

10 STEPS TO BUILD AN EMAIL LIST FIND MORE COLLECTORS AND MAKE MORE SALES

01

SIGN UP LISTS

Have sign up lists at every event - exhibitions, markets etc they work even better if you have a competition for a freebie for those who sign up!

OFFER A DISCOUNT

02

Offer an initial discount when people sign up e.g. 10% their first purchase

03

SPECIAL OFFERS

Exclusive offers for your mailing subscribers. E.g. sneak peaks, early access, exclusive prints, first access to commission waitlist etc

SHARE YOUR LIST

04

Share that you have a mailing list, **OFTEN!**
Like, twice a week at least... on socials AND in real life conversations. e.g.; "Subscribe for early access to..." "Join my mailing list to hear about..."



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05

EASY ACCESS

Let's be honest, people are lazy, make it super simple for people to sign up. Use a site like mailerlite or your website to create an easy sign up link straight from your socials (e.g. straight from your Instagram link in your bio)

COMPETITIONS & GIVEAWAYS

06

Run giveaways where the entry is signing up to your mail list. *Ensure you let people know they will be receiving emails on other offers and that they can unsubscribe at any time!

07

USE YOUR NETWORKS

Use your networks to share about your offers & mailing list. Family & friends, hairdresser, barista! Drop it into conversations with people you meet!

CONSISTENCY

08

Saying you have a list once isn't going to work, set a goal to be consistent for at least 3 months to see real growth!



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09

SPEAK UP

Let people know what you are sharing to your email list via socials (e.g. on your Instagram stories!) FOMO is a real thing, share about winners of competitions, exclusive access etc when people see what they are missing out on, they are likely to want to sign up!

IT TAKES TIME

Remember it's going to take time to build a mailing list but as your mailing list grows so will your sales!

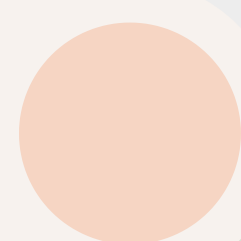
YOUR MESSAGING

Lastly, your messaging is **KEY** to building an email list.

How you speak to your offers and to your audience will directly impact whether people sign up or not!



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FREE 3 DAY
CHALLENGE!

Want to learn more about how to have the right messaging for your audience?

Join me for a **FREE 3 Day Challenge** on February 14th - 16th where we go through 3 easy steps to communicate effectively to your audience!

How you speak about your work directly correlates to people wanting to **work with you** and **buy from you**.

The right messaging goes a long way in **attracting, engaging** and **converting** your audience into collectors!

For more information and to sign up click **HERE!**