

101

WAYS TO GROW YOUR LIST WITHOUT SPENDING A PENNY ON ADS



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101 Ways to Grow Your List Without Spending a Penny On Advertising

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Nearly every web business owner is looking to build a big, responsive list. But most think all they have to do is throw enough traffic at a lead page and they'll get their wish.

Nope, doesn't work that way.

If you want to grow your list, you need to implement a strategy that involves ALL of these steps:

- **Attract leads** by creating an in-demand lead magnet.
- **Optimize conversions** so that you make the most of every visitor who lands on your lead page.
- **Generate traffic** to your newly optimized lead page, which will now build your list quickly.
- **Establish expertise**, which will entice people to join your list, stay on your list, and read your emails (which leads to more revenue).
- **Retain subscribers**, because hanging onto your existing members is just as important to list growth as getting new members.

And that's exactly what we're going to cover in this mini course!

Best of all, these 101 ways to grow your list won't cost you a penny.

Let's jump in...

Attract Leads

The first step in growing your list is to select a lead magnet that's going to do a great job of attracting your audience.

Check out these tips...

1. Find Out What Your Audience Buys

In order to create an attractive lead magnet, as well as to send your list content that they really love, you need to find out what your audience wants. And one really good way to do this is by finding out what they're **ALREADY** buying. To that end, run a search for your keywords on Amazon, Udemy, ClickBank, and JVZoo. Check out what's selling really well – if people are snapping up a certain type of paid product, you can bet they're going to snap up something that's similar yet better... and free.

2. Survey Your Audience

To confirm what you discovered in the previous step, as well as to get new insight into what all your audience wants included in your lead magnet, you can survey them. Ask them about their biggest challenges and find out why the previous products they've tried haven't worked out well for them.

3. Check Out Competitor Ads

Another way to figure out if a particular type of product is in demand is to see what your competitors are advertising on Google, Facebook, on YouTube, on niche sites and similar. If a marketer consistently invests money to advertise a particular type of product (either a paid or free offer), that's a sign that this particular product is in-demand.

4. Look for General Interest

You can further confirm that an infoproduct is in-demand by checking various content platforms – blogs, forums, groups, social media, YouTube, Quora.com and similar – to see if the topic is talked about often. If so, that's a good sign that the topic is popular in your niche.

5. Create Something Better

Once you do your research, you'll have an idea of what types of products would work well as a lead magnet. However, you don't want to be a copycat, as that will get you nowhere. Instead, you want to create something that's different and better than what others in your niche are offering. Your product should provide more value, and it should be unique in some way in order to stand out from your competitors' offers.

6. Consider the Possibilities

When some people think of creating a lead magnet, they think of ebooks. That's cool, but there are a whole lot of other types of lead magnets for you to consider. For example, you can create:

- Ebooks and reports.
- Videos.
- Audios.
- Membership sites.
- Apps / software.
- Services.
- Checklists.
- Gear/resource lists.
- Cheat sheets.
- Planners.
- Templates.
- Swipe files.
- Infographics.
- Mind maps.
- Process maps.
- Webinars.
- Access to a support group/coaching group.
- Licensing.
- Coupons.
- Contest entries.

And similar items. Let your market research guide you about the best type of lead magnet for your audience, and then test and track to see what really works to help you grow your list.

7. Create a Professional Product

Your lead magnet needs to have professional cover graphics in order to attract leads. However, it also needs to have a professional presentation inside the product in order to impress your new subscribers and make them eager to receive your emails. Be sure your product is proofread, polished, and has a professional layout and design.

Which brings us to the next point...

8. Outsource if Needed

Okay, we're going to cheat a little in this report since this isn't a free way to build your list. However, if you get stuck with graphics, creation of your lead magnet or any other part of the process, then outsource it. If you don't have the budget, then get on social media and see if you can barter, such as by exchanging your own products and services for the services you need.

9. Design Attractive Graphics

As mentioned, you can attract leads with professional ecover graphics for your lead magnets. A good tool to use is Canva.com, which has point-and-click templates you can use to create professional ecovers and other graphics, even if you're not a pro.

10. Create a Compelling Title

Plenty of your prospects are going to decide whether to join your list or not based largely on the title of your lead magnet. That's why you need to create a compelling, benefit-driven title.

For example, "Weight Loss Tips" is a descriptive but boring title. Here's something a little more compelling: "Seven Secrets for Melting Fat Fast!"

Optimize Conversions

You're going to have a difficult time growing your list if your lead pages aren't optimized for maximum conversions.

Check out these tips and ideas...

11. Profile Your Audience

Before you craft any content for your lead page, ads, blog or anywhere else, take a moment and learn as much as possible about your audience. This includes their demographics (gender, age, location and so on), their niche challenges, what they want, and so on. The more you know about your audience, the easier it will be for you to craft ads and content that really resonates with them.

12. Get a Professional Design

You have one or two seconds to make a great first impression when your lead first lands on your lead page, which is why you want to be sure this page is simple, engaging and professional. You can find plenty of free yet very professional themes on WordPress.org.

13. Craft an Eye-Catching Headline

One of the most important parts of your lead page is your headline. If your headline doesn't capture attention, then the prospect won't even bother reading the rest of your lead page. As such, invest time in brainstorming, fine-tuning and testing benefit-driven headlines.

E.G., "Who Else Wants to Retire Comfortably 20 Years Before Everyone Else?"

14. Present the Top Benefits

When a prospect lands on your lead page, they're going to be wondering, "What's in it for me?" Your lead page needs to answer that question by presenting the top benefits of your offer. You start with a compelling headline (see previous tip), and then you move on to presenting a bulleted list of compelling benefits that your audience really values. If you can make people curious about these benefits, that's even better.

E.G., "You'll discover which common dog-training tactic is actually making your dog hate you – and what you should do instead to create a loving bond."

15. Give Prospects a Reason to Act Now

Another important part of your lead page is your call to action, which is where you tell your prospect exactly what to do (and how to do it). This call to action is going to be even more powerful if you can stir up a sense of urgency in your prospective subscribers.

E.G., "We might just decide to start charging for this copywriting app, so be sure to put your name and email address in the form below now to get it for free while you still can!"

16. Show Some Proof

Even though you're offering your lead magnet for free, some of your prospects are going to be skeptical of your offer. For example, if you're offering an ebook, they're going to wonder if it's really worth their time to download the book and read it. You can help people make that decision by showing proof that your product is as awesome as you say it is, such as by sharing testimonials, photos, screenshots, videos or other proof.

17. Put the Opt-In Above the Fold

Whenever possible, create a short lead page with the call to action and opt-in form above the fold. The less work (scrolling) that a prospect has to do to take advantage of the offer, the more likely it is they'll take action.

18. Ask for the Minimum

Don't make your prospect jump through unnecessary hoops in order to request your lead magnet, as that will dampen conversions. Instead, present a short form where you request an email address and a name, nothing else. If you want additional information, consider gathering that at a later point, perhaps by offering another incentive (discounts or free products).

19. Focus on the Prospect

Be sure to create a lead page that's focused entirely on the prospect, their problem, and how to solve their problem. A good way to check if you've oriented your page to prospect is by checking that you use the word "you" far more often than you use words like "I" or "me."

E.G., "I'll show you my favorite loose-leash dog walking trick..." versus "You'll discover a surefire way to walk any dog on a loose leash." (The latter is better because it's about the reader, not the author.)

20. Test and Track to Improve Results

The best way to know what's really working on your lead page is to test and track it to improve conversions. Be sure to focus on the factors that are going to make the biggest impact, such as your lead page headlines, bulleted list of benefits, product positioning, call to action, and the overall design of the website.

Generate Traffic

The next step to growing your list is to generate large amounts of highly targeted traffic.

Check out these ideas...

21. Find JV Partners

Right now, there are people in your niche who have exactly what you need: access to your audience. You can do joint ventures with these folks to leverage and benefit from their mailing lists, social media platforms, blog readers, web visitors and more. Just be sure to choose high-quality partners with whom you're proud to be associate with, as your name will be linked to your partners' names for the foreseeable future.

TIP: It's going to be easier for you to land joint venture partners if you build relationships with potential partners first.

22. Brainstorm JV Ideas

What types of joint ventures can you do with other people? It's only limited to your imagination.

Choose ventures that benefit both of you, such as:

- Swap blog, social media, and/or newsletter content.
- Co-endorse each other on your respective platforms.
- Embed links to your respective lead pages on your download and thank you pages.

- Promote each other from within your lead magnets.
- Create and distribute lead magnets together.

Use those ideas to kick off a brainstorming session about the types of JVs that will best help you to grow your list.

23. Create a 100% Commission Product

Another great way to leverage other peoples' assets while growing your list is by creating a product with a 100% commission. Typically this should be a high value yet lower-priced product, such as one that's about \$20. Your affiliates get all the profits, while you get to build a proven list of buyers.

24. Leverage Existing Subscribers and Customers

Your existing satisfied subscribers would be happy to tell their friends about your mailing list – especially if you give these subscribers an incentive to do so. You can offer contest entries, discount coupons, or free products in exchange for sharing your lead page on social media and elsewhere.

25. Get on Social Media

Your audience is already on social media, which is why you should be too. Some of the more popular platforms include Facebook, Twitter, YouTube, LinkedIn, Pinterest, ClubHouse, Instagram and similar.

What you want to do is pick two or perhaps three platforms where your audience is already congregated and establish a strong presence. Post regularly, engage with your audience, and drive them back to your lead page.

26. Do Video Marketing

Distributing engaging videos out into the world helps you reach a wider audience, as some people prefer videos over text content. Be sure to post videos on all your platforms, as well as on YouTube. Select an eye-catching title, include keywords in your title and description, and choose a thumbnail/still image from your video that will get attention and clicks.

27. Blog on Your Site

Another good way to grow your mailing list is by setting up a blog on your own website. Be sure to post a variety of content on a regular basis, including tutorials, tips, infographics, videos and more. Then include a link and call to action to your lead page at the end of each post.

To kick this strategy up a notch, you can turn your blog posts into lead magnets (PDFs) for subscribers to download to their devices. This works especially well for long-form content such as in-depth tutorials. Check out PostGopher.com for the details.

TIP: You can set up your blog on your own website by downloading and installing the free files from WordPress.org.

28. Optimize Your Site and Content for the Search Engines

Another great way to bring prospects to your lead page is by doing search engine optimization on your webpages and content. Be sure to pick keywords that are highly targeted to your specific audience, and ones in which you are capable of ranking well for in Google. Generally, these are longtail, lower-volume keywords that you embed into your site URLs, page

titles, meta descriptions, navigation menus and content. Use these keywords only when you can do so naturally, as Google prefers quality over quantity (and keyword stuffing can get your site penalized and “disappeared” from the search engines entirely).

29. Do Guest Blogging

Another way to leverage other peoples’ resources is by getting your content published on their active, high-quality and highly trafficked blogs. You can find guest blogging opportunities by searching for your niche or topic keywords alongside search terms such as: guest blogging, guest content, guest article submission, guest blogging opportunities and similar.

When you find potential guest author spots, be sure to read the submission guidelines carefully. You’ll also want to view the blog archives to see what types of content they accept, and then submit something fresh yet similar in style to what they tend to publish.

30. Distribute Press Releases

This is a good way to promote your lead page in newspapers, on industry blogs and similar. Be sure to craft a release that’s “newsy” and not promotional, and then submit it to PRWeb.com, as well as directly to local media. For example, if you have a lead page related to dogs, then you can write a timely release before New Year’s Eve about how to calm dogs that get anxious during fireworks.

31. Be a Podcast Guest

The idea here is to find podcasters who regularly interview people in your niche and offer yourself up as a guest. Be sure to detail what you’d like to

talk about and send an audio or video clip of you giving a presentation to help the podcaster decide if you'd be a good fit. Your goal is to provide a lot of value to listeners, which will naturally make them want to go to your lead page when you promote it at the end of the presentation or interview.

32. Host Webinars

The idea here is to host your own webinars, either alone or with guests. If you invite guests on your webinars, then you'll have extra help promoting the webinar. That's because most guests will promote your webinar to their own mailing lists, on their blog, on social media and elsewhere. Everyone needs to register for your webinar, so all viewers automatically become a part of your mailing list.

33. Create a Contest

Getting people on your list via a contest entry is an easy way to build your list. To kick this strategy up a notch, you can offer additional contest entries to anyone who shares your contest entry page on social media. Just be sure to segment this portion of your list, as contest entrants may need extra nurturing, value and "touches" to become cash paying customers.

33. Invite Guest Bloggers

Earlier we talked about you publishing guest content on other peoples' blogs. Now let's turn that idea around by inviting others to post guest content on your site. Oftentimes a guest blogger will promote their article to their platforms, plus having a notable expert guest-blog on your site will help you attract new fans, followers and subscribers.

35. Create Viral Content

The idea here is to create highly unique and engaging content with the goal of going viral.

Check out these tips:

- Be sure the content is quick and easy to consume. For example, an infographic, one-to-two-minute video, meme or other short content all work well.
- Find out what works. Study your competitors' viral content to see what your audience wants. For example, if quotes are going viral, try that. If your audience loves videos, then try that. And so on.
- Evoke emotion. People are more likely to share something that evokes positive emotion, such as inspiration, awe, joy, delight and similar.
- Encourage sharing. Post your viral content on social media platforms and offer a call to action to get more people sharing your content. Be sure to ask your JV partners to share your content as well.

36. Share a Variety of Content

Your content marketing strategy should include publishing a variety of content across your platforms. That way, you can see which types of content your audience responds to the best.

Examples include:

- Videos.
- Infographics.
- Memes.
- Comics.
- Videos.
- Audios.
- Checklists.
- Worksheets.
- Templates.
- Swipes.
- Lists.
- Tutorials.
- Tips.

And similar items. Take note that you may find your audience responds to different content in different locations. For example, they may prefer tutorials on your blog, but short videos get more love on social media.

37. Add Social Share Buttons

A good way to make the most of the content on your blog is to post social share buttons next to your content, preferably by using a WordPress social share plugin. However, choose a limited number of platforms on which visitors can share the content, such as the top platforms where your audience tends to congregate. If you post dozens of buttons, your audience is likely to get overwhelmed and not share the content at all.

If you limit the options to two to four platforms – along with a call to action – you'll get more shares.

38. Post in Online Communities

The idea here is to participate in online communities such as niche forums, Facebook groups, LinkedIn groups, discussions on popular blogs and similar. You can post thoughtful comments on popular topics and include a signature link at the end of your comment. Just be sure to read the group terms before you do this, as some groups do not allow signature lines, links or promos.

39. Start Your Own Group

Another way to drive people to your lead page is to start your own group, such as starting a discussion group on Facebook.

Check out these tips:

- **Create something different.** There are likely plenty of groups in your niche, so you need to find a specialty topic or other way to make your group different and better than the other groups in your market. For example, don't start a "dog training" group – instead, niche down to address a popular problem, such as reactivity on the leash.
- **Craft a compelling name for your group.** It should be descriptive so that people know what the group is about, yet a little "flashy" in order to attract your audience. If possible, make the "flashy" part of the name something related to your brand.
- **Include your keywords in the group name.** This will help people find your group on Facebook.

40. Create Fresh Content

When some marketers start using content marketing, they focus on quantity – in other words, they post loads and loads of content everywhere. However, if you want your content to actually work for you – if you want to use it to drive traffic to your lead page – then you need to focus on quality.

Check out these tips:

- Create something fresh. Share something no one else is sharing – a unique strategy, a fresh tip, etc.
- Share the content from a fresh angle/hook. For example, compare the niche topic to something entirely different in order to make a point. (E.G., Writing a sales letter is like crafting a love letter.)
- Offer actionable information. Solve your prospect's problems with succinct, clear and actionable information.

41. Syndicate Your Content

The idea here is to distribute your content as widely as possible. This includes posting it on your blog as well as on your social platforms. You can also create a Medium.com account on which to post some of your best content. In addition, you can include a note on your content offering instructions for those who want to share it on their own blogs, such as being sure they include your byline.

TIP: Yes, we're focusing on free ways to grow your list. However, if you want to toss a little money into this strategy, then you can boost your syndicated content using a platform like Outbrain.com.

42. Create Fresh Content Daily

Creating fresh content daily for your blog and other platforms provides two list-growing benefits for you:

1. It keeps visitors coming back. When people realize you update content regularly, they'll subscribe or bookmark your blog and visit it regularly. People who are this engaged will then sign up for your newsletter.
2. It gets search engine bots coming to your site regularly. What's more, Google prefers fresh content over outdated content, so posting fresh content daily will help your pages rank better in Google and other search engines.

43. Avoid Clickbait

All your content -- from blog articles to video titles to lead magnet titles to lead pages—should have compelling, irresistible headlines and titles.

But here's the key: don't use any clickbait titles.

Part of what you're doing when you're building a list is building relationships. If you start using clickbait titles during any part of the process, including email subject lines, you're going to destroy that trust.

Here's what you do instead: craft benefit-driven, curiosity arousing titles that are 100% relevant to the content. E.G., "Here's the Secret to Losing Fat Without Giving Up Chocolate Cake..."

44. Create Unique Content

Take a look at your competitors, and you'll quickly notice they're all using content in the same way you are, including to grow their mailing list. This means your prospects are absolutely inundated with content. It's on every blog, every newsletter, every group or forum, every social media site, and so on.

The question is, how are you going to make your content stand out from everyone else's content?

The answer: it needs to be unique. You need to provide something your audience hasn't seen before. This could be a new strategy, a formula you've created around a how-to process, a new tip, a new twist on an old method, a new way of explaining information or similar. If you can give your audience something unique, they'll come back again and again to see what else you have on offer.

45. Be Sure Your Site is User Friendly

Creating a user-friendly site not only makes it so that visitors stay on your site longer, but Google will also rank your webpages higher. As such, be sure your site loads fast, has a mobile-friendly design, and is overall easy to navigate and use.

46. Build Backlinks

Part of boosting your visibility in the search engines requires you to build backlinks to your site. However, these need to be organic backlinks from quality websites. This means you can't buy the links, you can't trade them, and you can't get links from low-quality sites and expect to see better

rankings. On the contrary, poor-quality links will have no positive effects, and they may even be detrimental.

What to do instead? Focus on creating high-quality content that people naturally want to share. You can encourage sharing by sending your content to influencers in your niche with authority sites, as getting backlinks from these types of sites would be beneficial both in terms of clickthrough traffic as well as backlinks for SEO purposes.

47. Use Tools

As you work on generating traffic to your website, it's a good idea to grab a few tools such as:

- BuzzSumo.com, to help you identify what type of content is popular.
- WordTracker.com, to determine which keywords to optimize for on your website.
- HootSuite.com to help you manage your social media content strategies.
- SplitTestMonkey.com so that you can test and track your ad campaigns and lead pages.

48. Give Offline Talks

Another great way to generate targeted traffic is by giving offline talks. For example, you might join relevant meet ups in your area (see meetup.com) or other organizations, and then offer yourself as a guest speaker. Be sure to

bring handouts that provide more information on the topic you're speaking about, as well as a link and call to action pointing at your lead page.

49. Network Offline

The idea here is to network at relevant offline events, such as meet ups, meetings, expos, conferences, trade shows, seminars and similar. You can network directly with your audience and hand out flyers advertising your lead page. Or even better, network to find joint venture partners, which creates a nice return on your investment of time. *(Hint: one good JV partner can generate dozens of new subscribers for you.)*

50. Offer Yourself as a Guest Expert for Local Media

Whenever your local media needs to cover a story, they often look to get quotes from experts. You can establish your expertise and drive traffic to your website by providing these quotes, interviews and other information.

Check out <https://www.helpareporter.com/>, plus you'll also want to get to know your local reporters directly as well.

51. Optimize Your Ads and Content

If you want to build your list more quickly, then be sure you're testing and tracking everything. This includes content titles, ad positioning, graphics, calls to action and more. Check out SplitTestMonkey.com for a tool designed to help you optimize your content and ads quickly.

52. Expand What Works

Once you know what works in your niche, then focus on doing more of that very thing. For example, if your audience responds really well to videos, then expand your video marketing. Start up a YouTube channel, post videos on your blog, and publish videos on your other social media platforms too.

Establish Your Expertise

Another component of growing your list is to establish your expertise in the niche, which helps you attract and convert traffic.

Check out these ideas...

53. Distribute a Lot of Content

The idea here is to be sure your prospects see your name and content every time they search for a particular topic in your niche. When this happens enough to a particular prospect, they'll quickly realize you're an expert in the niche.

To that end, do the following:

- Run a blog and post regularly.
- Do guest blogging.
- Optimize your website for the search engines.
- Establish two or three strong social media pages.
- Run a niche group.
- Start a YouTube channel.
- Publish a book.

These are just a few ideas to get you thinking about how to establish your expertise with content. More ideas to come...

54. Specialize

When people have a serious problem they need to have solved, they go to a specialist rather than a general practitioner. For example, people with heart disease go to a cardiologist rather than having their family doctor take care of the issue.

Likewise, people in your niche are looking for specialists too. As such, you can attract more subscribers and a more loyal readership by specializing in a topic that no one else in your niche has laid claim to. Sure, others may talk about the topic – but has anyone set themselves apart as the authority on this topic in any meaningful way? If not, that's a good topic for you to consider specializing in.

55. Bring Clarity to Complex Topics

One hallmark of an expert is the ability to simplify complex processes and topics. To do this, break down a complex topic into its bare essentials. Encourage people to take the basic steps, and then scale up as they start getting results.

56. Be the First to Share Relevant Niche News

One way to become the “go to” person in your niche for a specialty topic is to be the first to share any relevant news on the topic. Your first place to post this news is on social media, especially Twitter and Facebook. You can then elaborate on your blog.

57. Explain What the News Means to Your Niche

A lot of people share niche news, but they don't really explain to their followers how this news impacts them. You can establish your expertise by explaining how some event will affect your audience, and what steps they need to take advantage of the news or to protect themselves.

For example, if you're in a cannabis niche and a regulatory body puts restrictions on certain products, then share this news and explains what it means to consumers, whether they can still legally obtain similar products, and what else they need to know.

58. Give Interviews

People generally tend to view people who give interviews as the expert in a situation, which is why you need to start giving interviews too. You can offer yourself as an interview guest to people in your niche who are known for conducting interviews, such as podcasters, bloggers, talk radio hosts, social media stars and more. To land these spots, send out queries with information about why the host's listeners would love to hear from you (e.g., what you can do for them and the host), along with an audio or video clip.

If you're having trouble landing interviews from "big names" in your niche, no worries. Start with smaller podcasters and similar and work your way up to those with the biggest platforms. This is social proof working in your favor. When a host sees all the other people you've been interviewed by, they'll want to interview you too.

59. Be a Guest Speaker

The idea here is to land solo speaking gigs on your topic of expertise. You can speak at niche conferences, expos, trade shows and similar. You can

land these gigs by approaching the event hosts and presenting your qualifications, along with reasons why they'd want to have you as a guest. You can then post videos on your website of you speaking at these events, which boosts your social proof and credibility, which in turn helps you build your list more quickly.

60. Write a Book

People view anyone who's written an entire book on a topic as an expert on this topic. In particular, writing a physical book (rather than an ebook) helps you bolster your credibility and establish your expertise, even if you self-publish the book. If you go on a book tour – even locally – that's a great way to build your expertise and drive traffic to your lead page.

61. Associate With Other Experts

If you're fairly new to your niche and don't yet have much in the way of credibility or recognition, that's not a problem. You can borrow other peoples' credibility and bolster your authority credentials by doing joint ventures with other experts in your niche. You can co-endorse each other, interview each other, do videos on YouTube together, create lead magnets or even products together and more.

62. Create a Memorable Brand

People don't want to join mailing lists that look like every other mailing list. That's why you're going to want to create a memorable brand that helps you stand out from the competition, and then build brand awareness throughout your niche. Be sure your branding is based not only on conveying a feeling, but also includes your unique selling point.

63. Pioneer New Strategies

Experts don't rehash old information. Instead, they're leaders in their niche, which includes pioneer new strategies and new products. Spend some time experimenting in your niche so that you can share with your subscribers new ways of doing things and fresh tips that no one else is sharing.

64. Write Like an Expert

Another way to establish your expertise and grow your list is to be sure you're presenting yourself as an expert in the way you write. Experts are confident and it shows in their writing. You tell your readers what to do, rather than suggesting a variety of alternatives that will only confuse them.

65. Teach a Class

Teachers are seen as experts, which is why you'll want to teach a class. You can do this on Udemy, or you can set up a class on your own website. You may want to invite other experts to sit in on your class (for free), which may result in a very important piece of social proof: a testimonial from another expert.

66. Start a Podcast

Earlier we talked about being a guest on other people's podcasts as a way to drive traffic to your lead page. Here the idea is to start your own weekly podcast on your specialty topic, which will establish you as an expert.

67. Tout Your Credentials

What makes you an expert? Your audience doesn't know, which is why you need to tell them on your "About" page, in your lead magnet bio, and sprinkled throughout your lead page and emails. Examples include relevant work experience, proof of results, relevant education/degree, awards you've won in your niche and similar.

68. Provide Proof

As you just discovered, you need to toot your own horn about why people should listen to you. But at the same time, a lot of people are going to be skeptical. That's why you need to provide proof that you can deliver results on your lead page and elsewhere, such as by sharing testimonials, endorsements from other experts, "before and after" pics, videos and other relevant proof.

69. Do Case Studies

Another way to establish your expertise, retain members and improve conversions is by sharing case studies that prove your strategies work. While you can certainly do case studies on yourself and your work, you'll have a stronger case that your solutions work if you recruit others for your case studies. You can even recruit your existing subscribers, which has the added bonus of bolstering subscriber loyalty.

70. Create Videos

Creating videos helps people get to know, like and trust you. However, it's also a great way to establish your expertise. When you do demo videos that

show you actually performing and teaching a process, it's much more powerful than simply writing about it. For example, providing a video where you demonstrate how to groom a cocker spaniel is much more useful than trying to describe it using text only. As such, be sure to share videos with your audience.

71. Keep Learning

Becoming an expert isn't a "one and done" thing. True experts commit to continual learning. If you do this, then you'll be able to share a wider variety of content and solutions and delve deeper into your specialty topic, which will further establish your expertise and help you grow your list.

72. Stay Current

Another thing experts do is keep their finger on the pulse of their niche. This means staying on top of all niche news, new products, relevant people and similar. Some of this information you can share with your audience as appropriate, and in other cases you'll simply be informed and prepared when someone asks you a question about these things.

73. Get Consistent

You'll want to develop your writing voice and speaking style, and then use these things consistently across your platforms. If you hire ghostwriters, be sure to tweak the content to better match your writing voice. This consistent tone will instill trust and create more engaged subscribers.

74. Become More Visible

Earlier we talked about distributing a lot of content in your niche, which will help with visibility. Another way to become more visible is to befriend the right people in your niche. That way, when all the experts in the niche do something together, such as create a panel for a webinar, you're invited to these sorts of high-profile events too.

75. Create Tools

Most everyone creates information in your niche, but how many are also sharing tools? Sometimes tools are what separate experts from amateurs. That's why you'll want to offer your subscribers tools to help them take action, such as apps, worksheets, checklists, mind maps and similar.

76. Talk at Your Audience's Level

If you want to connect with your audience, then study them (and survey them) to learn how they talk, how they feel, what they think and what level they're at. Then create content that doesn't patronize them, yet it also doesn't go over their heads, both of which are off-putting and will drive subscribers away.

77. Sell Your Own Products

Sure, you can monetize your list by promoting affiliate offers. However, if you want to position yourself as an expert, then you need to be selling your own products and services. This includes items such as courses, membership sites, coaching, books and similar offers.

78. Price Accordingly

Don't price your products low, especially your core offers. You're an expert providing premium value, so price accordingly. In turn, this will help prospects view you as an expert, which in turn helps you grow your list.

Retain Subscribers

In order to grow your list, it can't be constantly leaking subscribers. Here's how to retain your subscribers to keep your list profitable and keep it growing...

79. Publish a Regular Newsletter

You can't send out a newsletter every once in a blue moon and expect people to remember you. If you want to build recognition, you need to keep yourself in front of your audience on a weekly basis. At a minimum, you should send newsletters out once per week, but depending on your niche and goals, you may send them out multiple times per week or even daily. Just be sure it's all high-quality content that you send out.

80. Upload Evergreen Content

You can use your autoresponder to build good relationships with your audience, which in turn will boost retention and sales. For example, you can load up 52 messages, which would be a year's worth of content if you sent out one email per week.

The key here is to be sure you're uploading evergreen content, which is content that remains fresh for months or years to come. You'll want to avoid dating the content by talking about dates, events, pop culture references or similar. You'll also want to avoid discussing "new" products or fads. Instead, stick to sharing time-tested information and ideas.

81. Don't Repurpose Your Newsletter

When your subscribers joined your list, they did so under the expectation that they were going to get a certain type of content. This is whatever you promised to them on your lead page, as well as any expectations you set in your initial emails. If you repurpose your list by sending different types of content, sending it on a different schedule, or even changing the focus to a different topic, you're going to have people unsubscribing. Choose your topic carefully after researching, set the right expectations, and don't send out content not related to what you promised you'd send.

82. Get Personal

People like to do business with those they know, like and trust, which is why it's so important to build good relationships with your mailing list. However, your subscribers really can't get to know you if you remain faceless, perhaps behind corporate-style branding.

What to do instead? Get personal. Show your face in pics and videos. Sign your newsletters with your name. Share a personal tidbit from time to time, especially when it's relevant to the niche (but even if it's not).

For example, if you're in the dog niche, then definitely share the news when you adopt a new dog and include pics and videos of you with your new adoptee. This will help people connect with you on an emotional level, build stronger bonds, and improve subscriber retention.

83. Experiment

The only way to know for sure what your audience really likes is to test and track your email campaigns.

You can focus on testing:

- Subject lines.
- Length of content (long versus short emails).
- Type of content (e.g., tips, tutorials, case studies, etc.).
- When you send the content (days and times).
- The offers you send.
- The topics you send.

The more you align your content with what your audience wants, the easier it will be for you to grow your list and retain subscribers.

84. Capture Attention

As mentioned, your subject lines are important, as they need to do the heavy lifting when it comes to capturing attention.

In addition to creating benefit-driven subject lines, keep these two tips in mind:

- Keep it short. Most email clients truncate subject lines, so keep your subject line to about 60 characters or less.
- Create a compelling preview. Recipients usually can view the first line or two of your email without clicking on it, so be sure this preview helps entice recipients to click on your email.

85. Choose a Brandable/Recognizable “From” Field

People aren't going to open your email if they don't recognize who it's from, no matter what the subject line says. As such, use your name in the “From” field to build recognition, and you can include your business or brand after

your name as well. Once you've picked your "From" field, don't change it (or you're likely to have subscribers trashing your emails or even hitting the "spam" button because they don't recognize you).

86. Surprise Your Subscribers

A good way to retain your subscribers is to surprise them with valuable freebies on a regular basis. For example, you can send them an exclusive video, a free membership, access to a private group, a webinar invitation, and similar. Keep the surprises coming on a regular basis, and you'll retain subscribers who're trained to open all your emails.

87. Create Email Sequences

One really good way to retain subscribers is to create enticing email sequences. For example, instead of sharing ten tips in a single email, spread them out over ten separate emails. People will keep opening your emails to get the next tip in the sequence, which build relationships, spurs sales, and creates loyal readers.

88. Engage Subscribers Off-List

While your mailing list is a great way to reach your audience, the problem is that it's a one-way street. You send content, and your subscribers read it. It's hard to build really good relationships with this sort of one-way communication.

The solution? Encourage your subscribers to click through and follow you on social media. That way, you can interact with them directly by chatting with them, liking their comments, sharing their content, answering their questions

and more. The end result is that you'll retain more subscribers and grow your list.

89. Encourage Sharing

You're sending some pretty awesome, high-quality and unique content to your subscribers, right? Then encourage your subscribers to share your content with their friends. You can encourage them to directly forward your newsletter, plus you can post some of your content on social media and make it easily shareable.

90. Focus on Providing Value

Sure, you want your list to put money in your pocket, right? But a bad approach is to view your list as an ATM for you to withdraw from any time you want. If you view your subscribers as your meal tickets, they're going to know it. They're not dumb. And they're going to leave your list faster than you can count them.

Here's what to do instead: put your subscribers FIRST. Focus on solving their problems and providing a lot of value in every email. When you give your subscribers what they want and you focus on helping them, then you'll get what you want too.

91. Send Teasers to Off-List Content

As mentioned earlier, you want to engage your subscribers on your other platforms. One way to do this is by sending teaser emails which build anticipation and arouse curiosity about a piece of content that you've published on your blog, Facebook page or other platform.

E.G., “Are you making these really common marketing mistakes that are costing you thousands of dollars per year? [Click here to find out...](#)”

92. Share Password-Protected Information

Another way to build subscriber loyalty and to entice new subscribers to sign up is to create a password protected area on your blog. When a new subscriber sees a compelling title for the content and an enticing one-paragraph or so preview, along with a call to action to join your list to get the password, you can bet they'll join. Meanwhile, having access to password protected content makes your existing subscribers feel special, which boosts retention. (More on that in a moment.)

93. Provide Some of Your Best Content

Don't hold back with your newsletter content. Instead, share some of your very best tips, ideas and solutions. This will help you retain subscribers, it will create customers, and it will also get subscribers sharing your newsletter content with their friends.

94. Showcase Subscriber Stories

Another way to boost retention and build loyalty is by showcasing your subscribers' success stories. For example, you can do one or two showcases per month. Ideally you should post these showcases on your website and social media as well, as your featured subscribers will share it with their friends.

95. Onboard New Subscribers

Your first autoresponder sequence should be aimed at onboarding new subscribers. This sequence should welcome them, thank them for choosing your newsletter, and remind them of the benefits they'll receive. You'll also want to introduce yourself, let them know why they should listen to you, and provide a lot of value right away so that subscribers feel good about their decision to join your list. Be sure to also let them know what to expect in terms of content and how often they'll receive newsletters from you.

96. Make Subscribers Feel Special

One great way to build subscriber loyalty is to make your subscribers feel special. You might give them a special name that's related to your brand, plus extend exclusive "subscriber only" perks such as discounts, free webinars, and other exclusive content.

97. Utilize Segmenting

If you're sending content that doesn't really interest or apply to specific subscribers, they're going to get bored and unsubscribe. In order to boost retention, you should segment your list on a variety of your subscribers' demographics and interests. That way, you can send laser-targeted content, lower unsubscribes, and boost sales.

98. Track Churn

The idea here is to keep track of when people unsubscribe from your list so that you can improve the process and thus improve retention. For example, if you have a high number of people who tend to unsubscribe after the 10th

email, you need to examine that email (and a few before it) to understand what's making people unsubscribe. Is it low value? Are the emails not of interest to the market? Are the emails not very engaging?

99. Get Subscriber Feedback

Another way to improve retention is to ask your subscribers how you can improve your newsletter. You'll also want to ask people who unsubscribe why they're leaving and what you could have done differently that would have made them stick around.

100. Build Trust

One of your biggest assets when it comes to list building is your reputation. As such, focus on building trust and creating a great reputation with your subscribers by always being honest with them and recommending the best strategies and products to solve their problems.

101. Provide a Great Experience

Finally, another great way to improve retention and grow your list is by ensuring your subscribers always have a great experience.

This includes:

- Sending emails using a mobile-friendly theme. You'll want to check that your emails look great on a variety of devices.
- Providing top-notch customer service. Be sure you have enough staff on board so that subscribers can get quick, helpful and friendly answers whenever they reach out to your help desk.

Now a few parting thoughts...

Conclusion

And there you have it – **you just learned 101 ways to grow your list without spending a penny in advertising.**

If you put these steps, tips and ideas to work, your list WILL grow.

You'll have a responsive list, one with readers who open your emails, read them and click on them. **And that means your list is going to be putting money in your pocket.**

However, what you've learned here is just the tip of the iceberg when it comes to growing a mailing list and your profits.

If you're serious about building a big, profitable list, then I suggest you use a science-backed approach to getting great results.

Our recommendation is that you check out the list-building course called **“One to Ten”**, which will take you from zero subscribers to your first 1,000 profitable list members, and then it will show you how to 10X your results so you can enjoy a list that takes care of you financially!