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Tricks that Can DOUBLE EMAIL SUBSCRIBERS

01

Use Your About Page to Collect Email Addresses



Ask Viewers to Opt-in when they Comment

02

03

Avoid Double Opt-in Pages



Use a Page Specific Pop-up

04

05

Opt-in for Bonus Content



Ask Viewers to Opt-in via Author Bio

06

07

Opt-in at Exit



Contest or Give Away Opt-in

08

09

Sell the Opt-in Benefits



Guest Blog to Promote Your Brand

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|--|---|---|--------------------------------------|----|
| 11 Home Page Opt-in |  |  | Thank You for Commenting Page Opt-In | 12 |
| 13 Stand Out with Your Opt-in Box Colour |  |  | Slide Up Opt-in box | 14 |
| 15 HelloBar for Sign-up |  |  | Email Sign-up on Sidebar | 16 |
| 17 Team up with Other Bloggers to Expand Your List |  |  | Use Facebook Email Sign-up Button | 18 |
| 19 Make Your Sign-up Box Prominent, Unique and Non-Intrusive |  |  | Use a Combination of the Above | 20 |

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