

10 TIPS TO HELP YOU GROW YOUR EMAIL LIST

TEN WAYS/TIMES TO ASK:

- 1. Event/seminar registration:** Give them a reason, then tell them you'll email a reminder or pre-event materials.
- 2. When they hand you a deposit check:** Tell them you'll send them pre-move-in information, and make sure they know about all upcoming events.
- 3. Scheduling an appointment:** Whether for a sales visit or a spa appointment, tell them you'll send a reminder of their next appointment or any promotional information via email.
- 4. When they fill out a survey:** They'll have a pen or computer keyboard to input information, so add an email line to the survey, and let them know you'll send them a summary of the survey results via email.
- 5. On comment cards:** In your restaurants, at events, in the spa – make sure email address lines are always on these cards, and let them know you'll address their concerns in a personal return email.
- 6. With a community guestbook:** Ask them to sign in when they stop by; have a place in the guestbook where they can write their email address.
- 7. Fishbowl promotions or giveaways:** Have them fill out a card that includes an email address line, then let them know they'll be notified via email as to whether or not they were the big winner.
- 8. Opt-in on a website:** Ask them to give you an email address in return for more information via an e-newsletter or download.
- 9. Going "green":** Tell them you're becoming more environmentally friendly and want to eliminate paper waste.
- 10. In print ads or direct mail pieces:** Include copy in your offline materials that offers a free gift or incentive when the person calls your community or goes to your website and provides their email address.