GROW YOUR CUSTOMER LIST

WITH THESE 10 TIPS!

Ready to grow your customer list? Then, hit the ground running with some of these tips...

1. Ask, ask, ask!

Don't be afraid of the ask. Whether the ask happens via your website, email, social media, face-to-face, or over the phone, make the "Can I add you to our list?" question a talking point of every conversation you have.

2. Implement gated content or lead magnets.

Gated content or lead magnets are pieces of content that are "gated" behind an email address. In exchange for a prospect's email address or contact information, offer things, such as white papers, pop-ups, downloads, e-books, or other educational content.

3. Add a sign-up option to your order forms.

On anycontact form on your website, be sure to add a checkbox or question that asks the prospect if they'd like to stay connected with your company via your email or mailing list.

4. Update the call-to-action button on your Facebook Business Page.

Instead of using the standard "Contact Us" button on your Facebook Business Page, update it to say, "Sign Up." Then, link to a contact form on your website where they can sign up for your mailing list.

5. Implement a super signature to emails.

A super signature invites the recipient to continue the conversation whenever they're ready by providing next steps. (e.g., "P.S. Whenever you're ready, here are three ways we can help you grow your business through print: 1. Get inspiration, tips, and how-tos when you click here to join our mailing list. 2. Check out...")

6. Call on the power of print!

Use print inserts in completed jobs to invite customers to stay connected by signing up for your newsletter. Or, add a little blurb on your direct mail newsletter that says something like, "Want more great tips and insights like this? Sign up for our bi-monthly email newsletter!"

7. Get the help of your team.

Hold a contest for your team for adding new subscribers to the list. Create some reminder post-it notes for them to stick up next to their phone with a note to ask customers and prospects if they want to sign up for your mailing list.

8. Add a link to your Twitter bio section.

Edit your bio statement in Twitter to include your ask with a call-to-action link to sign up. (e.g., "Click here to join our mailing list for how-tos, inspiration, and more!")

9. Incentivize with direct mail.

If you have a list of physical addresses but want to collect email addresses, consider sending out a direct mail offer that can only be redeemed when they sign up for your email newsletter (e.g., "Sign up for our newsletter and receive 15% of your next order.")

10. Watch your language.

Now is not the time to be timid. Choose your words carefully with power words, such as "Get," "Free," "Sign Up," "Latest," and "Subscribe."