

## **Incentives You Can Use to Encourage Sign Up for Your Lists**

Building a mailing list is a very important and potentially highly effective way to increase your reach and possibly your sales from a website. By having a mailing list on your site, you can gain direct access to your very most loyal fans and this will then mean you can promote your products to them, keep them informed regarding updates to your site or even just remind them you exist and keep your brand awareness up.

But how do you go about getting people to sign up? One option is to use some form of incentive – and there are many options for doing this. For instance...

### **E-book**

Giving away a free informational product is often a good way to get people to hand over their details. People love the idea of getting something for nothing and if you can make your e-book sound genuinely compelling then you will likely get a lot more subscribers. Remember: people will regularly spend hundreds of dollars on e-books and similar products so giving away an e-mail address is nothing really! You can get someone to write you a 10,000 word e-book relatively cheaply.

### **Discounts**

Another common bonus that site owners offer for members of their mailing list is discounts off of their products. If you let them know that your newsletters are going to contain vouchers and codes that give them money off then you'll again find that this encourages a lot more signups. As with free things, people love getting a bargain!

### **Information**

Of course anyone who signs up for a mailing list will essentially be getting information but you can make your form more enticing by pointing out specific information that they will get. A common one is to get someone to sign up to 'be informed when X happens'. This can be useful if you have something upcoming that you know people will want.

### **Membership**

You can also combine a mailing list with a subscription to a service or access to a VIP area of your site. If you have an online service, then you can simply have this as an 'opt-out' or 'opt-in' option and that way gain even more from finding new members.

### **Access to You**

Finally, why not point out that you will answer any questions sent in response to your newsletters? This is only really viable for small blogs and businesses to begin with but it's a great option if you have knowledge or skills that others can benefit from!