

Pop Up Windows for E-Mail Collection – Good or Terrible Idea?

Nobody likes pop-ups, that much is a given. And fortunately we've come a long way from the internet of yesteryear which used to open about fifty windows no matter which website you went on.

But in some circumstances, they seem to be making a comeback. And actually? You might want to join them.

Pop-Ups for E-Mail Collection

The context in which pop-ups seem to be making something of a comeback is in their use as a list building method. Go onto many relatively big blogs on subjects such as self-development or fitness and within a few minutes of being there, you'll often be greeted by a pop-up window inviting to hand over your e-mail address.

This includes the websites of some rather big names in the blogosphere (does anyone say that anymore?) including the likes of Tim Ferris who *also* has an e-mail form at the top of the page. And with most of these pop-ups you won't be able to continue reading until you comply or hit cancel. Okay, so it's not a separate window but it definitely has the potential to annoy. What do we take from this?

In Favor of Pop-Ups for List Building

Well for starters, this should tell you just *how* important these highly successful bloggers think it is to collect e-mails. At the very least this should be a clue that you need to double your efforts with regards to finding and adding contacts.

Many of these bloggers have gone on record as saying that they're aware these pop-ups have potential to annoy and even feel guilty in some cases for using them. Nevertheless, they say that the benefits of having them drastically outweigh the cons. So is this something you should consider as well?

Against Pop-Ups

The answer to this question might well depend on how you personally feel when your own reading is interrupted by such a pop-up. The key point to remember is that someone like Tim Ferriss has millions of regular readers who aren't going to be put off by such tactics, but pop-ups *can* cause ill-will and if you aren't careful you may in fact drive away future visitors or put them off of revisiting your site.

An Important Tip

The most important tip? If you do decide to use pop-ups, then don't be obnoxious. Make sure they don't *keep* popping up, make them easy to close and make them generally as unobtrusive as possible.