format of displaying your information. Will it be written text, will you use video, slide-share, audio, pictures, photographs, graphs. The trick is to fit in to the style of the blog but at the same time show your own unique flair.**

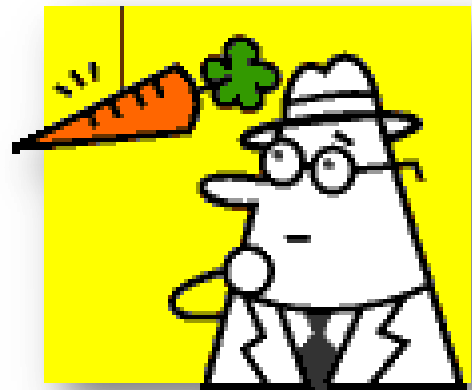
### **Remember your aim!**

**It is easy to forget why you are guest blogging in the first place. But remember that your ultimate aim is to generate interest in your own work, blog, product and business so be sure you have a tactic for getting people to sign up to your email list.**

**Mention your irresistible offer, mention your must have everything you need to be a success newsletter and don't be scared to low your own trumpet. (But be subtle!)**

**Write you blog post in such a way that you pique their interest, you offer great FREE advice, but you don't give them all the goodies.**

Hold something back and let them know that there is more to come from you, once they sign up to your list. Now dangle that carrot in front of them...or if that doesn't work get out the chocolate.



Always remember to be a graceful, appreciative and thankful guest blogger. Make your personality shine, show people how kind you are and do everything you can think off to get your host as much exposure to their blog. Tweet it, Facebook it, Syndicate it, Share, Share and Share again.

You never know you might get asked back!

So that truly is how simple and effective guest blogging really can be. But if you are still not sold and would like to learn even more about guest blogging, be sure to check out this report.

**Better than Article Marketing?** [Click Here](#)  
**Find out How You Can Get your Message  
*Directly* In Front of your Potential Customers.**

Now go make a list of your top 5 favourite blogs and approach the author. Might sound scary but you have nothing to lose and literally everything to gain...you could even ask me, I don't bite.  
(Much)

# Chapter 3 Increase your Leads with Article Marketing

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There has been a lot of debate about whether article marketing is as effective as it was maybe 3 years ago. Whilst I agree that things have certainly progressed at a rapid speed in terms of internet marketing and new web 2.0 technology article marketing still provides a great way to receive targeted traffic for free for life.

But if you are going to use article marketing in the right way you need to know a few things. Whilst writing an article sounds simple enough, there are a few techniques you should employ to ensure that the content you write is reaching the people you want to attract. So let's get started....

## Writing the Article

The biggest mistake people make is to choose a topic and then write an article on it. Sounds silly but if you want targeted leads you need to be a little more crafty.

First of all, work out the path you want the reader to follow before opt in on to your e-mail list. Writing an article about flower arranging and then offering them an opportunity to subscribe to your dog grooming newsletter is not going to make you a huge list.

Be congruent, it should make sense why someone reading a flower arranging article would want to opt on to your list. Perhaps because you are offering an e-book on how to create amazing flower displays for their friends and family.

Ok so the first thing you are going to want to do is choose a sensible path. Many internet marketers do this in many different

ways and by having a number of different products and offers. Appealing to a number of different people will always increase your chance of capturing email addresses.

Second, choose an effective title for your article. You want to make people want to read your article well past the title. Once you have something in mind. Do a quick Google key words search to see how much traffic that particular key word is getting.

Whilst you want to get a lot of eyeballs on your article you also don't want your article to get lost in and amongst the competition.

Now once you have a great catchy title with hot keywords make sure you use those keywords a few times throughout out your article. This will increase the chance of your post showing up in the search engines. Try to use the keywords in the title, first paragraph, last paragraph and somewhere else in the body of your article.

Remember your article doesn't need to be too long. You want to deliver great content that hooks your reader, makes them want to know more and doesn't make them fall asleep. *"ZZZZZZZZzzzzzzzz"*

If you are still struggling to get your head around article marketing check out this short video below by clicking on the picture.



**TALK FUSION**  
Solutions for a Better Life

The graphic features a central video player showing a screen with the Google logo and a hand-drawn arrow pointing to it. To the right is a glowing yellow lightbulb. Below the video player are controls for play, volume, and time (00:02 / 01:46), along with 'REPLAY VIDEO' and 'FORWARD VIDEO' buttons. At the bottom right, contact information for Beth Hewitt is provided: <http://www.bethhewittonline.com>, Skype: beth.hewitt80, [bethhewitt@btinternet.com](mailto:bethhewitt@btinternet.com), and [www.talkfusion.com/1439649](http://www.talkfusion.com/1439649). The bottom center has the 'TALK FUSION' logo with the tagline 'LEARN MORE!'.

## Resource Box

The resource box is essentially one of the most important parts of any article you write. If you have a well written article with all the ingredients to make people read through to the end then you will now have eyeballs on your resource box.

The resource box should entice your readers to take the next step. It should be an extension of your article and should also be congruent and feel like a natural flow of information.

So if you have just written an article on dog training your resource could read something like this.

“The initial weeks of training are very important, but the follow up is crucial! Learn the number one thing that you must do to help your puppy retain his training – click here to grab the free report how:

**Beth Hewitt - Social Media Geekette**

**[www.bethhewittonline.com](http://www.bethhewittonline.com)**

“The initial weeks of training are very important, but the follow up is crucial! Learn the number one thing that you must do to help your puppy retain his training” – click here to access this great **[dog training e-course now:](#)**

## Submitting your Article to Directories

Whilst this can be time-consuming, it is a critical part of the process. You will get more results when you submit to multiple sites. One of the best article submission sites is [Traffic Geyser](#) you can find out more about that at [Traffic Geyser](#).

However if you want to start out small, I highly recommend you check out the following article submission directories and take your time to build your profiles.

<http://EzineArticles.com>

<http://GoArticles.com>

<http://ArticleDashboard.com>

<http://SearchWarp.com>

<http://ArticleBase.com>

<http://iSnare.com>

If you spend time learning how to do article marketing the right way you will receive endless leads for many years to come. So it is extremely important to not overlook article marketing as a method to generate leads for your business.

If you are interested in finding out more about how to become a killer article marketer, I highly recommend you check out this following course.



## Chapter 4 Consider Joint Ventures to Increase your list.

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For some strange reasons, our human nature makes us want to do things alone. We get great satisfaction from achieving our dreams and goals with our own fair hands and whilst it might be very rewarding to achieve so much this way. Is it entirely sensible?

After struggling with this myself for a long time, it wasn't until I started networking and reaching out with people on a whole new level that opportunities started appearing all over the place. Why? Because there is power in number!

Finding people you resonate with, finding people with different skill sets and with different knowledge than you is an extremely smart move. Internet Marketing done right is about leveraging your time and effort to make effective efficient solutions.

So first off all what is a Joint Venture and how is this going to increase your e-mail list? Well a Joint Venture also known as a JV is when two or more individuals (or businesses) come together and pool resources, expertise to achieve a common goal.

Here are a number of ways you can partner with others to build your list:

**E-mail** – if you both have an e-mail list that you are actively growing. Simply ask your JV partner to tell their list about you, maybe sharing your latest blog post, a product that you recommend, or an upcoming webinar that you are presenting. In return you will do the same for your list.

**Give-away** – Everyone loves a freebie. Consider giving free content away in the form of an e-book, course or digital product for your JVs list. Make sure what you offer is relevant to their list and make sure that it will impress people to want to find out more about you.

**Guest-Blogging** – We have covered this above but as well as writing for on other blogs, consider people who own ‘authority’ sites and contribute there as an author. Make sure you have a call to action at the end of the post with a clear link to you sign-up page.

**Train their list** – If you really want to impress your JVs list offer to do some free training. Even better you could even record the webinar and give your JV partner full rights to give it away and sell! I highly recommend [Talk Fusion](#) for an all round video communication tool for your business.

So get out there, make a list of all the top business people you know and go make them an offer they can't refuse.

Oh and if you want to join a group of people who are great to hang out with, I highly recommend you check out the TSA Mastery.

**It's FREE!**



# Chapter 5

## Using Social Media to Grow Your List

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If you haven't heard of a little ole things called Social Media where on earth have you been? Whether you love it or hate it, Social Media is here to stay and it's a sure fire way of building your list, here's how.

Of course there a literally hundreds of social networks and social bookmarking sites out there and I don't have the time to go through all of them right now, but what I can do is tell you about some of the biggest those being, Facebook, Twitter and You-Tube . Millions of people go to these sites daily and it is important not to overlook them in your list building strategy.

- Send out regular Tweet and Facebook posts to articles on your blog then get subscribers to opt-in when they get to your site.
- Give away a free e-book on your Facebook Fanpage in exchange for their e-mail.
- Whenever you do a video, put a link back to your blog or specific Splash-page.



Make it easy for others to get the word out for you, by having ‘Share’ buttons on your blog. If you continuously offer great advice and network well with people, you will have no trouble getting others to Re-tweet your content and the more Retweets you get the more sign ups you will get.

**Use a [Splash Page](#)** – You may have seen a number of pages that simply have a short offer, description or video and then have an option for people to opt-in to your offer. This is called a Splash Page. There are lots of examples here is one I like to use. [Beth’s Splash Page](#)

Building your list using social media, is a really simple process. It may take time to build your list to a reasonable size, but if you keep doing it day in day out. Before long you will find methods that work for you and you will have a list of quality leads. RESULT!

# Chapter 6 Video Marketing your way to Quality Leads

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Video is fast becoming one of the biggest trends online and if you aren't using Video Marketing as a strategy to grow your business and your list then you are really missing out on something massive. The great thing about video is its visually stimulating, whilst there are a lot of people who will read written words on the page and screen, video connects with people on a completely different level.

And if the thought of appearing on camera makes you want to run a mile...there are some really great alternatives that will help you create really captivating videos for free.

So why do we want to use video to build out e-mail list anyway? Well if you create a focused video with great content and a clear call to action people will move from your video to your site, Splash Page or Sign up Page in one simple move.

Here a view tips to make sure you get your viewers from A to B.

1. Choose one topic, rehearse what you are going to say and don't make the video longer than 5 minutes (if you can). Give your audience the goodies then tell them what they need to do next.
2. Try to pique interest, don't give them everything in the first few seconds, people will snatch the goodies and be on their merry way. Hold something back, keep them engaged and give them something to click through to.

3. Practice congruence, if you tell your viewers why they need to click through to your site make sure when they get there it's exactly as promised.

If you would like to know more about how you can be a successful video marketer, check out this great free report:



### [Rapid-Video-Blogging](#)

#### Let's get Practical

If you are wondering how people do video tutorials on screen then you need what is known as Screen Capture Software. If you are just starting out and can manage your video clips about 5 minutes then I highly recommend [Jing Pro](#). For just \$14.95 a year you can record audio and video, take pictures and upload straight to YouTube.

Another alternative to Screen Capture is to make videos using PowerPoint. You can get really creative, add audio and they take no time at all.

If you are feeling a little braver why not get in front of the camera and speak to your viewers. It might take a while to get use to the camera but it will be well worth your effort. Make sure you have an uncluttered background, have good natural light. First thing in the morning is best!

You don't need any fancy software or tools, some newer lap tops, come built-in with a webcam, you can even use your phone. Flip Video Camera and other small handheld cameras have the option to upload to You-tube at the click of the button.

## Distribution

Once you have your video done and dusted it's time to get you out there. Probably the most common sites are YouTube, Vimeo, MetaCafe, Yahoo Videos. But if you want to distribute to a whole range of sites at the click of a button you might want to consider [Traffic Geyser](#).

You can also:

- Check out Expert Sites in Your Niche that allow you to submit videos.
- You could also look for Forums in your niche that also let you submit video.
- Post your video on your blog with an optin box below to capture those leads.

Remember, Video Marketing is a really great way to get non-stop leads for life as long as you do them right and offer clear call to actions. It is also worth doing a little bit of research on Keyword research to make sure your videos rank high in the search engines.

Good Luck!

## Chapter 6 Video Conferencing and Broadcasting your way to quality leads.

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So far we have discussed some really great ways to get a non-stop flow of quality leads. We have talked about strategy but now I want to talk about taking more action.

It might sound scary right now to think of you putting on your own video conference and broadcast but if you can master this you will be on a quick fire way of bagging lots of great leads.

The great thing about video conferencing and broadcasting is that you don't have to do it live straight away. You can practice again and again.

Obviously there are advantages of having others on the conference or broadcast with you as it adds to the interaction and social proof but when you are just starting out I would urge you to do a 20 minute presentation by yourself, get use to the software, slide sharing, desktop sharing, videos and more and start to build up your confidence.

From that point onwards you can be sure that regardless of what you are showcasing or talking about, the actual process of

presenting your topic and ideas is exactly the same each time and this means that it gets easier with time.

The key is to not over-complicate the process. So how can you generate leads from putting on conferences?

By creating a sign up page about your event people will have to submit their e-mail in order to get access to the link to the event.

If you know how to set up a fancy sign-up page cool, if you don't no worries. All you need is a blog post and a sign up box, or a fan page with the ability to submit details. Keep it simple. If you have an auto-responder already set up you can create forms there.

Once you have got your event set up, give yourself time to get the word out. Ask your closest followers to spread the word for you, send the event out to your existing list, broadcast it on twitter and Facebook. Do a blog post on your event, write in forums post a video on YouTube, get creative and have fun.

If only 3 people show up, so what...use it as an opportunity to practice your presentation skills. As you get used to the process more and more people will come and after a while, they will be asking when your next one is scheduled.

After any event, be sure to send out a follow-up, if you are brave enough ask for feedback on what they would like to see in future events. Tell them about your products, next conference, or e-book. Be sure to keep them engaged and offer value, they will be more likely your events with others.

To check out my favourite broadcasting and conferencing software at an affordable price check out this great video below.

## VIDEO CONFERENCING & LIVE BROADCASTING



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POWERED BY  
**TALK FUSION**  
LEARN MORE!

So there you have it, I hope you have found this e-book useful and I wish you all the best for growing that list of yours. Be sure to let me know how you are getting on by finding me on Facebook, Twitter and Skype.

[www.facebook.com/bethhewitt80](http://www.facebook.com/bethhewitt80)

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GOOD LUCK,

*Beth Hewitt*