

34 Ways To Increase Your Blogs Email Subscribers List



by Stuart Walker

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Introduction

Building an email list is one of the single most effective ways to connect and build a relationship with your blog audience, promote blog posts, and increase sales.

Quite simply an email subscriber list increases the chances of your blog being a success.

In fact Direct Marketing Association reports it has a ROI of 4300% ([Source](#)) compared to a ROI of just 74% from social media ([Source](#)) and 275% from SEO ([Source](#)).

Whether you want to notify your audience when you've created a new blog post, send out an email newsletter or get your sales message in front of your customers building a mailing list is essential.

Every blogger should be constantly looking for ways to increase their conversion rate and get more email list subscribers.

Although blogs tend to receive much lower opt in rates at around 1% as standard and 5-10% for more skilled bloggers ([Source](#)) compared to dedicated landing or 'squeeze' pages (40%+ opt in rate) the quality of subscriber is much higher in terms of open, clicks and engagement and can literally be the difference between a failed blog and a successful one.

Here's 34 ways to get more subscribers for your blogs email list...

1. Have More Than 1 Opt In Box In The Sidebar & Increase Conversions.

Most blogs just have 1 email opt in box at the top right of the sidebar. Adding a second box further down the page can increase sign ups.

People scroll down to look at content further down the page and most sites don't have an opt in form on display.

Also some visitors are so used to seeing opt in forms at the top right that they've become blind to them.

I have 2 on the sidebar of NicheHacks and you should too.

Niche Hack Report: Backyard Chickens Niche

By NicheHacks on February 13, 2014 • 19 Comments

So What Is The Backyard Chickens Niche Hack Report? An extensive niche research report that covers everything you need to know to dominate this unusual yet highly profitable niche. It includes done for you keyword research, monthly search volumes, trends, statistics and demographics. It also includes sub-niches you can enter, content ideas, traffic sources, blogs [...]

[Continue Reading »](#)

The Ultimate Guide To Blogging: How To Start A Blog That's Epic

By NicheHacks on February 2, 2014 • 69 Comments

Starting a blog is not as simple as throwing up a few posts and hoping for the best... at least not if you want to start a blog that's epic, draws in loyal readers, and makes money. Before you create a blog you need to figure out your niche and draw up a launch plan.

[...]

[Continue Reading »](#)

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Enter your best email:

Let me into the tribe!

Spam free zone!

Can I Help You?

"Give them 2-3 opportunities to subscribe on every page" - Brian Dean, Backlinko.com

2. Add A 'Headline' Box To Your Home Page & You Could See An 51.7% Increase

HOME ABOUT CONTACT FREE UPDATES

social triggerstm

Do You Know What Makes People "Tick" Online?


If not, now's the time to learn how to use psychology to:

- Turn Random Traffic Into Loyal Subscribers
- Persuade People to Buy Your Products
- Encourage People to Share Your Content and Website

Just enter your email below and click "Get Updates!"

Get Updates!

Don't miss out on these free updates!



"I'm totally loving Social Triggers!"
—Chris Brogan, NYT Best-Selling Author of Trust Agents

A headline or feature box is one at the top of usually just the home page. It's the first thing visitors see when they land on your site.

Giving your audience a benefit driven reason to enter their email can instantly add a new subscriber to your list.

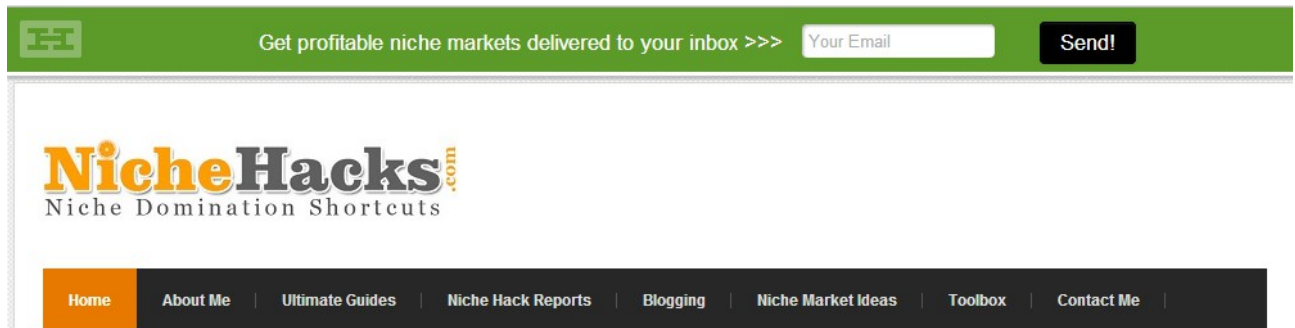
DIY themes saw email opt ins increase by 51.7% when they added a headline box ([source](#)).

The Genesis Generate theme is designed with the headline box as standard to increase your email subscribers or you can use the **feature box plugin**.

"Use the feature box by Derek Halpern...it converts at 7% on my blog"
- Tung Tran (CloudLiving.com)

3. Use The Hello Bar To Greet Viewers & Encourage Them To Sign Up

You see that bright green / orange (depending on what split test is running) bar at the top of the page?



That's a Hello Bar.

It's a free tool from Neil Patel (Quicksprout / Kissmetrics / Crazy Egg) and a great alternative to the headline bar for themes that don't have that feature.

You can run A/B testing on multiple variations to see which converts best and as your audience will see it before they see anything else it's a fantastic way to boost email opt ins or get them to take action.

You can tell them to subscribe for blog updates, to get an incentive (free ebook / course / infoproduct or tools) or even direct them to a landing or high converting page on your site.

DIY Themes signed up 1,180 new subscribers in just 30 days by utilizing the hello bar ([source](#)).

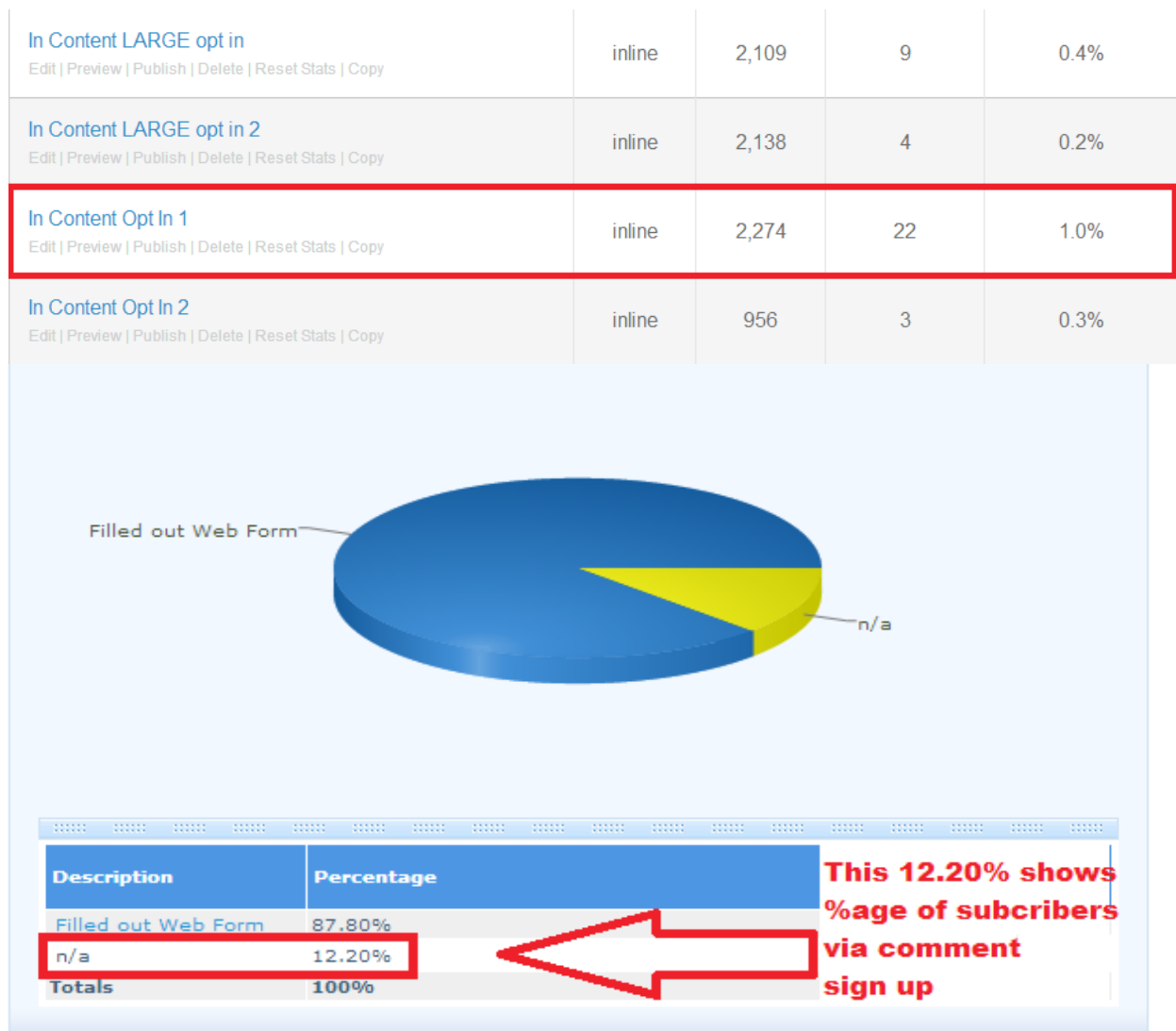
4. Ask Commentors To Sign Up With Just One Click

When someone takes the time to comment on your blog usually it's because you just gave them something really valuable and they want to thank you.

At this point they are already quite engaged so it doesn't take much to encourage them to join your list.

Add a one click sign up optin in your comments section.

If you're using Aweber you can install the **Aweber Comment Form plugin** and add a customizable tick box that will sign them up for



your list.

I only recently added this feature to Niche Hacks and already it's responsible for 12.20% of my total email sign ups – if all people have to is tick one extra box after making a comment they do it without hesitation

5. In Content Opt Ins Can Engage Readers Mid Blog Post Without

People who take the time to read your content rather than just scan through it tend to be pretty engaged with your site but that's not to say they can't get distracted and click off to somewhere else .

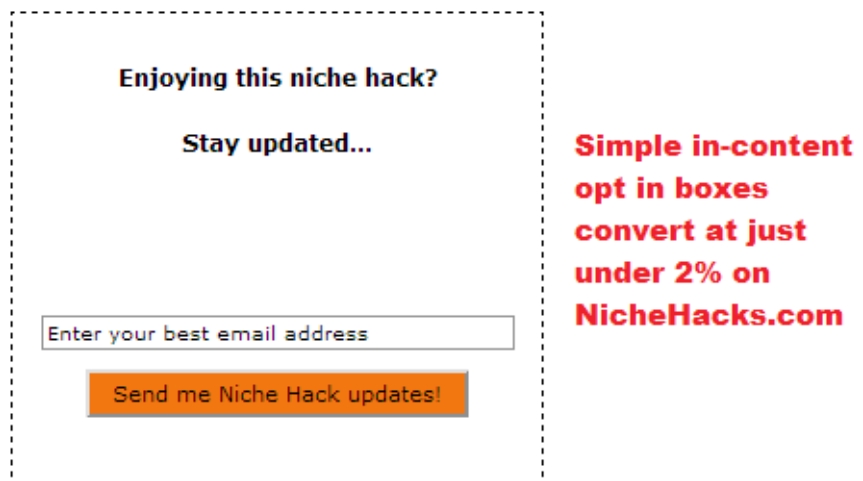
Add in content opt ins throughout your blog posts encouraging people to sign up if they'd like notifications when new posts are added.

In content opt ins currently convert at around 1.9% on NicheHacks but I'm still split testing and figuring out which in content opt in works best so this number will increase over time.

I've not had a single complaint about them disrupting people reading.

There are several ways to do this including using the **Hybrid Connect plugin**.

Or simply creating a basic opt in box using Aweber (or your autoresponder of choice) and pasting the code into the **code** section of posts to get an opt in like the one below...



To create an in content opt in box like the ones I use here on NicheHacks log into your Aweber account then create a sign up form as you usually would but keep it super basic and with a clear background.

Then take the HTML code and go to your Wordpress post, click on the **'code'** section of the post and scroll down until you find where you want to post it.

Paste it in and there you go. An in content opt in.

As I mentioned earlier Hybrid Connect can make this easier & faster and allows you to split test your opt in boxes.

6. Redirect First Time Commentators To A 'Thank You' Page To Make Them Feel Welcome

Commenting for the first time is a big step towards becoming a loyal reader especially if you make the commentator feel their comment was read and appreciated.

Using this **Yoast Comment Redirect plugin** (free!) you can redirect people who comment for the first time to a 'thank you' page where you further engage with them.

My comment thank you page converts at 15.2% currently but it's too soon to draw conclusion as it's a new page and it's only seen a small number of visitors.

Comment thank you page	inline	33	5	15.2%
Edit Preview Publish Delete Reset Stats Copy				

Make sure your page tells your visitors why commenting is a big deal for you, thank them and remind them of the benefits of joining your blogs email list or e-newsletter.

If they taken the time to comment they probably like your content and plan to revisit anyway but this just gives them a nudge in the right direction.

DOMINATE PROFITABLE NICHE MARKETS WITH

Ad Tracking Subscribed - nichehackslst

The number of subscribers that are assigned to each ad tracking category.



7. Using After Content Opt In Boxes Accounts For 20.8% Of NicheHack's Opt Ins

At the end of every post I have the big blue box encouraging people to sign up.

That accounts for 20.8% of total site opt ins for niche hacks.

If your visitors are reading all the way to the end of the content they're VERY engaged and the sort of person you want on your list.

The standard 'side bar' opt in is likely not going to be visible at this point so you need to connect with them as soon as they've finished reading and are feeling good about what they've just read.

I use **Magic Action Box** which can be customized to suit your needs and add some of your most engaged readers to your email list.

8. Use Entry Pop Ups To Gain Entry To Your Audiences Inbox

There's no doubt that pop ups can be annoying when used incorrectly but they do convert visitors into subscribers.

Personally I tend to close them down immediately but they don't discourage me from staying on the website as I'm used to them being involved in the internet marketing niche.

One of my favourite blogs Quicksprout.com has multiple pop ups and I still visit it 2 to 3 times per week.

In less technical niches they can scare people off as they assume it's spam or a virus.

The good thing is most can be set to only display the first time someone visits your site, not to pop up until someone has spent at least 'X' seconds on your page or only show once every 30 days which means you can use it intelligently and not annoy your subscribers too much.

Visual Website Optimizer saw a 50% increase in sign ups from using pop ups ([Source](#)), Shoemoney a 36% increase ([Source](#)) and Darren Rowse increased sign ups from 40 a day to 350 without any negative affect on page view ([Source](#))

However you need to examine more than just opt in rate and look at whether pop ups are increasing bounce rate whilst decreasing page views and time spent on site – important factors for any website.

Matthew Woodward found that his pop up was his best converting opt in method at 1.23% but saw a -9.29% drop in visits per page and a bounce rate increase of 9.02% ([Source](#))

Another important aspect that needs to be consider not just with pop up opt ins but with any opt in method is the quality of subscriber you receive.

If they are opting in on their first visit to your site before having engaged with the content and built a relationship with you they are less likely to open your emails and take action.

The 'take away' here is to test for yourself and work out whether the increase in opt ins is worth the decrease in page views and time spent on site and the increase in bounce rate.

Also consider adding pop up subscribers into a new list and track the open and click rates seperately to see how they compare to that of other opt in methods.

You can use **OptinMonster** to create subscriber boosting entry pop ups.

9. Turn Exiting Visitors Into Repeat Visitors With Exit Pop Ups

Even people who have enjoyed your content can exit without signing up to your email list simply because they are busy, have to leave the computer or plan to do it later.

People are so busy and distracted 'later' might not come as they forget all about your blog or it gets lost in their bookmark tab.

Using exit pop ups to remind people to sign up to your list before they go can boost opt in rates.

Mauro D Andrea of Blog-Growth.com posted a study on Unbounce.com that showed 14.47% of his subscribers came from exit pops however they were a lower quality subscriber and opened and clicked emails less ([Source](#)).

I haven't tested exit pop ups here on NicheHacks yet but I think I would avoid giving an incentive such as a free report or ebook to people about to leave.

The reason is it's likely a lot of people who weren't really into the site would decide to take the freebie just because it was free and not because they wanted future updates or to connect with me.

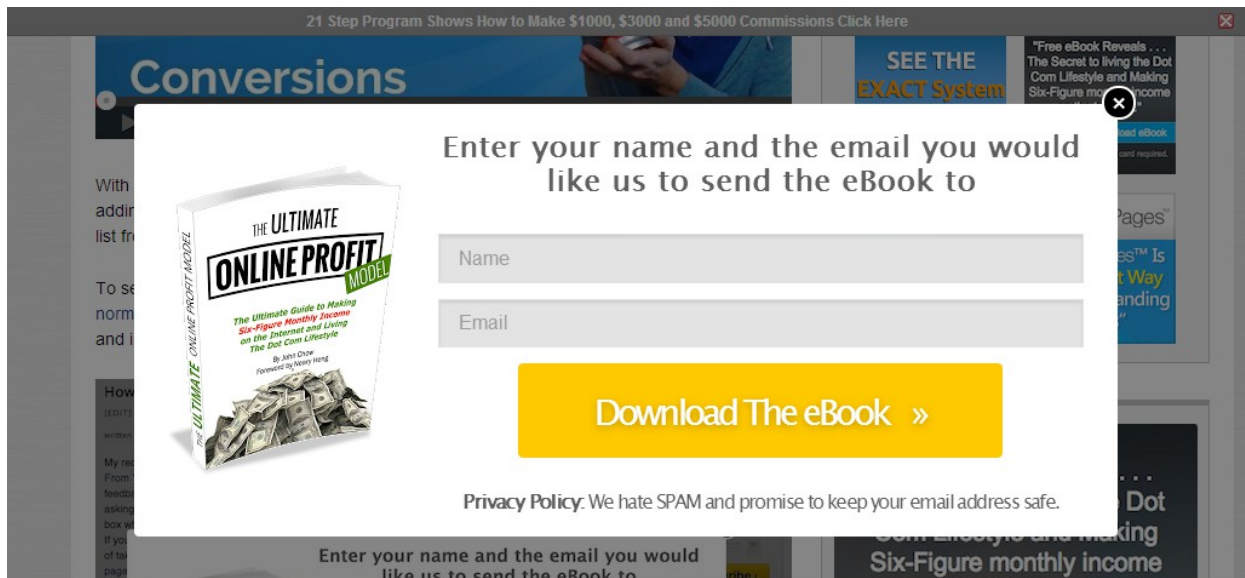
However as always the key is to test it for yourself and see what works – not just looking at conversion rates and numbers of subscribers but the open and click rate of these list members.

Optin Monster allows you to create custom exit pop ups to capture leaving visitors or a more premium choice is **BounceExchange**.

"My number one tip, although you may not like it is exit popup. On exit ask for their email... it is really effective and that is how most of the popular bloggers are building their list these days" - Neil Patel (Quicksprout.com)

10. Using Lead Boxes In Blog Posts Can Increase Sign Ups By 30-40%

John Chow reports how bloggers utilizing leadboxes are seeing opt in increases of 30-40% on their blogs ([Source](#)).



A 'leadbox' is a pop up that only activates when a link is clicked within your content.

Instead of the link leading your audience off to another page the opt in box pops up on the screen instantly and lets people sign up for your subscribers list without any further steps.

This is good for your conversion rates because if a new page is taking a while to load they are likely just to close it and not bother. This eliminates that and makes it easier to opt in.

Leadboxes are part of the Lead Pages package.

11. Experiment With Footer Opt Ins [BENEFIT?]

Footer opt ins aren't likely to capture many email addresses due to their location. Most people are never going to see them.

However even if they can capture a handful of emails per month it's worth while as they aren't very obtrusive.

A good example of a footer op in in action is at <http://www.briangardner.com/>

12. Make Your Opt In Boxes Stick Out Like A Sore Thumb

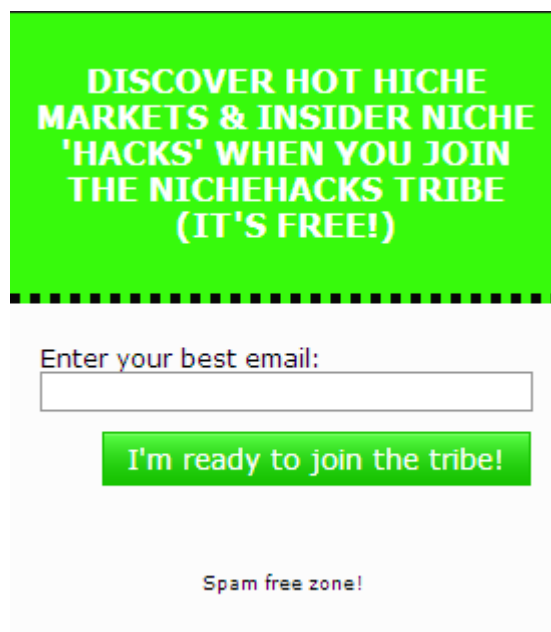
If you want people to sign up using your opt in boxes they need to be able to see them.

Sure ugly looking opt in forms don't make your site look pretty but is your goal to make your site look pretty or to get email sign ups?

If you didn't answer '*get email sign ups*' then you're doing it wrong!

There are many ways to make your opt in boxes stand out including using different colours from your main theme.

On NicheHacks you may see me use green boxes for my side and hello bar and blue on the magic action box below posts – at the time of writing anyway, always testing!



Dmix increased conversions by 72% by changing the colour of their button ([Source](#)).

A more advanced way to make opt ins stand out is by making them move, shake or pop out to get peoples attention.

You can use the **SoreThumb plugin** to achieve this though I don't think it's been updated for a while.

13. Incentivise Your Opt In & You Could See 10x More Opt In's Overnight

Line25.com saw a 10x subscriber increase overnight by giving away design resources instead of just asking visitors to sign up for blog updates ([Source](#))

Quicksprout.com offers a free course with a \$300 value and that caused an increase in to their subscriber rates.

However, offering an incentive as the main reason to sign up can cause people to sign up for just the freebie rather than because they want to receive further emails / blog updates from you – and this can cause low open and click rates.

Testing is key as always.

If you plan to give an incentive be very careful with your wording.

Either offer the freebie as a secondary reason to join (i.e. subscribe for email updates AND you'll get a free course valued at \$300)

Or make sure they know after they receive the free giveaway you'll be following up with more emails / blog updates.

This stops people who only want something free signing up and reduces the chances of spam complaints and unsubscribes from people who didn't realize there would be follow ups.

"Give away something for free" - Spencer Haws (NichePursuits.com)

"Provide something of value in exchange for their email subscription"
- Zac Johnson (ZacJohnson.com)

"Give users access to extra content (ebook, PDFs, images etc) in return for their email" - Matthew Barby (FindMyBlogWay.com)

14. Use Content Funnels Like An Email Marketing Rockstar

Content funnels aren't something you see many people talking about and it was something I learned from the **email marketing rockstar Andre Chaperone of Autoresponder Madness fame.**

To see an example of what a content funnel is check out any one of his sites <http://affiliatebully.com/>, <http://tinylittlebusinesses.com/>, <http://frankvsmatt.com/>, <http://zerotoherostory.com/>.

You'll see there's no traditional side bar opt in forms and definitely no spammy looking 'squeeze pages'.

Instead he leads your through multiple pages of top quality content that entices you, amuses you, gets you engaged with him and most of all proves he knows what he is talking about.



2014 UPDATE: I originally wrote this content in 2009. Then updated it in 2010. Then again in 2012. I'm now working on the 2014 version.

It's prob'ly still a month or two from being finished. In the mean time what you read here is still 100% relevant. Enjoy!

- ANDRÉ CHAPERON



At the end of the funnel he tells you if you want more to opt in. Anyone who gets that far most likely will.

If they didn't get that far they probably weren't dedicated or engaged enough anyway, so why would you want them on your list?

Content funnels result in smaller opt in rates but the people who do join are top quality subscribers who have a high attention span, like what you do and REALLY want to hear from you – this results in higher open and click rates.

Less is often more when it comes to building email lists.

What use is a list of 10,000 subscribers if only 1% open your emails?

It's better to have a smaller list of highly engaged subscribers than a big list who don't read.

15. Quiz Your Audience & Ask For Email To Send The Results

EscapeMaker.com used a quiz as part of their "I Love NY" campaign asking users to take a trivia quiz about NY and then asked them to enter their email to find out how they scored (source: <http://blog.snapapp.com/how-quizzes-help-generate-sign-ups>)

People love quizzes and if you use them as a means to generate email sign ups you can increase conversion rate massively.

Be sure that you tell them along side the quiz results to expect follow up emails so their expectations are set and there's no problems further down the line.

Setting expectations clearly with email subscribers is key.

Only telling them if they enter their email they will receive the quiz results but then sending blog updates and marketing emails can lead to angry visitors, unsubscribes and spam complaints – always be clear what they will receive and stick to it.

16. Survey Your Users To Find Out What They Want & Turn Them Into Loyal Subscribers

People love being asked for their opinion on things and surveys are a great way to connect with your audience and find out what they want to see from your site as well as find out what they like and dislike.

Why not turn your surveys into a means to gain subscribers?

The University of Alberta increased email subscribers by 500% using a pop up survey by Qualaroo that asked anyone who spent more than 10 seconds on the site a few simple questions ([Source](#))

When the questions were finished they simply asked people if they'd like to receive emails from the site

After people have taken your survey they've shown a willingness to engage with you so signing up for your list seems like a small step.

17. Run Competitions To Gain Wide Exposure & Boost Email Sign Ups

Running online competitions with prizes or to raise money for charity is a fantastic way to get a lot of attention from your fellow bloggers and exposure to a wider audience.

People love the chance to win things and everyone is willing to get involved with raising money for charity.

Bloggers who can get some good will and a positive mention will jump at the chance to give free prizes for you to give away.

You can ask for names and email addresses for anyone who wants a chance to win however again make sure you set expectations so they know there will be follow up emails.

For more information on how to run online competitions check this incredible resource by Matthew Barby at FindMyblogway.com - <http://findmyblogway.com/running-online-competitions/>

18. Make Your Sidebar Go Where Your Readers Go So They Never Miss It

Standard side bar opt ins are static and usually at the top right of most sites.

However if you have a moving side bar that follows your visitor to whatever part of the page they go to you're increasing the chances they will sign up purely by giving them more opportunities.

You can add a moving sidebar to your site with [**Fixed Widget Plugin**](#)

19. Write Better Headlines & Copy For Your Opt In Boxes

One simple headline change saw Visualwebsiteoptimizer.com get a 127% increase in email subscribers ([Source](#))

Good headlines and strong copy can make all the difference so be sure to split test your headlines and copy to see what converts best.

Use benefit driven headlines and give people solid reasons as to why they should opt in.

Don't forget about testing the text on your opt in form buttons.

Standard buttons like 'send', 'submit' and 'subscriber' often don't inspire people to join your list as they are boring and not benefit driven.

Unbounce.com talks about how to write call to action buttons that convert here - <http://unbounce.com/conversion-rate-optimization/design-call-to-action-buttons/>

"Have a compelling, SPECIFIC lead magnet that promises immediate gratification. "Subscribe to my Newsletter" doesn't cut it" - **Ryan Deiss, Digital Marketer**

20. Ask For Less & Get More Subscribers

Removing the amount of fields you ask for when signing up can increase sign ups as QuickSprout.com found out with a 26% increase just by removing one field ([Source](#))

People are busy, skeptical and don't like giving out too much information online so why make it difficult for them?

Ask for only what you need and in the case of a blog then email really is all you require.

The argument is that collecting name allows you to be more personal but the problem is a lot of people put in fake names and they know your emails are not personal one to one emails anyway.

There are other ways to be personal without using a name.

When you email a friend do you start out with "Hey *Friends Name*" every email?

Probably not.

"Reduce the number of fields that are required to opt in. Even just having only the one field for the email address rather than requiring the name as well, can have a dramatic increase in your subscribers number" - **Aaron Aguis (Louder Online)**

21. Split Test EVERYTHING To See What Converts Best

You need to be split testing everything constantly until you find the absolute best results.

Headlines, copy, opt in box position, colour of forms, incentive vs no incentive, picture versus no picture and much more.

You can split test 2 or more entirely different variations of the same page Optimizely.com

If you're just looking to split test different variations of your opt in boxes that comes as standard with Aweber and most other autoresponders.

Hybrid Connect shows how to increase your opt in forms using split testing here (<http://hybrid-connect.com/opt-in-form-clinic/>) and Optimizely list 71 things you should split test here (<http://blog.optimizely.com/2013/04/30/71-things-to-ab-test/>)

22. Testimonials Build Trust & Increase Sign Ups To Your Email Lists

People are more likely to take action if they see a testimonial from someone in a similar position to themselves OR a trusted authority.



DISCOVER HOT NICHE MARKETS & INSIDER NICHE 'HACKS' WHEN YOU JOIN THE NICHEHACKS TRIBE (IT'S FREE!)

Enter your best email:

I'm ready to join the tribe!

"I rarely say this, but you are actually doing a great job on your blog. I wouldn't change anything..."

Neil Patel (Quicksprout.com)

Using testimonials in your opt in boxes can skyrocket conversions.

A 34% increase was reported by Visualwebsiteoptimizer (Source: <http://visualwebsiteoptimizer.com/split-testing-blog/customer-testimonials-increase-sales/>) when they started using testimonials.

Path.co.uk reported similar results (<http://www.path.co.uk/testimonials-improve-conversion-rates.php>)

I use testimonials from successful bloggers and NicheHack readers on my about me page and I'm seeing a conversion rate of 5.0% currently.

23. Social Proof Increases Opt Ins – Or Does It?

We all know social proof affects us all. We're more likely to take action or believe in something if we see others back it up.

So displaying your subscriber numbers, Twitter followers or FB likes can work in your favor assuming you have a large following – if you have less than a few thousand then it'll likely have the opposite effect.

Raimundas increased email opt ins by 23% by displaying Facebook like and Twitter follower numbers right beside the opt in ([Source](#))

However as always be sure to test social proof vs no social proof as Derek Halpern found that social proof hurt DIYThemes opt ins and removing it resulted in an increase in conversion by 102.2% ([Source](#))

24. Make Your About Me Page About Your Audience & Turn It Into A High Converting Page

A lot of people make the mistake of not even having an about me page and most of those who do have one make it all about themselves.

Despite being called an 'about me' page it should actually be more about what you can do for your readers.

This is a high trafficked page on most blogs and can be an opt in magnet if done properly.

Telling people about your experience and what benefit they'll get from listening to you can cause them to opt in if you give them a chance.

Having an opt in form (or multiple – I have 5 on mine!) on your about me page is a great way to turn browsers into loyal email subscribers.

As mentioned previously my about me page converts at 5%.

Pat Flynn saw an opt in increase in 446% when he added an opt in box to his ([Source](#)) and QualityStocks a 158% growth through adding a light box ([Source](#)).

So if you've no about me page or aren't collecting emails on it get it doing it now!

Examples of great about me pages include:

Matthew Woodward
Pat Flynn
Smart Passive Income
Viper Chill

25. Crazy Egg Can Tell You Where Your Visitors Are Looking & Clicking

Crazy Egg is 'heat' and click tracking software that shows you where your visitors are clicking and browsing on your page.

After using their scroll map feature I found that hardly any of my visitors were reaching the area where my second side bar opt in was so instead moved it up to a higher visibility area and opt ins have steadily increased.

Conversion Rate Eggperts...I mean experts (sorry!) used Crazy Egg to see what was distracting their visitors, removed them, and saw 25.9% more conversions (Source: <http://www.conversion-rate-experts.com/crazy-egg/>)

26. Put Opt In Forms On All Major Pages

There's no sense in having pages on your site that don't have opt in boxes especially on high trafficked pages.

Derek Halpern publicly called Pat Flynn out for not having opt in boxes on high visited pages such as his about me and video pages.

When Pat added them he saw a 30.24% increase in sign ups to his email list (<http://www.smartpassiveincome.com/conversion-strategy-results/>)

You'll see I have opt in boxes on all pages (I think!) including the toolbox page – and it converts!

To increase opt ins from individual pages offer related incentives such as a free guide on how to use your 5 favourite tools on the toolbox page or a special video on your video page for example.

27. Use Personalised Opt In's And Increase Sign Ups By 150%

Amazon uses custom buttons related to the pages you are visitng ([Source](#)) and Vero increased sign ups by 150% in 4 weeks using personal opt ins related to the post ([Source](#))

If you have a post on 31 Ways To Promote Blog Posts then a custom after post opt in offering a report with 10 more ways to promote your posts will convert well.

Look out for this on NicheHacks in the near future.

28. Don't Waste Time On Traffic Sources That Don't Convert

Not all traffic is created equal.

Some sources send droves of traffic but if it doesn't convert then it's not worth much.

Focus on your traffic sources that convert into email sign ups.

Personally I find the best sources for most my niches are forums, blogs, social media and networking / manual outreach.

If you're not tracking this you need to be ASAP as it's super important to know!

You can track this with Google Analytics (see <http://www.nichehacks.com/increase-email-list/#don8217t-waste-time-on-traffic-sources-that-don8217t-convert> for more details)

"Make relevant connections with others in your niche through blogs, forums etc" - **Justin Cooke (EmpireFlippers.com)**

29. Work Out Which Content Converts So You Can Optimize It & Create More

Knowing which of your content converts is important.

Some will receive tons of traffic but not result in much sign ups and others whilst not getting the same volume of traffic can often have high sign up rates.

If you're not sure what content is converting you can check in Google Analytics (assuming you already have a 'goal' set up to track list sign ups) by doing the following..

See for more information: <http://www.nichehacks.com/increase-email-list/#work-out-which-content-converts-so-you-can-optimize-it-and-create-more>

When you know what content is converting well you can either further optimize your page through split testing, turning it into a dedicated landing page which you promote heavily or create content on a similar topic.

My top converting content is my niche hack reports and my big in-depth posts / ultimate guides which tells me I need to create more content of a similar style.

30. **Studies Show Images Boost Conversions So Use Them**

Using images within your opt in boxes or on your landing pages is proven to boost conversions so adding an image of what the person is signing up to receive is a good idea.

It could be a digital image of the ebook or course they are about to receive.

You'll see **QuickSprout** use images of books and CDs to visualize their course despite it being a digital course.

However be warned incorrect use of images can actually decrease opt ins as Derek Halpern talks about [here](#).

31. Single Opt Ins Increased StartUpNations Opt In Rate, Open, Click and Sales.

Single versus double opt in is the never ending debate.

Some marketers swear by using double opt in as it reduces chances of spam and is claimed to give you a higher quality subscriber as someone who takes time to confirm obviously wants to be on your list a lot.

However people are busy, forgetful, easily distracted and have better things to be doing than searching out confirmation emails in junk, spam or promo folders.

Sign Up Nation tested both single and double, their result went against the trend that 'double opt in' subscribers are better.

Using single they saw an increase of opt in by 25% and an extra 249 subs.

Single open rates of 63.8% and click rates of 17% versus 57.6% and 15.6% with double.

And 14 sales with single vs 12 sales as double (Source: <http://www.startupnation.com/Case-study-Double-vs-Single-Opt-in-email-signups/topic/>)

You'll have to test yourself by setting up 2 separate lists and adding a minimum of 1,000 people to each list and measuring all metrics.

- **Create Better Content So People Are Crying Out To Be Sent More**

People don't opt in after reading mediocre content.

Unless your content is REALLY great and gives them something they haven't read 100x before or teaches them something new they won't bother to opt in.

People opt in because your content is fantastic and they don't want to miss it.

So make sure all content you create is the best it can be.

So what is REALLY great content?

Well it comes in any forms but usually it's longer and more in-depth than other posts on the subject, references experts, provides stats, sources and data, goes above and beyond a standard blog post and links to similar content.

If a piece of content has lots of social shares, comments and links then you can safely say it's 'great content'.

However there is no template for 'great content' but heres some examples in the internet marketing niche...

<http://www.matthewwoodward.co.uk/tutorials/how-i-built-a-top-100-blog-in-12-months/>

<http://backlinko.com/link-building>

<http://www.viperchill.com/six-months/>

<http://www.quicksprout.com/the-complete-guide-to-building-your-blog-audience>

<http://www.nichehacks.com/promote-blog-posts-blog-traffic/>

"My best tip for increase email subscribers would be quality content" - Spencer Haws (NichePursuits.com)

32. **Optimize Your Site For Mobile Devices Or You'll Miss Out On Subscribers**

If your site doesn't display properly on mobile devices then a huge amount of your traffic won't be able to see your site and definitely won't opt in.

Make your pages, posts and email opt ins show properly on smaller devices.

28% of all web traffic is now done via mobile devices according to Marketing Land ([Source](#)) so if you're not making it easy for them you're alienating a huge chunk of your traffic.

Make sure your theme is mobile optimized and if it's not then change themes – **Genesis Generate** or **WP-Radiance** are my recommendations.

33. Expose Yourself To New Audience & Markets

A sure fire way to get more email subscribers on your list is to reach new audiences.

If you're only exposing your content to the same pool of people over and over new visitors and sign ups will be limited.

Seek out new audiences and get your content in front of them.

You do that through guest posting, blog commenting, getting involved in new forums, content syndication, suggesting to pages on Scoop.it or networking with authorities via email or social media.

Also consider looking outside your immediate niche. Wherever your target demographic is online there's an opportunity to engage with new audiences even if the website isn't in your niche.

For example if you run a hunting blog you might find similar minded people on fishing blogs you can reach out to.

"The best way to grow an email list is to do so slowly and organically, so that the people on your list are really engaged" - **MailChimp.com**

Tools Required To Put All 34 Subscriber Boosting Methods Into Action

- **Aweber** or another Autoresponder to automate your email marketing.
- **OptinMonster** to skyrocket your subscriber list with entry and exit pop ups or **BounceExchange** if you can afford nearly \$3,000 per month subscription.
- **Hybrid Connect** for in content, after content and side bar opt ins that engage readers and get them to sign up to your mailing list.
- For a premium survey tool **Qualaroo** or **this survey plugin** for the budget conscious blogger.
- **Genesis Generate Theme** to capture emails with a headline box OR **Derek Halperns resource**.
- The free **hello bar** from Neil Patel to greet visitors and encourage them to join the list – awesome tool!
- To get 1 click sign ups through blog commentators use **Aweber Comment Form plugin**
- **The Yoast Comment Redirect plugin** to send first time commentators to a new page where you engage and encourage to sign up.
- For after content sign ups one of NicheHacks highest converting opt ins) **Magic Action Box**
- **Lead Boxes for in content click pop ups** – John Chow reports bloggers typically see a 30-40% increase in subscribers!
- Floating sticky footer opt ins via simple CSS changes or even easier with **OptinMonster!**
- Making opt in boxes stand out with **SoreThumb** by moving, pulsing and shaking.
- Create content funnels and engage people with soap opera style stories for higher quality subscribers and more opens and clicks with **AutoResponderMadness**.
- **WizHive** to run online competitions which can skyrocket subscriber numbers.
- Use the **Fixed Widget Plugin** to create a sticky side bar that follows your audience.
- To A/B test pages and see which converts best **Optimizely**
- **Crazy Egg** to remove on page distractions and boost conversion rates.
- To track your sign ups traffic and high converting content **Google Analytics**

Conclusion

Building an email list is one of the most important things a blogger can do.

It allows you to drive traffic back to your site, build a relationship with your audience, continually expose them to your marketing message and products and build your brand.

Without it you're left relying on mostly on new visitors or those who remember to bookmark and re-visit your site.

These 34 ways to skyrocket your subscriber list are some of the most effective out there so get testing them for yourself.

BONUS: 21 Email Marketing Tips

1. **Use A Thank You Page:** Once a subscriber opts in send them immediately to a thank you page.

Thank them for opting in, tell them what to expect, how often they will be emailed, what you'll be sending them and what to do next (i.e. go find the email titled 'EMAIL NAME' from 'Your name'.

2. **Set Expectations & Stick To Them:** If you tell your subscriber that you're going to email them once per week, only send blog notifications, and never send promo emails – then stick to it!
3. **Make Sure Your Welcome Email Gets Read:** Some people put no effort into their welcome email and in turn a lot of people don't bother to read them.

To entice people to read them use a headline like “Welcome to SITE NAME, So Now What?”.

Further set their expectations in the welcome email and engage with them further by telling them more about you and how you can help them.

4. **Build Trust & A Relationship BEFORE They Opt In:** It's near impossible to build up trust and a relationship with people who aren't opening your emails, at this point it's far too late!

So make sure you are engaging with potential subscribers though great content, strong branding, and being open and honest via your blog before hand.

5. **Use Attention Grabbing Headlines:** If you want busy people to notice your emails in their cluttered inbox you need to use attention grabbing email headlines – look at emails that get you reading for inspiration and customize for your own.

Example: *'26 Ways To Skyrocket Your Email Open Rate'*

6. **Give People A Benefit Driven Reason To Click:** If you want people to click your email links then give them a benefit driven call to action.

Example: *"Discover how you can boost your email open and click rates and skyrocket your profits when you click here"*.

7. **Big Lists Aren't Always The Best Lists:** The majority of email marketers seem obsessed with getting a BIG list and will do anything it takes to get a new subscriber regardless of the quality.

Focus on getting only quality subscribers who WANT to receive emails from you, trust you, have a relationship and you'll receive high open

and click rates and more income!

8. **The People On Your List Are Real People With Real Problems:** They aren't just numbers on a list designed to make you money. Solve their problems, help them, take time to list to them and you'll be rewarded.

Spamming them with endless promos and offers might work for a while but it will be shortlived.

9. **Tell People What To Expect In The Next Email:** A sure fire way to increase email opens is to tell people what to expect in the next email – make them curious enough to want to see it and get them looking out for it.

10. **Curiosity Results In More Open & Clicks:** If you can make someone curious they will open / click. Be cryptic without being deceptive or lying and they will open your email or click your link.

11. **Give People Multiple Chances To Opt In:** The more chances people have to opt in the more likely they are to do so. Put multiple opt in boxes on every page on your site.

12. **Split Test Everything For Best Results:** Don't just add an opt in box put an email into your follow up series and then never try and improve it.

Split test headlines, copy, colours, button text / size / colour. Work on email headlines to see which receive the best open rates and work on calls to actions and link to see which get the highest click rates.

13. **An Email Is The Ultimate Sign Of Trust:** When someone hands over their email online it's the ultimate sign of trust so do not abuse it!

No spamming, selling / trading, sending things you are not supposed to be sending.

14. **Add More Links For More Clicks:** Seems simple but something a lot of people over look. The more links you have in emails the more likely you are to get clicks.

I generally have around 5 links (some in content and some naked URLS) even in small emails with different anchor texts / calls to action to give the reader more chances to click.

I also try and make sure there's a link in the first sentence 'above the fold' to try and get an instant click.

15. **Images Increase Clickthroughs:** Using images in emails can increase click through rate.

For one of my sites I doubled email CTR by using simple text based images I created in MS Paint with clear calls to action.

16. **Email Frequently To Stay Fresh In Your Prospects Mind:** Ever get an email from a company / marketer and have no idea who it is?

Me too. Frequently. An email out the blue about their new product or whatever and I've no idea if it's spam or someone who's list I signed up to a long time ago when buying a product / visiting their site.

People get a LOT of emails and if you aren't staying fresh in your audiences mind you'll be easily forgotten.

Email every 1-2 days for the first 2 weeks when they join your list and then every 2-3 days after that for best results. Though don't email when you have nothing to say it'll just annoy them.

17. **Use Email Signatures To Promote Products & Remind People Who You Are:** This is something I hardly see anyone do but should be used more often.

At the bottom of email add a small signature area where you link to a product or offer you promote AND put a simple sentence reminding them who you are, why you are emailing them and where they signed up – this is HUGE for reducing spam rates and unsubscribes.

18. **Delete Unsubscribes As They Cost You Money:** Aweber (and possibly other autoresponder companies) don't automatically delete your unsubsubscribes.

Whilst they won't receive any emails from you after unsubscribing they still take up space in your account and you will be charged for them so routinely delete.

Be sure to check your unsubscribe reports to see if a particular email is causing a lot of unsubscribes and remove, change or add to a different order of follow up message.

19. **Copy What Successful Marketers Do Not Say:** One of the best ways to enjoy success as an email marketer is to watch what successful marketers DO rather than what they say.

They may say one thing but do another. So copy their actions and not necessarily their advice. However a good marketer shouldn't be telling you to do things that they aren't doing themselves.

20. **Tell Stories To Engage People:** Don't just send people updates and promo emails. Engage them with stories, anecdotes, snippets of your life, humor etc.

This makes you seem more real, helps your subscribers connect with you, builds trust and make for a more entertaining read.

Andre Chaperone is the master at this and teaches it in his Autoresponder Madness course.

21. **Ask Your Subscribers To Send The Email To A Friend:** A great way to get more exposure for your emails is to ask people to forward to a friend.

If your emails are good then the person receiving it will want to sign up for your list.

FOUND THESE 34 WAYS USEFUL?

THEN YOU'LL LOVE THESE...

**THE ULTIMATE GUIDE TO BLOGGING: HOW
TO START A BLOG THAT'S EPIC.**

AND

**31 WAYS TO PROMOTE BLOG POSTS AND GET
BLOG TRAFFIC**