



# **SIMPLY. SMART. BUSINESS.**

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**90+ WAYS  
TO BUILD YOUR LIST**

**BY GEMMA WENT**





# THE SIGN-UP SHEET

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One of the truly simplest ways to secure more sign-ups is the old “sign-up sheet” trick.

This is particularly effective for brick-and-mortar businesses, or for any business that books a stand at an industry event. It works even better if you offer something of value, maybe a 10% discount or sign up and get this ‘thing’ sent to you.

Simply print out a few copies, stick ‘em on a clipboard, and point ‘em out every time someone approaches your table (or till).





# THE MAGNET

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Create a super valuable lead magnet to entice visitors to your website or social media profiles onto your list.

This can't just be another short ebook - there are already too many of those out there. This has to be targeted, well-researched, and nicely designed. It should be a product that people would be happy to pay for. You want it to be a no brainer for them to offer up their beloved email address in return for this thing.

Ideally it should have its very own sales page - this landing page will be the main destination for all your list -building efforts.

A few ideas are:

**CHECKLIST**

**EBOOK**

**TEMPLATE**

**SWIPE FILE**

**MINI ECOURSE**

**MINI VIDEO COURSE**

**LIVE TRAINING OR WEBINAR**



# THE INVOICE INSERT

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If you sell products online, you have a number of ways to encourage more sign-ups. When shipping physical products add a note to your package explaining how easy it is for them to subscribe to receiving special offers.

If you're in the digital products game, add a link to your sign-up form to every invoice and receipt.





# THE UPGRADES

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I LOVE this one. Try creating content upgrades for each of your blog posts. Rather than just a downloadable version of your blog post, think of these as a way to amplify the value you're already offering.

In other words, you should share a downloadable worksheet, checklist, swipe file or resource list that compliments that piece of blog content.

# THE FISHBOWL

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Selling your products at a local market, or manning a stand at an industry event? Pop a big glass bowl on your table and offer a prize draw - a business card in your bowl is one entry.

Each participant can then be added to your email list.

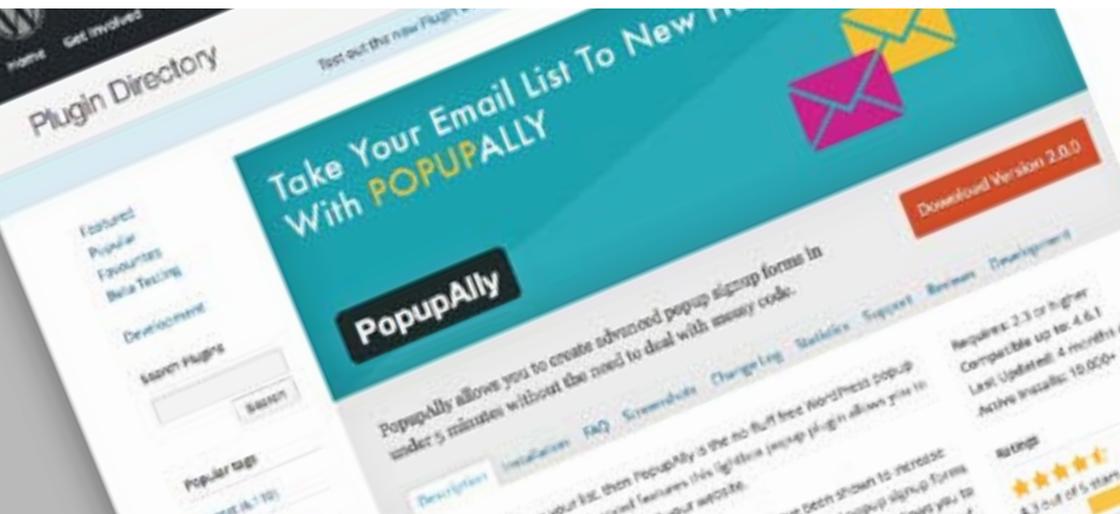
# THE POP-UP



Website pop-ups are a hugely effective way to build your list, but do it the right way. If you don't you risk people clicking off in a huff.

Programme your pop-up to appear when someone is about to leave your site, or once they've already been reading for a while - not a microsecond after they've landed on your page. And be engaging with your copy, instead of an abrupt 'Sign up here!', talk to them, be humorous, be engaging.

There are tons of plug-ins out there to help you build clean, on-brand pop-ups, but my personal fave is [Pop Up Ally](#).





# THE FACEBOOK FORM

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Add an opt-in form to your [Facebook business page](#) - check out the FAQ's from your email management system for guidance on how to do this.

Don't forget to share an update every now and then, to remind followers to join your list if they haven't already.

# THE SIGN-OFF

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Add a link to your sign-up form to your email signature. This way, each time you land in someone's inbox, you've got another chance to get them signed up.

Creating a bespoke email signature is super simple - [Wisestamp](#) is a really handy (free) tool that walks you through the process.



# THE PREVIEW

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Show people what they could be getting, if only they signed up to your list. You could write a blog post about the exclusive content you share, include details on your opt-in page, or create an archive of your newsletter content for people to peruse before they fork over their details.

# THE NO-BRAINER

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Deliver excellent service. Provide immense value without asking for anything in return - that means sharing fantastic content without demanding an email address.

If people get used to having such a positive experience with you, they're more likely to sign up when you ask them to.



## THE APP

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So you've had a great time at a conference and collected a ton of new contacts - and now you want to add them to your list... but that means the torture of inputting everyone manually, right?

Wrong. Most email marketing systems offer an accompanying app for this purpose - so why not download it and make your life that much easier?

## THE QUESTION OF LOYALTY

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If your business already has a loyalty programme, you can collect email addresses when people sign up - two birds, one stone!

## THE 404

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Whenever someone makes a mistake with your link (or tries to access something that's no longer there) they'll see your error page - also referred to as a 404 page. Take advantage of that real estate, and add an extra sign-up opportunity.



# THE GUEST POST

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Guest posts can be excellent list-builders, but they can also be excellent time-wasters.

Make yours count by doing your research. Look for sites in a niche that compliments yours and that falls in line with your brand values.

Most sites will request a short bio, including a link back to your own website. Make the most of that by including the link to your opt-in page, rather than a link to your generic homepage.



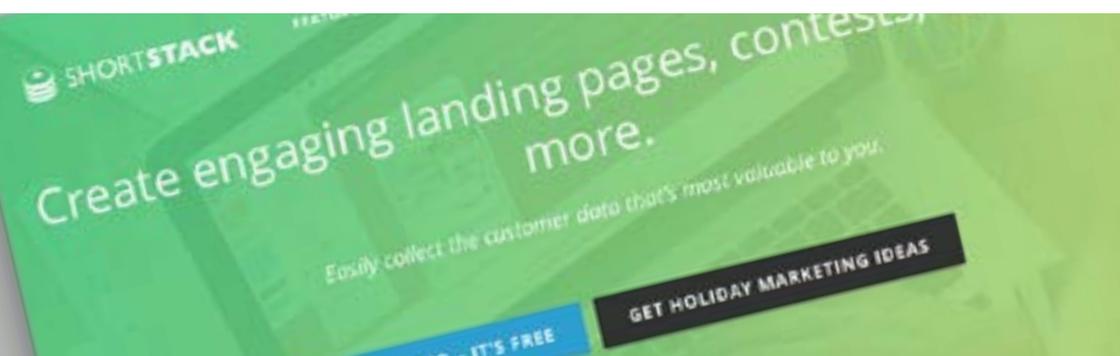
# THE CONTEST

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Hosting contests can be extremely powerful ways to attract a wider audience, and you have plenty of options:

- Take part in a collaborative contest, where a number of business owners offer a prize. You'll all be exposed to each other's audiences, as well as increasing the chances of entries. A tool like [Rafflecopter](#) incentivizes readers to share too, as they can earn additional entries.
- Consider offering an online event as a prize, as that will be globally accessible (and desirable). There's nothing worse than being desperate to enter a contest, only to find that prizes can't be shipped internationally.
- Use Facebook to host your contest with a handy self-service tool such as [ShortStack](#) (because Facebook = lots of potential for engagement).



# THE PODCAST

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Are you a podcaster? That's another form of content that you can use to drive consumers to your list.

End each podcast with a solid call-to-action (preferably one that sends listeners towards your website).

Some of my favourite podcasters create a useful content upgrade to go with each episode - this could be a worksheet, a series of tips, or swipe file, or anything else that could benefit your audience.

Remind listeners throughout your episode that they can download xyz, and you'll see a significant increase in subscribers.



# THE INFLUENCERS

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Interview influencers in your field (or from niches adjacent to yours). This could be for a blog post, a podcast, a vlog, a masterclass, or any other form of content that takes your fancy, it doesn't matter.

The important part is that the end result will be shared with their audience, and you'll be receiving a virtual stamp of approval from someone all those people trust.

# THE CLIENT SHOWCASE

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Take the opportunity to celebrate your client success stories. This could be showing the impact of your services, or simply helping them celebrate their achievements.

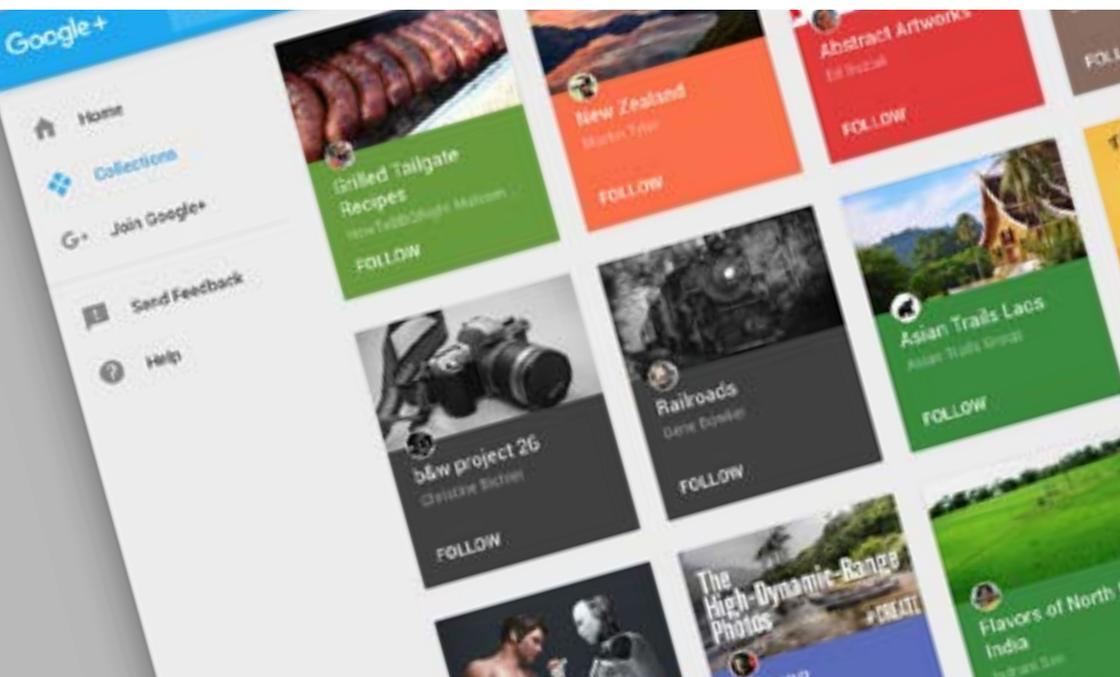
Not only will this provide social proof for your business offering and elicit authentic referrals, but it will once again expose you to someone else's audience, because that client will be sharing your post far and wide.

# THE GOOGLE+



So... [Google+](#) is not a platform that gets much focus, but those who use it regularly are pretty die-hard fans. Don't neglect what could be a valuable source of subscribers!

The formattable text features, and ability to add large visuals can turn your Google+ posts into a big traffic driver for your opt-in page. It also boosts your SEO ranking because, well, it's a Google product.





# THE ANNOTATIONS

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We all know how powerful video content can be. Youtube (as a Google product) is the best place to host those videos, as Google will prioritise Youtube content in search results. Take advantage of that.

One brilliant feature of videos on Youtube is having the ability to add clickable annotations to your clips - use that space to send viewers back to your opt-in page.

# THE ARCHIVE

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Include an archive of content on your site - especially if the content you create leans towards the evergreen. As part of this add a call to action to sign up to get more, amazing content from you.

This is another way keep existing readers on your site a bit longer, increasing the chances that they'll sign up to your list.



# THE OPTIMISATION

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People don't often consider good SEO as a way to build your list - but it is.

If you hope to get new readers signing up and downloading your freebies, you need them to find you in the first place.

Search Engine Optimisation is a pretty vast science, but to get you started I'd recommend installing the (free) [Yoast SEO plug-in](#) - it rates your SEO and lists out exactly how to improve it.

# THE GROUP

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Are you the host of your own LinkedIn Group? Customise your welcome message and promote high-value, highly relevant opt-in when users join the community.



# THE CARDS

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Experiment with Twitter Lead Generation Cards.

If you share a link to an opt-in form on Twitter (a platform which most users are accessing from a mobile device) you won't see a huge jump in subscribers - filling in those forms can be fiddly! This is where your Lead Generation Cards come in - they allow followers to opt-in with the simple tap of a button.

# THE PINNED TWEET

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Take advantage of the “pinned tweet” option at the top of your Twitter feed.

Append a striking (relevant) visual, and include a link to your biggest, best, most impactful opt-in. This way, every time someone hops over to your profile for the first time, they'll be prompted to sign up.

You can also make your Lead Generation Tweet your pinned Tweet for a double whammy.



# THE BESPOKE EXPERIENCE

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All of your social media channels offer you the option to include a bio, and add a link to that bio. Instead of sending EVERYONE to your homepage, create a bespoke landing page for each platform.

On those landing pages you can include a shorter version of your “about” page, and a downloadable resource that those particular members of your audience will value.

# THE COVER PHOTO

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With a nice free tool like [Canva](#), create a Facebook cover image that promotes your opt-in. You can also make that photo clickable by adding a description with the opt-in link.

# THE ADS

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Experiment with social advertising.

I've had some really good results with Facebook ads, for a relatively low spend. Ads can work particularly well for list-building if that thing you're promoting is relevant, actionable and visual - like an automated webinar, for example.

# THE ABOUT SECTION

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If you don't fancy the idea of creating bespoke landing pages for each platform, you can still use your social media bios to build your list. Simply use that link space to send traffic towards your opt-in page, rather than your homepage.



# THE CTA'S

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Include calls-to-action everywhere. At the bottom of each blog post. The end of each Facebook update. Your Instagram captions. Everywhere that you can type, you can remind readers to join your list with the reason why - just remember to leave a link too.

## THE “WHAT WOULD SETH GODIN DO”

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[What Would Seth Godin Do](#) is a plug-in designed to secure more sign-ups through your blog.

In a nutshell, it allows you to tailor the message you share with visitors, depending on how many times they've visited your site. In theory this will make them feel more valued, and increase the chances of them opting in.



# THE RIGHT PLACE(S)

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I've already mentioned the ubiquitous pop-up, but there are many other places you can pop a signup form:

**Sidebar:** this is an expected place to find a signup form, so that's usually the first place visitors will look if they actively want to sign up for your mailings.

**Feature box:** this is located just beneath your header image, making it one of the first things readers will see after they click through.

**Popover:** this is what you call that thing that obscures half of the post until readers give it some attention.

**Slide-in:** this type of form slides onto your page after a specified time delay, and is generally less annoying than a pop-up or popover.

**After-post:** this is a form that appears right below a post, and is perfect for those readers that need warming up a bit first.

**Notification bar:** this is a static form generally found in your header and/or footer.



# THE “SUBSCRIBE BY COMMENT”

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Fancy making it even easier for your readers to sign up?

Then install the [AWeber Web Form](#) plug-in. One of the niftiest features is that it adds a “sign up” tick box beneath your comment boxes, so that visitors can be added to your list whenever they comment on one of your blog posts.

# THE COMMENT REDIRECT

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Redirect first-time commenters to a page of your choice.

You could of course create a bespoke page, thanking them for their comment, and prompting them to join your list, or you could send them to your existing opt-in page.



# THE SLIDESHARE

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Add a “LeadShare” (free opt-in form) to your [SlideShare](#) presentations - this can be incredibly effective if you have an opt-in freebie that relates to the topic of your presentation.

For example - my “Twitter Hacks” SlideShare would feed perfectly into my free Simply Smart Social Media Hacks email series.

# THE THANK YOU

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After someone has given up their email address and signed up to your list, they should be redirected to a thank you page - it's just good manners.

Add social sharing buttons to that page, so they can tell their own followings that they've just subscribed to this amazing new person. As an extra incentive, you can offer an additional freebie, in exchange for sharing. Or even upsell to a super low cost product that delivers high value.



# THE PROOF

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We all know how valuable social proof can be. Adding killer testimonials, industry awards, press mentions, etc can really help you bag sales. It can also really help you build your list, as these visitors start to realise that you're someone worth learning from.

If you can secure a few testimonials that relate specifically to what it's like being on your list, turn them into graphics and share EVERYWHERE (especially your opt-in page).

# THE SURVEY

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Surveying your community can be a hugely valuable exercise. It can help you figure out exactly what struggles your audience is experiencing, and it helps you hone your services and content marketing.

[Typeform](#) is my favourite tool for creating and sending simple, well-designed surveys. You can add an email field to these surveys, and then add respondents to your list - just make it clear that they're opting into your list.



# THE MAGIC NUMBER

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If you already have a decent-sized list, show your numbers on your opt-in forms, but make it relatable.

For example, on one of my opt-in forms I could add “Join 12,345 other business owners” to the subscribe button.

It makes it clear that this is a resource that can help them, as well as providing a bit of social proof.

# THE EXCLUSIVE

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When encouraging visitors to sign up to your list highlight that it's an exclusive opportunity. People like to feel like part of some sort of special club - take advantage of that. Emphasise the not-available-anywhere-else benefits of being part of your VIP community.



## THE NO-NO

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You should always look for the simplest sign-up options - remove any unnecessary steps. That means avoiding CAPTCHAs - you don't want potential subscribers to get lost on the way.

## THE VIDEO

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We all know that video content is a way to build a connection with your audience, and foster a sense of trust. This can really work to your advantage if you're trying to grow that list.

Create a short introductory video and embed it on your homepage - don't forget to include the sign up CTA at the end.





# THE RESOURCE LIBRARY

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You have unlimited options when it comes to designing your juicy lead magnet, but one the most appealing freebie incentives is a resource library.

This implies that your subscribers will be receiving all of your best stuff - information that could make a real impact for them, rather than just a generic downloadable.

It doesn't have to be overly complicated - simply password protect a page on your site, and send new subscribers the details.

# THE EMAIL SHARING

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Make it easy for your existing subscribers to promote your list, by adding social sharing buttons to the bottom of your emails, or encouraging them to forward the email to a friend.

This will give new readers a preview of all the good stuff they could be receiving, and increase the likelihood of them opting in.



# THE FREEBIE SHARING

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Leveraging your immediate peer group can be a brilliant way to up your subscriber rates. As those in your circle to share your freebie - the worst that can happen is that they don't do it.

You could also start a small sharing syndicate, in which you all share the love by promoting each other's free content.

# THE EASY SHARING

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So for each of your blog posts - especially those with a snazzy content upgrade attached - pull out snappy quotes and make them visual.

A tool like [Wordswag](#), [Pablo](#) or [Canva](#) can have you on you way with a bundle of snazzy graphics in no time. These images make it much easier for readers to pin your posts, and drive more traffic your way.

You can always use a plug-in like [Click to Tweet](#), to make it so, so easy for visitors to share your tweetable moments.



# THE LINKS OF LOVE

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Including links to other resources is a really effective way to boost your authority - especially if these resources are high-value pieces created by influencers in your niche.

You can then get in touch with those influencers to let them know they've been featured - they'll then share that post with their audience.

For more information on collating quality content, check out my free [content curation masterclass](#).

# THE LONG-FORM CONTENT

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Writing super long-form content is a really great way to provide value for your audience, as long as you stay on point. However, sometimes people don't have the time to sit back and read every word.

Offering that brilliant blog post as a downloadable PDF is a way to solve that problem, while also boosting your sign-ups.



# THE NURTURING

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We talk a lot about building your list - especially in this guide!

But there's something incredibly important that you shouldn't forget about - what happens to those people already on your list?

My tip here is to create a short nurture sequence for your sign-ups. In layman's terms, that's a series of 4-6 emails that showcase some of your most valuable resources, and allow you to engage (on a human level) with these people that have honoured you with their email address.

The aim here is to build and maintain your email list, because all of these tips and techniques are useless if everyone soon unsubscribes.





# THE SPRING CLEAN

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We've talked about the different spots on your website that could hold a signup form, but I want to quickly circle back to that sidebar.

I see many business owners cramming that sidebar with all sorts of unnecessary clutter. Adverts, affiliate products, your best blog posts... all of this is distracting your reader from that sign-up space.

If you give people too many options, you can't be confident that they'll pick the right one.

Another tip here is to make that sign-up widget sticky - that means it will follow your readers as they scroll down the page.

# THE LIST BUILDER

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[List Builder](#) is an app described as the most advanced email capture tool on the internet, as well as being the easiest to use.

The developer (Sumome) also has handy tools on offer to help you figure out where exactly your visitors are clicking, nail your content analytics, secure more social shares, and more - check them out [here](#).

# THE SNIP

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[Snip.ly](#) is a powerful tool that allows you to drive traffic to your site through content curation.

At its core, it's a link shortener that you can use to share content from influencers in your niche. The difference is, that it allows you to add a CTA to the bottom of the destination page - take advantage of that space, and send readers to your opt-in landing page.

# THE SCHEDULED TWEETS

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As part of your ongoing social media activity, schedule 1-2 tweets a week promoting your free content. Specifically, something that requires an email sign up. This could be a link to your big juicy lead magnet, or to one of your smaller content upgrades - just make sure you vary it.



## THE PINBOARD

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Create a board on Pinterest to house all of those downloadable freebies.

Repin those images to all other (relevant) boards, including any community boards you contribute to.

## THE JV

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Arrange a joint venture with a business owner from your niche (or at least a niche that compliments yours). You could offer a free masterclass, a community challenge, a webinar, a live event, or something else altogether... get creative!

This type of partnership can be a huge list builder for both of you - that person's audience already trusts them, and through the collaboration that trust will be transferred to you (and vice versa).



# THE AFFILIATE SCHEME

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We all know the impact affiliates can have when you're promoting or launching a product, but they can also be really helpful for list building.

You could offer them an incentive in exchange for promoting your lead magnet, or you could be a bit more passive with your approach - use the affiliates to promote your paid product as usual, and you could still see an increase in subscribers.

# THE HOMEPAGE

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Strip back all of the information on your homepage and include a single call-to-action. (In case you haven't guessed, that CTA should be to join your list).

Start thinking of that homepage as the front gate to the rest of your site - without an email they don't get access. But make it sound appealing. Highlight that juicy lead magnet, and the benefits of being on your list, but don't go into too much detail. That's what your main opt-in landing page is for.



# THE CHALLENGE

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Run a free challenge with a group component (this is also a great way to boost numbers in your Facebook group). This could be any length, but I think 5 days is particularly effective - it gives people enough time to affect change, without asking for too much of a time investment.

# THE CONVERSION

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The downside of a two-step confirmation process is that a number of your sign-ups may get lost on the way. Your emails may have been caught up in their filter or been buried in a busy inbox.

There's a simple trick to try to capture those sign-ups so that they don't fall straight through the cracks.

Most email marketing systems allow you to filter subscribers by "status". Once you have a list of "unconfirmed" contacts, simply reissue that confirmation email.

I'd recommend only doing this once a week (at most), and only resend a confirmation after 48 hours of signing up - you don't want to appear spammy.



# THE (YOUTUBE) CARDS

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I've already mentioned Youtube annotations, but they have one quite significant negative - they don't work on mobile devices. With so many internet users operating from smartphones and tablets, you could be missing out on some serious traffic.

Rather than providing space for you to simply add a note or a link, Youtube cards are interactive elements overlaid on your video. You can customise the image, the link and the CTA to drive viewers directly to your sign-up form.

# THE THINK AND DRIVE

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Take a look at your website's [Google Analytics](#) dashboard, and figure out what's already converting well - which posts attract readers consistently?

Think about how you can drive more traffic to those posts, and prime them to secure sign-ups (i.e. make sure they all have an accompanying content upgrade).



# THE ABOUT PAGE

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Your about page is probably the one page on your site that sees the most traffic - turn it into a squeeze page.

Yes, it should predominantly about you, your business, and what you can do for your clients - but that includes all the value you provide via email. Highlight that.

# THE MENU

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Unless a visitor has been to your site multiple times before, they will navigate your content through the main menu bar.

Make the most of all those incoming clicks, and add links to your main lead generation pages.



# THE ACTUAL EMAILS

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Again, you want to MAINTAIN those subscribers once they've signed up. That means sending them regular, well-written and valuable emails.

Everyone talks about creating a content calendar for their blogs and social media channels, but your email marketing should be just as thought out and strategic.

## THE HUB

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A really simple way to encourage more sign-ups is to get more eyes on your best content. The problem is, some of that good stuff can get lost in your archives as you create more and more.

If this is the case, create hub pages on your site. That's a round-up of your best and brightest content focused on a particular topic.

As an added bonus, this kind of page also helps up your search ranking.



## THE QR

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If you attend a lot of “in person” industry events, or create printed materials for any purpose, QR codes can be a super effective way to build your list.

If you’ve never used them before, QR codes are almost like bar codes that can be scanned with any smartphone, sending that scanner to the page of your choice (which in this case would be your main opt-in page).

Use [QR Stuff](#) to generate your own free QR code.

## THE TEXT

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SMS marketing is a really effective technique often used by larger businesses, but there’s no reason smaller brands can’t hop on the bandwagon.

[JA.TXT](#) is a nifty tool that allows people to sign up via text message that seems to work particularly well when you’re hosting an event (online or off).



# THE (GUEST) UPGRADE

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Create a bespoke content upgrade to accompany your guest posts and highlight the exclusivity of that particular resource.

Not all guest posting opportunities will allow this, but some will - just ask!

# THE CHECKOUT CHECK

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If you sell products through your own website you can add an opt-in checkbox beneath your purchase confirmations. This makes it even easier to add happy customers to your list, and you know they'll be receptive, because they've already bought from you.



# THE MULTIPLE PERSONALITIES

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If you target distinct groups of customers, with distinct wants and needs, consider creating multiple subscription types.

Segment your list clearly, and tailor your email messages to those different audiences.

Once again, this is about nurturing your subscribers once you've got them.

# THE WAKE UP CALL

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Sometimes, a period of intense list-building (or a period of intense email negligence) can lead to a bloated disengaged list.

It's of more benefit to you to have a smaller list that's interested in opening your emails than to have a large number of subscribers.

If this sounds like your list, it's time to wake them all up. Draft an engaging opt-in email and send it out to everyone - encourage people to opt back in, and promise to remove those that don't. This can seem counter-intuitive, but it will impact your stats in a hugely positive way, I promise.



## THE SPEED-UP

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Make sure your website loads as quickly as possible. Nobody will stay around long enough to read your content or take note of your pop-up if each page loads really slowly.

[Quick Sprout's free URL analyzer](#) will take a look and highlight any issues that are slowing you down so that you can fix them.

## THE LINK

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Keep the link to your sign-up form on a virtual post-it so that you can whip it out during livestreams or social media discussions.

## THE WEBINAR

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Webinars are huge right now, and can be really effective ways to build your list - just make sure you're offering value to your audience, and not just pitching your products or services.

Whether you're offering a live session or a webinar recording you can use it to bolster those subscribe rates



# THE LONG GAME

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List-building is not all about getting results FAST, you should also play the long game when it comes to building strong relationships online.

One of my favourite tips for doing this is to (lovingly) stalk the groups that would be perfect list members. Where are they hanging out? Niche forums? Facebook groups? Reddit threads?

Hang out in those same spaces and answer their questions. This is not about pitching yourself, it's about (indirectly) making a name for yourself as someone who can actually help.

# THE TECH HACK

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[Qualaroo](#) is a survey tool that you can use to ask your visitors live questions when they land on your website. Make a tweak to the form and use it to encourage readers to join your email list instead.



## THE BONUS

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Most of your subscribers will sign up because they they like the look of your freebie incentive.

Sweeten the deal even more by sending them an additional surprise freebie after they join your list. Focusing on what you can offer a customer, rather than what they can give you, is a way to make yourself stand out from the crowd. Also, you'll see way more referrals this way.

## THE ROUND-UP

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Round up all of those resources that help you rock your business (or life, depending on your niche), and build a password-protected page around these links. Offer this toolkit as an opt-in incentive - and don't forget to add in any affiliate links you have!



# THE REFERRAL CONTEST

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Leverage your community (and reward them) with a referral contest. [This article](#) provides a step-by-step of exactly how to go about it.

# THE CLIFFHANGER

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Create a bumper-value blog post and publish a portion of it - offer the rest as a downloadable in exchange for an email address.

I've found this technique really effective. Not too long ago I shared [3 tips to up your YouTube game](#) over on my blog, and that post feeds into my 20 Smart YouTube Hacks guide.



## THE BYLINE

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You really can use every available space on your site to promote your email list.

Depending on the website template you use, each blog post will be accompanied by an author byline below each title - add a signup link there too (it's the first thing anyone will see after deciding they want to read your post).

## THE KILLER CASE STUDY

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This tactic is a slight risk, because it may result in nothing - but it could also yield mountains of new readers.

Write a truly epic case study for another company. Highlight the stellar results you've seen after using their product or service, and then email that company about your case study.

They might just use that case study in their marketing, and expose you to their own mammoth lists.



# THE INFOGRAPHIC

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Turn some of your most popular blog posts into infographics - it's a much more "shareable" form of content on the more visual platforms.

Don't forget to add your opt-in page URL to the bottom of your graphic (as well as to the "source" box when you upload your new creation to Pinterest).

If visuals are not your bag, [Hubspot offer a handy bundle of infographic templates](#) that you can download and tailor to suit your brand's style guide.

# THE SUBSCRIPTION

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Think about how you market your email list.

Do you make it sound like users are signing up to be sold to?

Think about promoting your email list as a subscription of free content, because at its core that's exactly what it is (and it sounds much more appealing to potential customers).

# THE REPOST

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Republish popular content on other platforms, such as Medium or LinkedIn Pulse, and linkback to that opt-in page of yours.

Don't just copy and paste a post from your site though, as that can damage your SEO. Shuffle, edit and refine the content you've already created to give it a new lease of life.





I hope these ideas help you to grow your list and create an engaged tribe who **LOVE** to hear from you.

For more digital goodness like this, join my Simply Smart Business Academy. The Academy is an affordable online knowledge hub that gives you everything you need to create, manage and grow a business online:

This is what you get:

- **30+ Masterclasses, with 2 added each month**
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- **Templates, swipe files and guides that make your life oh so easy**
- **Facebook Group full of people just like you, ready to give support**
- **One Group Coaching Call with me each month**
- **The chance to win a one to one session with me**

*“Gemma’s Simply Smart Business Academy hits it out of the park! The experts she has assembled are world-class and the information that is presented is easy to understand and simple to implement. If do any business online, you need this program. I highly recommend it.”*

Laurie Driggers

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**Gemma Went**  
**Online Business Consultant**



For more digital goodness, you can find me in a variety of places online:

**Website** <http://gemmawent.co.uk>

**Academy** <http://simplysmartacademy.co.uk>

**Facebook** <http://facebook.com/thegemmawent>

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