

# Blog Post Outline

| <b>Topic:</b>                   | <b>Goal Setting – Email Subscribers</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Notes:</b> |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>Requested From/Assigned:</b> | Hillary                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |
| <b>Request Type:</b>            | Blog                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               |
| <b>Due:</b>                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               |
| <b>Status</b>                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               |
| <b>Webpage</b>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               |
| <b>Author:</b>                  | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |               |
| <b>Editor:</b>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               |
| <b>Motive</b>                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               |
| <b>Objective and Direction</b>  | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |               |
| <b>Key Idea</b>                 | <p>We often hear how much time social media plays in people's lives, and not all is positive. And some health &amp; wellness business owners want to separate their business from their personal lives – this means that they need alternatives to social media for building, nurturing, or growing their email subscribers.</p> <p>We've compiled our list of some of the best performing social media alternatives to develop email subscribers. Subscribers you can nurture into becoming clients as your new Spring initiatives start ramping up.</p> <p><b>How to build an email list in 2023 and beyond</b></p> <p>On your website, and in email:</p> <ul style="list-style-type: none"> <li>o Offer a freebie or incentive for signing up: Offer something of value, such as a free e-book, webinar, or discount code, to encourage people to sign up for your email list.</li> <li>o Add sign-up forms to your website and blog: Make it easy for visitors to your website and blog to sign up</li> </ul> |               |

for your email list by adding sign-up forms and buttons.

- o Include a sign-up option in your email signature: Include a link to your email sign-up form in your email signature so that anyone you email has the opportunity to join your list.

In person:

- o Include a sign-up form in your physical storefront: If you have a physical storefront, consider adding a sign-up form or tablet where customers can enter their email addresses.
- o Utilize pop-ups and exit-intent pop-ups: Use pop-ups or exit-intent pop-ups on your website to encourage visitors to sign up for your email list.
- o Attend local events and have your business card ready. Include a call-to-action to join your subscriber list with 1-3 points about why they want to subscribe (ie. Every Monday we post a new exercise... )

Other Marketing efforts:

- o Partner with other businesses: Partner with other businesses or organizations that serve a similar audience and offer to promote each other's email lists.
- o Add content to your website. Borrow from retailers, "Deal of the Week", and include an exercise or diet tips, with some considerations of when to employ them, to keep readers engaged. Add a sign-up form along side the content so they don't miss a single tip.

While you may want to have separation from social media promotion, you can still use it to highlight promote your email list: Use your social media accounts to promote your email list and the incentives you are offering.

|                                |                                                                                                   |         |                    |                                                                                                                                                                                                                                             |
|--------------------------------|---------------------------------------------------------------------------------------------------|---------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Keyword Considerations         | *Keyword priorities with Higher volume, increased possibility to rank high                        |         |                    | Keyword possibilities depending on article focus. The higher the Keyword Difficulty, the more difficult it is to rank within the top 10 positioning organically.<br><br>Bolded blue text has both a higher volume and is easier to rank on. |
|                                | Keyword Seeds                                                                                     |         |                    |                                                                                                                                                                                                                                             |
|                                | Considerations*                                                                                   | US vol. | Keyword Difficulty |                                                                                                                                                                                                                                             |
|                                | create email list                                                                                 | 210     | 78                 |                                                                                                                                                                                                                                             |
|                                | how to build an email list                                                                        | 880     | 77                 |                                                                                                                                                                                                                                             |
|                                | grow email list                                                                                   | 140     | 60                 |                                                                                                                                                                                                                                             |
|                                | how to grow your email list                                                                       | 260     | 60                 |                                                                                                                                                                                                                                             |
|                                | email subscribers                                                                                 | 170     | 69                 |                                                                                                                                                                                                                                             |
|                                | email subscriber                                                                                  | 40      | 74                 |                                                                                                                                                                                                                                             |
|                                | email subscribe                                                                                   | 260     | 60                 |                                                                                                                                                                                                                                             |
|                                | how to get more email subscribers                                                                 | 140     | 61                 |                                                                                                                                                                                                                                             |
|                                | email nurturing                                                                                   | 210     | 47                 |                                                                                                                                                                                                                                             |
|                                | email list building                                                                               | 480     | 78                 |                                                                                                                                                                                                                                             |
|                                | list building                                                                                     | 590     | 64                 |                                                                                                                                                                                                                                             |
|                                | social media alternative                                                                          | 260     | 68                 |                                                                                                                                                                                                                                             |
|                                | social media alternatives                                                                         | 390     | 75                 |                                                                                                                                                                                                                                             |
|                                | list building strategies                                                                          | 110     | 76                 |                                                                                                                                                                                                                                             |
| email list building strategies | 50                                                                                                | 65      |                    |                                                                                                                                                                                                                                             |
| Primary Seed Keywords:         | <ul style="list-style-type: none"><li>List building</li><li>How to grow your email list</li></ul> |         |                    | Main keywords (we want to rank for)                                                                                                                                                                                                         |
| Secondary/Long tail Keywords   | <ul style="list-style-type: none"><li>Social media alternative / alternatives</li></ul>           |         |                    |                                                                                                                                                                                                                                             |

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                         |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organic SERP Results               | <div>▼ People also ask</div> <div>What is list building in sales?</div> <div>How do you create a customer list?</div> <div>What is list in email marketing?</div> <div>How do I build a mailing list?</div> <div>▼ People also ask</div> <div>What is a good alternative to social media?</div> <div>What can I do online instead of social media?</div> <div>What is the best alternative to Facebook?</div> <div>What can I replace Twitter with?</div> |                                                                                                                                                                                                                         |
| Practice Better Keywords           | Practice Better does not rank for any of these keywords                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                         |
| Top Ranking Pages                  | Listed above in SERP rankings                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                         |
| Competitors                        | Of all these keywords, GetHeathie is the only competitor that has introduced email list building. None of the competitors rank for any of the other target keywords.                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                         |
|                                    | <b>GetHeathie</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                         |
|                                    | <b>Keyword</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Current position</b>                                                                                                                                                                                                 |
|                                    | <b>Current URL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                         |
|                                    | list building strategies                                                                                                                                                                                                                                                                                                                                                                                                                                  | 68                                                                                                                                                                                                                      |
|                                    | email list building strategies                                                                                                                                                                                                                                                                                                                                                                                                                            | 78                                                                                                                                                                                                                      |
|                                    | https://www.getheathie.com/blog/how-to-build-email-list                                                                                                                                                                                                                                                                                                                                                                                                   | t                                                                                                                                                                                                                       |
|                                    | https://www.getheathie.com/blog/how-to-build-email-list                                                                                                                                                                                                                                                                                                                                                                                                   | t                                                                                                                                                                                                                       |
| Audience:                          | <ul style="list-style-type: none"><li>Targeting new and prospective customers.</li></ul>                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                         |
| Purpose/Funnel Stage:              | <ul style="list-style-type: none"><li>Awareness</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                         |
| Current Word Count (if applicable) | <ul style="list-style-type: none"><li>Ideally 1,500+</li></ul>                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                         |
| Est. Word Count:                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                         |
| UTM Tag                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <a href="https://docs.google.com/spreadsheets/d/17V1lCbw2hKso0qAdJ43Knw7BoCFmD5dcpOizeg6mn5o/edit?usp=sharing">https://docs.google.com/spreadsheets/d/17V1lCbw2hKso0qAdJ43Knw7BoCFmD5dcpOizeg6mn5o/edit?usp=sharing</a> |
| Current meta title:                |                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 40-60 characters                                                                                                                                                                                                        |

|                                                                       |                                                                                                                                                                                                                                                                                     |                   |                    |                                                                                                            |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------|------------------------------------------------------------------------------------------------------------|
| Current meta description:                                             |                                                                                                                                                                                                                                                                                     |                   |                    | 155–160 characters                                                                                         |
| Avg. Competitor Blog Post Examples                                    |                                                                                                                                                                                                                                                                                     |                   |                    | Competitors are not ranked for these specific terms.                                                       |
| Image alt text:<br>(describe image, denote blog title and hero image) |                                                                                                                                                                                                                                                                                     |                   |                    |                                                                                                            |
| Style Guide Link                                                      | <a href="https://docs.google.com/document/d/14rHdu69npFGIJTVKrIS6GLexHWSF-J55g4gnTBX2dCY/edit?usp=sharing">https://docs.google.com/document/d/14rHdu69npFGIJTVKrIS6GLexHWSF-J55g4gnTBX2dCY/edit?usp=sharing</a>                                                                     |                   |                    |                                                                                                            |
| Content Notes/Intent:                                                 |                                                                                                                                                                                                                                                                                     |                   |                    |                                                                                                            |
| Content Example 1:                                                    |                                                                                                                                                                                                                                                                                     |                   |                    |                                                                                                            |
| Internal Links                                                        | <b>Anchor Text:</b> setting business goals for future proofing<br><b>Link:</b><br><a href="https://resources.practicebetter.io/setting-business-goals-to-future-proof-your-practice/">https://resources.practicebetter.io/setting-business-goals-to-future-proof-your-practice/</a> |                   |                    | These anchor texts should point to another relevant page on the website                                    |
|                                                                       | <b>Anchor Text:</b> how to build wellness brand<br><b>Link:</b><br><a href="https://resources.practicebetter.io/how-to-build-a-wellness-expert-brand/">https://resources.practicebetter.io/how-to-build-a-wellness-expert-brand/</a>                                                |                   |                    |                                                                                                            |
|                                                                       | <b>Anchor Text:</b><br><b>Link:</b>                                                                                                                                                                                                                                                 |                   |                    |                                                                                                            |
| External Links                                                        | <b>Anchor Text:</b> noted above in key idea<br><b>Link:</b><br><br><b>Anchor Text:</b><br><b>Link:</b>                                                                                                                                                                              |                   |                    | These anchor texts should point to a relevant page outside of our website that discusses the topic at hand |
| Links to this Page                                                    | <b>Link:</b><br><b>Anchor Text:</b>                                                                                                                                                                                                                                                 |                   |                    | Other potential pages that can link to this content piece                                                  |
| Readability Score:                                                    | <a href="https://goodcalculators.com/flesch-kincaid-calculator/">https://goodcalculators.com/flesch-kincaid-calculator/</a>                                                                                                                                                         |                   |                    | Please note grade reading level                                                                            |
| Heading Level                                                         | Content                                                                                                                                                                                                                                                                             | Seed Keywords     | Secondary Keywords |                                                                                                            |
| Intro                                                                 |                                                                                                                                                                                                                                                                                     |                   |                    |                                                                                                            |
| H1                                                                    | What Is an Email List?                                                                                                                                                                                                                                                              | Create email list |                    |                                                                                                            |

|    |                                                                                                                                                                                                                                                                                                                       |                                    |                            |  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|----------------------------|--|
| H1 | <p>Why Build An Email List?</p> <p>If you're going to launch your program, you need to launch it to people who know, like and trust you, and you do it by talking to people over and over again. A useful way to do that is through email.</p>                                                                        | Email nurturing                    |                            |  |
| H1 | <p>Do You Need a Huge List of Email Subscribers to Be Successful?</p> <p>Not necessarily! Quality &gt; Quantity!</p>                                                                                                                                                                                                  | Email subscriber                   |                            |  |
| H1 | <p>List Building on Social Media</p> <p>Explain what a lead magnet is, and other aspects of growing your email list on social...don't have to run ads, for example, but can promote to your network and networks of others via shares and collaborations</p>                                                          | List building                      |                            |  |
| H1 | <p>Do You Have to Build Your Email List on Social?</p> <p>Can seem daunting...do you need to run ads? What about the ethical issues with personal data? Just sick of or intimidated by social? While it may feel like everyone's doing it, plenty of people are still building their networks/lists in other ways</p> | Social Media Alternatives          |                            |  |
| H1 | How do You Get More Email Subscribers?                                                                                                                                                                                                                                                                                | How to get more email subscribers? | How to build an email list |  |

|    |                                                                                                                                                                                                                                                                                                                                                                                           |                                   |                                |  |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|--------------------------------|--|
|    | <p>You might have a few or a few hundred subscribers, and a healthy business is adding more subscribers regularly, so consistent activity aligned with your goals is key to growth</p>                                                                                                                                                                                                    |                                   |                                |  |
| H2 | <p>An Important Note on Permission</p> <p>In some places, the law states that you can't cold-email people (CASL and GDPR, for example).</p> <p>Need documentation that you have their permission to send them marketing emails.</p>                                                                                                                                                       |                                   |                                |  |
| H1 | <p>How Do You Get More Subscribers Via Social Media Alternatives?</p> <p>Not everyone wants to grow by social media</p>                                                                                                                                                                                                                                                                   | Social Media Alternative          | Email list building strategies |  |
| H2 | <p>Build Your List from Your Website/Email Address</p>                                                                                                                                                                                                                                                                                                                                    | List building                     |                                |  |
| H3 | <p>Offer a Freebie for Signing Up</p> <p>Explain what a lead magnet is</p> <p>Make sure it's really compelling for your ideal audience, as you're trading a bit of your knowledge for permission to communicate to them.</p> <p><b>*We are offering one - a free done for you quiz - to download in Practice Better and use in your marketing (see DFY Quiz <a href="#">here</a>)</b></p> | How to get more email subscribers |                                |  |

|           |                                                                                                                                                                                                                                                                                                                                                                                                 |                                |  |  |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--|--|
| <b>H3</b> | <p>Add Sign-Up Forms to Your Website and Blog</p> <p>Please make your call to action more appealing than “sign up for my newsletter”. Then you’ll stand out. What are you offering?</p> <p>You might not expect a ton of sign-ups without offering something direct in return, but it adds up over time</p>                                                                                     |                                |  |  |
| <b>H3</b> | From Your Website: Use Exit-Intent Pop-Ups                                                                                                                                                                                                                                                                                                                                                      |                                |  |  |
| <b>H3</b> | <p>Build Your Email List from...Your Email</p> <p>Include a sign-up in your email signature so that anyone who emails with you can join your list</p>                                                                                                                                                                                                                                           |                                |  |  |
| <b>H2</b> | Build Your Email List In Person                                                                                                                                                                                                                                                                                                                                                                 | Email list building strategies |  |  |
| <b>H3</b> | Physical storefront/location - include a sign-up form                                                                                                                                                                                                                                                                                                                                           |                                |  |  |
| <b>H3</b> | <p>Attend local or online events</p> <p>Are you a guest speaker for an event? Perfect time to build your list</p> <p>While lots of events have moved online to stay, some people do want in person connection after COVID...</p> <p>Not sure which is right for you? Ask yourself if your ideal clients want to see you in person or online?</p> <p>Have a business card or web link ready!</p> | Email subscribers              |  |  |



|            |                                                                                                                                                                                                       |                           |  |  |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|--|--|
|            | Let them know why they'd want to subscribe to your newsletter                                                                                                                                         |                           |  |  |
| H2         | Other Ways to Grow Your Email List                                                                                                                                                                    | Grow email list           |  |  |
| H3         | Partner with Other Businesses and Help Build Each Other's Lists<br><br>Can be on social or not on social...events, guest emails or blogs, etc.                                                        | Social media alternatives |  |  |
| Conclusion | Social media is still a great way to build your list, but it's not the only way                                                                                                                       |                           |  |  |
| CTA        | <b>CTA: Get our free done for you lead magnet Quiz to help build your email list</b><br><br><b>(note: quiz function available for Programs only, for Starter plan, use this form version instead)</b> |                           |  |  |
| References |                                                                                                                                                                                                       |                           |  |  |

SEO Checklist

|                     |                                 |   |
|---------------------|---------------------------------|---|
| Keywords in Content |                                 |   |
|                     | Primary Keywords in Title       | • |
|                     | Keywords in Metas               | • |
|                     | Primary Keywords in H1          | • |
|                     | Keywords in H2s and H3s         | • |
|                     | Keywords in the first 150 Words | • |
|                     | Keyword Density < 1.5%          | • |
| Links               |                                 |   |

|                  |                                                      |   |
|------------------|------------------------------------------------------|---|
|                  | 2-5 Internal Links                                   | • |
|                  | 1-4 External Links (Authoritative)                   | • |
|                  | No Broken Links                                      | • |
|                  | Links Open in New Tab                                | • |
| <b>Usability</b> |                                                      |   |
|                  | CTA                                                  | • |
|                  | Table of Contents for Usability (If Content is Long) | • |
| <b>Media</b>     |                                                      |   |
|                  | At Least 1 Image                                     | • |
|                  | At Least 1 Video                                     | • |
|                  | Alt Text For Images                                  | • |
|                  | Infographic                                          | • |

Word count: 2479

## How to grow your email list in 2023 and beyond

When it comes to attracting and nurturing an audience, it's easy to forget there was a time before social media dominated the landscape. In fact, social media is relatively young compared to other forms of marketing and **list building**. [Facebook launched in 2004](#), but Instagram didn't come on scene until 2010 and TikTok has only been around since 2016. In contrast, email is an old-timer that was [invented way back in 1971](#). Mass public adoption of email happened in the mid-1990s once ISPs (Internet Service Providers) started bundling webmail in their offerings.

Email is far from dead as a marketing tool, despite what you might have heard. The [ROI on email marketing is 38:1](#) and [just over 50%](#) of consumers report buying from marketing emails at least once a month. If you imagine social media as a boisterous party guest whose voice is booming all around the room, then email is the guest in the corner having a fascinating conversation with an engaged group of people.

Here's the great news: If creating content to keep a robust social media presence going doesn't appeal to you, email is a fantastic tool for **list building** and keeping your highly qualified audience engaged and converting on more of your offers.

## What is an Email List?

When you **create email lists** you add in names, email addresses, and other pertinent information for each qualified contact. These contacts can include a mix of customers, prospects, and partners. The list consists of anyone who has indicated interest in hearing from you and has provided permission to reach out to them over email with information, offers, and other relevant content.

## Why Build an Email List?

There's one critical reason to work on building your email list: You own the list. When you're [setting business goals for future proofing](#), having an engaged audience to reach out to regularly through **email nurturing** should definitely make the cut.

Attracting an audience via social channels can work well, but if you only engage with them on those channels you're [building on rented land](#). You can think of the social channel as your "landlord" and they can change the rules of tenancy any time they want (read: the algorithm affecting your reach). Even worse, a channel can simply disappear, just like [Google Hangouts](#) did, leaving you to start building your audience again from scratch.

Besides keeping you in control of what happens to your **email nurturing** list, communicating via email can feel more personal to the recipient. Social media is a one-to-many relationship where everyone sees the same content. Email allows you the freedom to personalize. This could look like adding a recipient's name to a subject line or segmenting your list to send different messages to different people, depending on their interests. For example, if you are promoting [a new online course](#) you can write a brief version of the email for customers who already know and love you, then add more social proof and examples of your capabilities to the version going out to the prospects in your list.

## How Many Email Subscribers Do You Need?

Like so many things in life, when it comes to **email subscribers** quality is more important than quantity. A big list of email subscribers might make you feel good, but if it contains a lot of unqualified contacts (or worse, people who didn't opt-in to being on the list – [more on that later](#)) you are going to experience low open rates, more bounces, and bunch of people flagging your content as spam.

If you're putting effort into creating and sending emails, you should be aiming for high deliverability and the greatest number of people opening and reading your emails. Not everyone will convert to a sale, but you're still [making a brand deposit](#) with any individual who sees your message, which can help drive conversions and referrals in the future.

Here are a couple of things to consider to improve your email deliverability and open rates:

- **Keep it clean.** Low open rates can damage your reputation with ISPs and further degrade your deliverability. Scrubbing your list to remove inactive subscribers every 6-12 months is a good hygiene plan. Before you remove any inactive contacts from your list, consider sending a re-engagement email reminding subscribers of the value you regularly provide and explicitly asking them if they'd like to keep receiving them. It's also a good idea to ensure people can easily find the button to unsubscribe from your email list. Although you hate to see anyone go, allowing truly disinterested people to opt out will result in a cleaner list and overall higher open rates.
- **Stay official.** Don't send email from an address that isn't linked to your official business domain. For example, sending commercial or bulk email from your personal Gmail address to a user with a Gmail email address will [automatically get your emails marked as spam](#).
- **Be welcoming.** If someone opts in to your email list, don't leave them hanging. Send a welcome email thanking them and setting the stage for the types of information they can expect to see from you in their inbox regularly. You can also drive more engagement by inviting them to write back and tell you the types of content they are hoping to receive from you.
- **Mind the gap.** Sending content to your **email subscribers** too often can get annoying (and increase your unsubscribe rate). Waiting too long between emails isn't recommended either as people are apt to forget about you or ignore infrequent messages. You'll need to experiment to find the right cadence for your audience and your practice.

## An Important Note on Permission

When you're looking at **how to grow your email list**, it may be tempting to purchase a list from a third party. This is a bad idea. Your email list needs to be permission-based, which means the people on it have expressly opted into receiving emails from you. There are laws in place to protect the general public from receiving spam emails with the rules and regulations varying from country to country. If your business is found to breach these restrictions you can be found liable for significant financial penalties. You can get a high-level view of [international anti-spam laws over here](#).

## You Can Use Social Media to Help with **List Building**

Just because you choose not to exclusively communicate with your audience on social media, doesn't mean you can't use it as a channel for email **list building**. Let's explore a few options around **how to build an email list** through the lens of a holistic nutritionist using social channels as a tool to drive more opt-ins.

- This practitioner sends out a monthly Root Cause newsletter to her email list where she talks about lifestyle/diet and shares unexpected-but-delicious recipes. She can take a tidbit from that newsletter each month and share on her owned social channels to provide helpful advice right in a user's social feed. She always includes a link readers can visit to sign up and get the newsletter delivered straight to their inbox.
- This practitioner has also created a [lead magnet](#) focused on delicious and easy ways to fight inflammation through diet and lifestyle. It's called a "lead magnet" because it promises to deliver high-value information to readers and the only "cost" to access it is providing a valid name and email address. By adding opt-in language to the gated form, this practitioner can perform qualified **list building**. She can choose to promote her lead magnet organically on her own channels or she can invest in a paid ad campaign to get in front of a wider audience of qualified prospects.
- This practitioner could also opt to host an Instagram Live or Twitter Chat, bringing in a physiological expert to talk about the dangers of chronic inflammation and how diet can help. Promoting her lead magnet throughout this event can help to drive more folks to opt-in to her email list.
- When she posts the recording of her live chat over on YouTube, she can add a link to the email opt-in to the description under the video. She can also use her Instagram account's link in bio function to include a link to her newsletter sign up.

## Using **Social Media Alternatives** to Grow Subscribers

While Facebook, Instagram, TikTok and others are viable channels for helping you **build an email list**, there are many **social media alternatives** you can explore using instead. Check out the following **email list building strategies** that don't depend on social media for success.

### Build Your List from Your Website

Qualified traffic is coming to your website all the time. Don't let them bounce without attempting to do some **list building** while they're in the right mindset and on your turf.

#### Offer a Freebie for Signing Up

We discussed the concept of a lead magnet in the section detailing **how to get more email subscribers** using social media as a promotional channel. No matter what form they take, lead magnets typically live on your website behind a gated form. Make sure to sprinkle clear call to action buttons or messages throughout your site to drive visitors to the page and encourage sign ups.

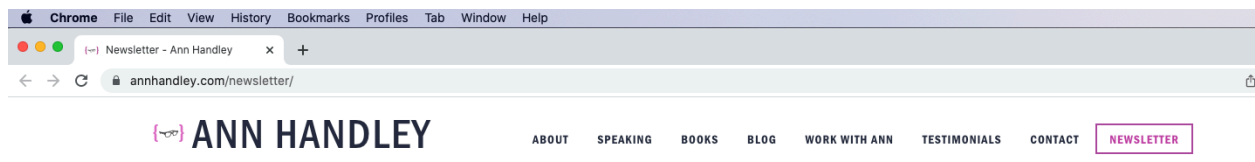
One thing to be cautious of when creating a lead magnet is that the information in it must be compelling and valuable to your audience. Years of being pummeled by spam emails have

made the general public very skeptical when it comes to giving their personal information up. If someone takes the step to fill out your form and then the promised content falls flat or is overly self-promotional, it's going to feel like a bait and switch that seriously erodes your brand credibility.

We know that creating a quality lead magnet can be time consuming, so we've created a free, plug-and-play quiz Practice Better customers can use as a lead magnet to help build their own email lists. Note that the quiz function is available for Practice Better Pro members only. Anyone on a Starter plan can use this form instead.

## Add a Sign-Up Form to Your Website and Blog

Why not dedicate an entire page on your website to signing up for your email list? Don't be afraid to have a little fun and let your brand personality shine through. Content marketing expert, Ann Handley, does an excellent job of this on the sign-up page for her email newsletter, aptly named "Total ANNARCHY."



## SUBSCRIBE TO MY NEWSLETTER

**Every two weeks I send out a (literal) letter about things I'm doing and things I believe are worth sharing.**

I'll share new writing tips, useful marketing ideas, fresh thoughts, and some high-spirited shenanigans —delivered direct from me to your inbox. It arrives early Sunday morning.

It's free. And 100% spam-free. Unsubscribe whenever you want.

I love getting letters. Maybe you do, too?

**Note:** A sign-up form is below. If the form is missing for you and you'd like to subscribe, email me directly with a request to join: ann [at] annhandley [dot] com.

A screenshot of a newsletter sign-up form titled 'Subscribe to Total ANNARCHY:'. The form is set against a dark blue background. It contains two input fields: 'Your Name' and 'Your Email'. Below these fields is a purple 'SUBMIT' button.

You'll note that Ann also has a prominent NEWSLETTER button in the top navigation bar of her website. Blocking it out in a different color and with an outline makes it hard for visitors to miss. You can also add an anchored call to action on your blog landing page, if you have one, and put a link to your email signup in your footer.

You shouldn't expect an avalanche of sign-ups, but single, high-quality opt-ins add up to a thriving list over time. One way to increase the probability that a visitor will convert on your form and give up their name and email is to use more engaging copy. Instead of the same-old "Sign up to receive my newsletter" make sure you focus on what's in it for them. Adding social proof helps too (e.g., Join 5,000 subscribers who receive weekly tips for living a more mindful life in their inbox).

### Use Exit-Intent Pop-Ups

If your marketing platform has functionality built in to enable an exit-intent pop-up it can be another way to drive up your email subscriptions. This is just what it sounds like – a message that pops up on the screen of a visitor when they move their mouse off the page, which would indicate they are planning to leave. Ideally you can customize the pop-up so only new website visitors see it, which allows for a more carefully customized message. Again, don't forget to focus the message on what's in it for the visitor if they subscribe.

### Build Your Email List From...Your Email!

You're sending emails all the time so why not use the real estate for **list building**? Add a bold footer to your email to encourage the people who are communicating with you one-on-one to subscribe to your regular communications. In [Practice Better, you can add rich text and links](#) in your email signature, along with your logo.

When sending out something like an email newsletter, encourage referral subscriptions by adding language that encourages readers to forward on the newsletter with a subscribe link to other folks that might be interested in the content.

### Build Your List in Person

When it comes to **email list building strategies** don't underestimate the power of face-to-face interactions.

- In 1:1 meetings with clients (live or virtual) don't be shy to mention that you send out regular emails with useful information and ask if they'd like to subscribe.
- In a physical office location, you can be a little more hands off by including the option to subscribe to your email list in the check-in or check-out/payment process.

- Gain more **email subscribers** when you attend live or virtual events. Have your business cards ready featuring your subscribe link for in-person interactions. If you're presenting virtually, you can give a plug to your email sign-up (don't forget to tell them why they should care) and also ask whoever's running the show to drop a link in the chat while you're presenting.

## Partner With Other Businesses

Seeking out partners to work with is a low-friction way to tap new audiences as potential email subscribers. Reach out to complementary practitioners, experts, or influencers and see if they want to work with you to build up each other's lists.

**Social media alternatives** include guest blogging for each other to share new thought leadership. Don't forget to drop a link to your opt-in in your bio accompanying the post. You could also look at co-presenting virtual sessions to prospects where you each have a chance to plug links to your respective lead magnets, newsletters, or other content you're using to drive email subscriptions.

## List Building Outside the Social Media Box

Social media is a tool you can use to build an audience, but it's not the only way to get it done. Before social media ruled the world, email was king and it still reigns supreme when it comes to attracting an audience that's highly relevant and actually wants to hear from you. In fact, it's the only marketing medium where a customer explicitly invites you into their personal space to communicate with them.

Ready to get a jump on your own email **list building**? We've got you. Download this done for you quiz into your Practice Better platform and use it as a lead magnet to drive more email subscriptions. (Note: The quiz function available for Programs only. Practitioners on a Starter plan can use this form version instead.)

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| <p><b>EMAIL COPY</b></p> | <p>Blog: <b>How to grow your email list in 2023 and beyond</b></p> <p>Contrary to what you may have heard, email is far from obsolete as a marketing channel. In fact, the ROI on email marketing is 38:1 and just over 50% of consumers report buying from marketing emails at least once a month.</p> <p>We're offering advice on how to build your own qualified, opted-in email list over on the blog AND we're sharing a</p> |
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|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | ready-to-use quiz you can leverage as a lead magnet in your list-building efforts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>LINKEDIN COPY #1</b> | <p>Did you know...</p> <p> The ROI on email marketing is 38:1.</p> <p> Just over 50% of consumers report buying from marketing emails at least once a month.</p> <p>Email is an amazing alternative to social media for building an audience. The best part? You own the list so you get to decide when and how to communicate with the people on it.</p> <p>We've got everything you need to know about building a thriving email subscriber list in 2023 and beyond.</p> <p>#practicebetter #healthandwellnessbusiness #emailmarketing</p> |
| <b>LINKEDIN COPY #2</b> | <p>"Don't build your house on rented land." It's fantastic advice in life and audience building!</p> <p>If you only communicate with your audience via social media the algorithm gets to decide who sees which messages and when.</p> <p>On the other hand, if you steadily work at building your own list of qualified, opted-in customers and prospects, you can communicate with them any time through email.</p> <p>We've got lots of ideas on how to build your email list over on the blog.</p> <p>#practicebetter #healthandwellnessbusiness #emailmarketing</p>                                                                                                                                       |
| <b>TWITTER COPY</b>     | <p>Do you need a lead magnet to help build your email list? We've got you. Get a done-for-you quiz to drive more email subscriptions.</p> <p>#blog #practicebetter</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>INSTAGRAM COPY</b>   | [You could do a series to get more legs out of the content]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

## #1

- 🚀 Facebook launched in 2004.
- 🚀 Twitter came onto the scene in 2006.
- 🚀 Instagram launched in 2010.
- 🚀 TikTok has only been around since 2016.

Before social media became a popular choice for attracting an audience there was email. Mass adoption of email goes all the way to the 1990s, and it remains a highly effective marketing channel today.

Get advice on how to build your best email list in 2023. Link in bio.

#practicebetter #healthandwellnessbusiness  
#emailmarketing

## #2

Social media isn't the only way to gain email subscribers.

✅ You can encourage opt-ins on your website. (Pssst: We've got a lead magnet to help with that over on the blog.P)

✅ You can use the footer in your email to encourage qualified folks to sign up to here from you on offers and other news.

✅ You can even build your list through live and virtual events.

Take a peek at all the viable ways to build your own robust email list this year. Link in bio.

#practicebetter #healthandwellnessbusiness  
#emailmarketing

## #3

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>When you're looking at how to grow your email list it may be tempting to purchase a list from a third party. Here's why it's a great idea to fight that urge.</p> <p>Your email list needs to be permission-based. That means the people on it have actually opted into receiving emails from you.</p> <p>Not only does this improve open rates and keep spam reports and unsubscribes low, it protects your business from legal action and hefty financial penalties.</p> <p>Get more advice on proven ways to build a clean, engaged email list. Link in bio.</p> <p>#practicebetter #healthandwellnessbusiness<br/>#emailmarketing</p> |
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