5 Simple Strategies to Grow Your Email List to Your First (or Next!) 1,000 Email Subscribers! with Kristen Robinson

with Kristen Robinson · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

List-building specialist Kristen Robinson says her first webinar drew nobody because she had no email list, and a borrowed list of 200 people bought nothing.

- [ ] Start building your email list before you plan a webinar or launch.
- [ ] If an offer doesn't sell online, test it with a live audience before you decide the offer is the problem.
- [ ] Host or join an online giveaway to add subscribers quickly.
- [ ] Follow up with the people you meet in giveaways about joint ventures or promoting each other.
- [ ] In a busy or uncertain season, schedule offers only for the months you know you'll be available.
- [ ] Check time zones before you announce event times.
- [ ] Pick a celebration for every finished launch, good or bad, and a bigger one for bigger projects.
- [ ] Block lunch and personal time on a calendar your team can see, and don't answer messages during it.
- [ ] If your list is big but not buying, ask subscribers to opt in again and rebuild with messaging aimed at the right person.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/build-an-email-list-kristen-robinson/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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