

Get Your First 50 Subscribers

Now is the best time to begin growing your email audience and your business. Get your first 50 subscribers with our step-by-step checklist.

❑ **Define your target audience.** *30 minutes*

When you're growing your email list, you want people that are in your target audience. Otherwise, your email list might be filled with a lot of "dud" subscribers who are unlikely to buy. Your target audience are people who are interested in your product or service and likely to buy. [Use this worksheet](#) to map out the traits of your target audience.

❑ **Create an incentive (freebie).** *2 hours*

An incentive is a gift you give your subscribers when they join your email list. Your incentive could be a one-page guide, coupon, checklist, template or pretty much anything that your target audience would love. Here's more info on creating an [irresistible incentive](#).

❑ **Build a hosted sign up form or dedicated subscribe landing page.**

30 minutes

A hosted sign up form lives on its own, with a unique URL that you can share anywhere – Facebook, Twitter, your email signature – wherever! It gives you a quick way to start building a subscriber list today without a website. Not sure where to start? [Read this](#) to get help creating a winning sign up form or even a dedicated subscribe page (a landing page whose sole job is to promote your email list).

❑ **Write your sign up form or landing page content (be sure to promote your incentive).** *45 minutes*

Your sign up form content should explain the benefit(s) of joining your list. Your free incentive that you created in the last step is one of the key benefits of joining your list - so talk about your incentive. [Read this blog post](#) to learn how to write effective sign up forms.

❑ **Write a welcome email that delivers your incentive.** *30 minutes*

Your welcome email is an automated email your subscribers receive after signing up to your list. Welcomes your new subscribers and thanks them for signing up, tells people what kind of content they can expect from you and how often, delivers your incentive if you offered one and includes your contact information so your subscribers can easily reach you. Want to learn the secrets of writing an effective

welcome email? [Check this out.](#)

❑ **Draft a short message asking a person to join your list (write to an individual).** *10 minutes*

You'll send this message to individual people using email and your social media channels. In your message, include a summary of your business, the benefits of subscribing to your email list and a request to the recipient to share the message with friends (so that you can promote your list to even more people). Make your email personal, short and descriptive. Use this already written template if you're tight on time or need a little inspiration.

❑ **Paste the link to your sign up form or dedicated subscribe page in your message content.** *1 minute*

Remember, explain the benefits of joining your list. What problem or frustration will your emails resolve for the reader?

❑ **Email your message to your personal email contacts within your target audience.** *45 minutes*

Go through your email contacts and select contacts who'd be interested in joining your email list. Don't bulk email all your contacts at once. Your message should be personal.

❑ **Send your message to your LinkedIn contacts.** *1 hour*

Search through your LinkedIn contacts and select contacts within your target audience. Send your message privately and individually to those contacts.

❑ **Post your message to your Facebook page.** *2 minutes*

Since your original message content was written for an individual, you should revise your content for your Facebook message so that you're writing to a group of people.

❑ **Tweet about your sign up form.** *5 minutes*

The challenge of tweeting is that you need to keep it short. In your tweet, talk about your incentive and the other benefits of joining your list.

❑ **Pin your Tweet to the top of your Twitter profile.** *1 minute*

By pinning your Tweet to the top of your profile, more people visiting your page will see your sign up form Tweet. You'll be giving your sign up form a special place on your Twitter profile, which is perfect if growing your list is a top priority. [Click here](#) to learn (in 60 seconds!) how to pin a Tweet.

- ❑ **Post your message on LinkedIn as an update.** *5 minutes*
Not sure how to “share an update” on LinkedIn? [This article](#) will help.
- ❑ **Promote your email list in your email signature.** *5 minutes*
Keep this short! Write something like, “Want a free (your incentive) as well as tips and advice about (your industry)? Join my email list today.”
- ❑ **Publish your sign up form on your home page.** *30 minutes*
The easiest way to do publish your sign up form on your website’s home page (without coding) is to use a pop-up or slide-in form. Your email service provider should allow you to create forms. Or, you can get pop-up and slide-in forms with a free [AddThis](#) or [SumoMe](#) plan.
- ❑ **Add a link to your hosted sign up form on your blog.** *30 minutes*
Your blog is a great place to grow your email list. Mention your sign up form or landing page at the bottom of blog posts, within content (when it’s relevant to the content) and in slide-in or pop-up forms.

BONUS: Email Message Template

Hi [insert name of recipient],

I hope you’re doing well!

I just started an email newsletter where I share my top tips and advice about [content you’ll send subscribers]. I thought you’d be interested in joining!

To subscribe, just click this link and fill in your info: [insert link].

And if you know of any friends who’d be interested in joining, would you mind forwarding this email to them? That’d really help me out.

Thanks!

[insert your name]

Don’t stop at 50

Now that you've got a hang of the list-growing life, why stop at 50? Learn how to get your first 500 subscribers and beyond with these educational resources.

- [Your First 500 Subscribers](#)
 - Get our 7-day email course, Your First 500 Subscribers, and learn how to build an email audience using social media, sign up forms, your blog and more!

- [Optimize and Accelerate Your Email List Growth](#)
 - Looking for ways to optimize and accelerate your email list growth? Look no further!

- [Grow Your Email List with Targeted Sign Up Forms on Your Blog](#)
 - Want to make the most out of your lead magnets? Read on to learn how you can promote them on your blog.