Welcome back to easy email marketing. I'm your host Yael Keon. And in today's episode, I'm excited to share with you how to grow your email list full of quality subscribers, fast. Having a good number of email subscribers is essential, especially if you are looking to scale your business and your sales, because the truth is many of us underestimate how many subscribers should actually convert to a sale.

Some of us, me included sometimes, think, okay, we send an email out, everybody on my list should want this. And I should just be getting all these sales come through, but the truth is the stats speak completely different. So in the average launch, you would probably see about 0.05% to 2% of your subscribers turning into customers. I've tried to beat these numbers at a bunch of times,

but I always seem to find it fits in this range for other niches, for e-commerce a welcome series can expect the conversion rate between about one and 3%. And campaign, so every campaign you send, again, 0.05 to about 0.3%. And that's according to Klaviyo. And for services, I'm finding about probably about 2% of your welcome series when someone first signs up is joining.

So these percentages aren't huge. For most, it's like two subscribers out of every hundred, but your overall sales can be improved by two things and it does come down to maths. So the first thing that will help is of course, putting more people onto your list, which is what we're going to talk about more today, as well as at the same time,

second, the quality of those people. Obviously we only want to attract people who are actually interested in what we offer and are the ideal customer for us. So how do we get the best of both worlds? So here are my five steps to growing your email list, fast. First, get clear on what your audience wants to know more about and where they are at right now.

So you need to really understand what their biggest challenge or frustration is. For more on that, you can check out episode eight, which is about how to re-engage your list, where I share a process of getting that data or that qualitative information out of them, or just think about what you're always getting asked about. Like, what are people repeatedly wanting to know about?

Now, the key here is it doesn't have to be what you really know the problem is. Often people will think the problem is one thing, but it actually is another. The lead magnet or the thing which we're going to create in a moment, should answer actually what they think they are looking for a solution for. And then we use our emails afterwards to educate them about what the truth of the situation is, what the problem really is, how to solve it and how you can help them solve it

of course. So one, get clear on what your audience wants to know more about. We are talking these hot topi, things that people are

really interested in, but it has to be aligned with what you're offering at the end, because you don't want every man and their dog signing up. Okay. Second is to then create a lead magnet that solves that solution.

So when it comes to creating a lead magnet, like a PDF download, or perhaps a quiz, we are talking about keeping it really, really simple. So one mistake I see a lot of business owners make is they want to just over-give they think, okay, what will help? What will someone be wanting to sign up for?

How about I go and create like this 30 page ebook with lots of information. Now people might sign up for that, but generally if they do, it'll just end up gathering virtual dust in their downloads folder because it just looks too overwhelming. And they think they'll look at it one day. Instead, we want to keep it simple. People love things like swipe files,

checklists, quizzes, or top tips or quick guides and roadmaps, something that'll help them take action quickly and have a quick win. We want them downloading that and going, yes, I've got some answers there. Another one is like inspiration lists, ideas lists. I've got so many, but we want to keep it simple. And we want to give a quick win.

And thirdly, we want to make sure that it leads to your offer. Again, it's got to obviously be a logical first step towards what you're going to offer, because there's no point inviting a bunch of people onto your list that just aren't going to convert. Then the third step is to go ahead and create a lead page for that lead magnet. So you might've heard of

these referred to as a signup page or a squeeze page or an opt in page or a landing page. They all basically refer to the same thing. And what I'm talking about here is having a really, really simple page that you can send people to, to sign up for that. And when I say simple, I mean simple. I don't want them to have a menu or any other instructions.

We want them to fill out that box, which asks for their email address and then hit submit and not be distracted by anything else. So all you need to do achieve on this page is have like a great reason for someone to sign up. So ensure you're focusing on the benefits and what that lead magnet can do for them. Have some great texts on the buttons that don't use words like "subscribe",

have it like "I'm in", or "send it to me". And just have a really simple image, if you have a mock-up of the PDF or something, that's really, really great, and just keep it simple. So create that lead page and then set up delivery of the PDF or whatever it is after they sign up. So they complete their details.

And then in your email marketing software, you will have it set up to automatically deliver that freebie straightaway. You would not

have it on a thank you page. You always want to make sure they go in and check their inboxes to download whatever it is. Step number four is to promote it everywhere. And when I mean everywhere, I mean, everywhere.

We need to get traffic to this and people don't see things in all the places. So the first place I recommend is in your Instagram bio, have that as your main call to action link and where people can go and join it, and then refer to it in your stories at least weekly and at least once a month in your feed. And you could do it using different graphics,

or just mentioning it throughout other emails where it's like "other posts", where it's just a natural lead into it. But Facebook, I recommend on your Facebook page actually include it on the banner of your page. So everyone who goes to that page sees it and also your pinned post. So the only time your pinned post shouldn't be something that people sign up for, it's when you're actually in launch or

going through a promotion of some sort. Every other time, it should be building your list and have that pin post, that opportunity for someone to sign up right there at the top. And then I will be posting at least one lead magnet every single week, but you can repeat it again, using different graphics, et cetera. Then you can also share in your Facebook group,

if you've got one, or in other people's Facebook groups. So a lot of groups have like freebie Fridays or different things. And my Facebook group, the connect and grow with email has a day where you can share your opt-in incentive. So having days in those groups where you can share it without guilt, because you're given permission to do so is a great place to do it.

But again, focus on the benefit of the freebie, of your lead magnet, not just talking through all the features. You can share it regularly in your blog, in your podcasts or on videos, if you do share regular content. So just saying at the end, if you want to know more, here's a great thing for you. And if you use Pinterest, creating some pins,

if you use LinkedIn, making sure you're sharing it on there, basically you want to get it out to as many places as possible and not just once, you need to be getting them back again and again, and reminding them they can get this great free resource from you. And then the fifth step is to check in on your numbers, cause you might not get this right straight away.

And the two things we need to figure out is first, if you have a problem with the lead magnet or with the lead page itself. So if you were just getting nobody clicking through to the lead page, you know, okay, maybe either the way I'm messaging my messaging around this lead moment isn't working, or maybe it's actually the thing itself. Maybe it's not solving the biggest problem

my audience has, you might want to revisit that. If they getting to the lead page, but not signing up, then maybe you just need to work on how that page looks and feels. So for a lead page, for something like a PDF, I would like to see a conversion rates, so a number of people signing up out of the people visiting,

of at least 60%, if it's like for a masterclass or a workshop or something over 40% is probably where you be looking. So we don't want to just have people clicking. We want them converting. Okay. So that's it. That's how we get our list growth started. First you need to get clear on what your audience really wants to know more about.

Then you go ahead and create a lead magnet that helps them with that thing. Third, you go and create a lead page or sign up page for it and deliver it to them. Fourth, you promote it everywhere in as many places as possible, over a number of weeks and months. Basically anytime you aren't actively promoting a product or a service or a launch,

you want to be promoting your list builder. And then finally, check in on your numbers and optimize where need be. So hopefully you enjoyed those tips. Obviously there is a lot more detail under each of those points. If you do want more help with all of this, then you will love my list building starter kit. This includes all you need to finally get started with growing your list.

So I'm talking Canva templates for those lead magnets, a mini course on how each of those steps work, a list building action plan and even tech tutorials, and how to set it up in your email marketing software. So you can grab it today at yaelkeon.com/listbuild. I'll include that link in bio and yeah,

you can get started with me today. So thank you for joining me. I'd love to know more from you about what you have enjoyed from this episode or what you want to know more about. So please catch up with me on Instagram. My handle is @yaelkeon, all one word, and I look forward to seeing you in the next episode.