

Tyler Blackburn
Resource Post

The Only 6 Articles You'll Ever Need to Build a Rockin' Email List



Too much has been written on the subject of building email lists. And a lot of it says the same thing.

So before spending the next few weeks pouring through Google results, here's some excellent news. It's already done *and* whittled down into only six articles that give you everything you need to know.

There is no reason to look elsewhere.

It *does*, however, take a few hours to go through them, but after you're done, you'll have all the information you need to start building.

Sound better than drinking from the firehose of information already out there about list building?

Why Must You Build a List in the First Place?

Long story short: a good list is *literally* a money tree.

There's so much you can do with it, like:

Email marketing: Here's an excellent quote from an Optimonk:

"Despite all of the sexy new social media sites and platforms coming out, email is still the king of acquisition."

*In fact, email is **40x more effective** at acquiring new customers than Facebook or Twitter . . ."*

E-newsletters: Check out this quote from the Hubspot article below:

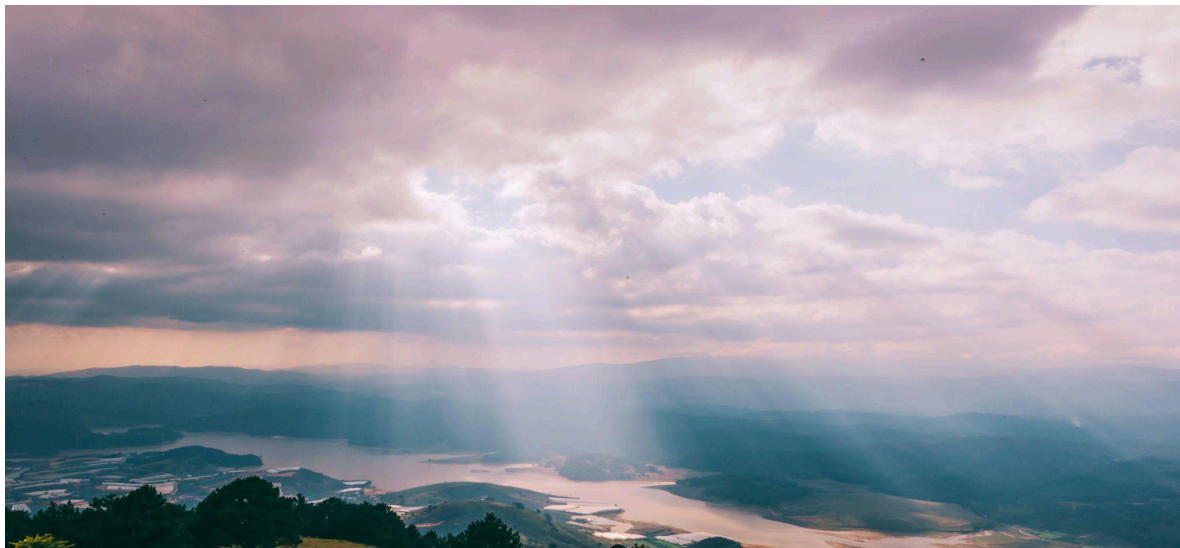
*81% of B2B marketers say their most used form of content marketing is email newsletters.
(Content Marketing Institute, 2020)*

We're probably preaching to the choir of all you "listers" out there, so the million-dollar question is:

How do you build such an email list?

It's a lot easier than you think. Just keep reading.

The 6 Roads to List Heaven



Before we get down to it, we need to set something straight.

Never buy an email list!

Seriously, don't do it.

Why?

For a whole bunch of reasons (not to mention it violates the [CAN-SPAM Act](#)), but here are two that should convince any reasonable human:

It's spammy. And who wants unsolicited emails? No one! Don't be *that guy*.

It's not your audience. What are the odds that you will buy a list of people who want to buy things specifically from you? Pretty much zilch.

Okay, now that we've cleared that up, here's what you came for:

The List of List Articles About How to Build a List

Each article builds on the previous, so your knowledge of list building will continue to grow as long as you read them in the order below.

But if there's something specific you're looking for, there's a quick review of why it's useful and the company that posted it.

Have a look and adapt what works for you.

[Email List Building: 8 Best List Building Strategies for 2022](#)

Yieldify provides an overview of email list building in this article. What's handy is it expands list building into three avenues: building an email list through your website, social media, and offline. There's something here for everyone.

[Yieldify](#) helps e-commerce companies grow. The list of companies that work with them is impressive. They know what they're talking about.

[How to Build an Email List from Scratch: 10 Incredibly Effective Strategies](#)

This article from Hubspot focuses on the value of email marketing (you can also download a free guide if you want). It delves into different pop-up strategies and CTA (call to action) buttons. Handy information if you want to build your list through online means. There's a crafty tip about pitching your newsletter in your email signature.

[Hubspot](#) is a major CRM (Customer Relationship Management) player. They have multiple blogs covering all aspects of marketing.

[Email List-Building From the Experts: How to Grow a Massive Email List](#)

Even though this Buffer article is eight years old, the overall concept of "good content will get you traffic" still applies. What's interesting is they break it down into a simple formula, then give some common strategies for building a list, and also look at successful lists. Definitely worth the 11-minute read.

[Buffer](#) develops tools for social media campaigns. If social is your thing, check them out.

[3 Powerful ways to build an email list without a website](#)

This is a great article by ConvertKit, and an excellent resource for those ready to launch a product or business before launching a website. All three ways, with how-to examples, lay out a great strategy to get your list going quickly.

[ConvertKit](#) is an email service provider. They're a solid option if you're ready to kick off a newsletter or an email campaign.

[10 Clever Ways to Use Social Media to Grow Your Email List](#)

This one is for all you social media junkies. Melyssa Griffin does a great job exploring various ways to build your email list exclusively through social media. It's full of examples, links, and software ideas.

[Melyssa Griffin](#) is an incredible resource. It's highly recommended you visit her site.

[How To Build An Email List: 60 Free Ways You Can Use Right Now](#)

Not only is this AppSumo article exhaustive, but many of the techniques are simple to easy to employ. If you have social media or a website, they show multiple quick wins that get your list off the ground. They left no stone unturned.

[AppSumo](#) offers software, books, and other products at a discounted rate, as well as great content. If you've never heard of them, check out their site.

What to do After Reading the Articles

Pretty intense, right?

You may want to go for a walk or eat ice cream to cool your brain down. After that, take a peek below to help you implement your next steps.

Here are a few pointers

- **Layout a strategy.** Remember, you don't need to do everything in every article. Read through all of it and jot down notes about what you like and think will work for *you*
- **Start small.** If you have a website, start there. Choose one of the methods mentioned in the articles and set up an email capture form on your homepage.
- **Think about software.** Apps and other tools will make your life a lot easier. A lot of different ones were mentioned (especially in the AppSumo article), so investing in one may not be a bad idea

Once you find a sweet spot and start building your list, find another means to add to it. Let the momentum work in your favor.

It's time to plant your money tree

Life is good. Not only do you understand that buying an email list is a no-no, you know how to build your own. Best of all, you can immediately apply what you've learned and start setting up your list.

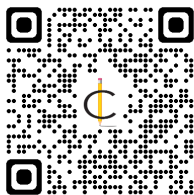
Just imagine how relieved you'll be when you've set up a few ways to get subscribers, and they start working. How cool will that be?

All you have to do is follow the pointers above, and you'll be off to the races.

And don't forget, if built correctly, a good email list is *literally* a money tree.

-Written by Tyler Blackburn
Center Line Content and Copy, LLC

Does your business need promotional writing or consulting? I specialize in digital copywriting, but I also write printed materials. To learn more, scan the QR code below or visit www.centerlinecontentandcopy.com.



To contact me:
tyler@centerlinecontentandcopy.com
(813) 419-3392