



**7 ways to
turn your
website into
a list-building
machine.**



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One of the main goals of your website should be to build your list.

Once people join your list, you have the opportunity to build trust and promote your offerings.

If you already have a website, there are likely list building opportunities that you're missing out on. If you don't yet have a website, you're going to be ahead of the game!

In this Bonus Guide I'm going to share **7 specific places to promote a free opt-in gift**, so you can convert more of your website visitors into subscribers.

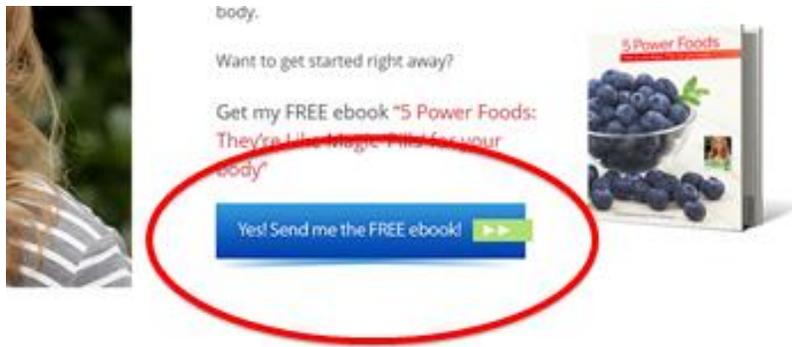
Effective list building on your website (and in general) requires:

1. That your free gift is compelling to your audience. (The training handout for call #3 will help with this.)
2. That you use compelling words & effective design to promote your free gift.
3. That you place your promotions strategically on your website.

Before we dive in, an important note...

While I use the word "opt-in box" you will actually be adding "call-to-action" buttons (aka CTA buttons) to your website.

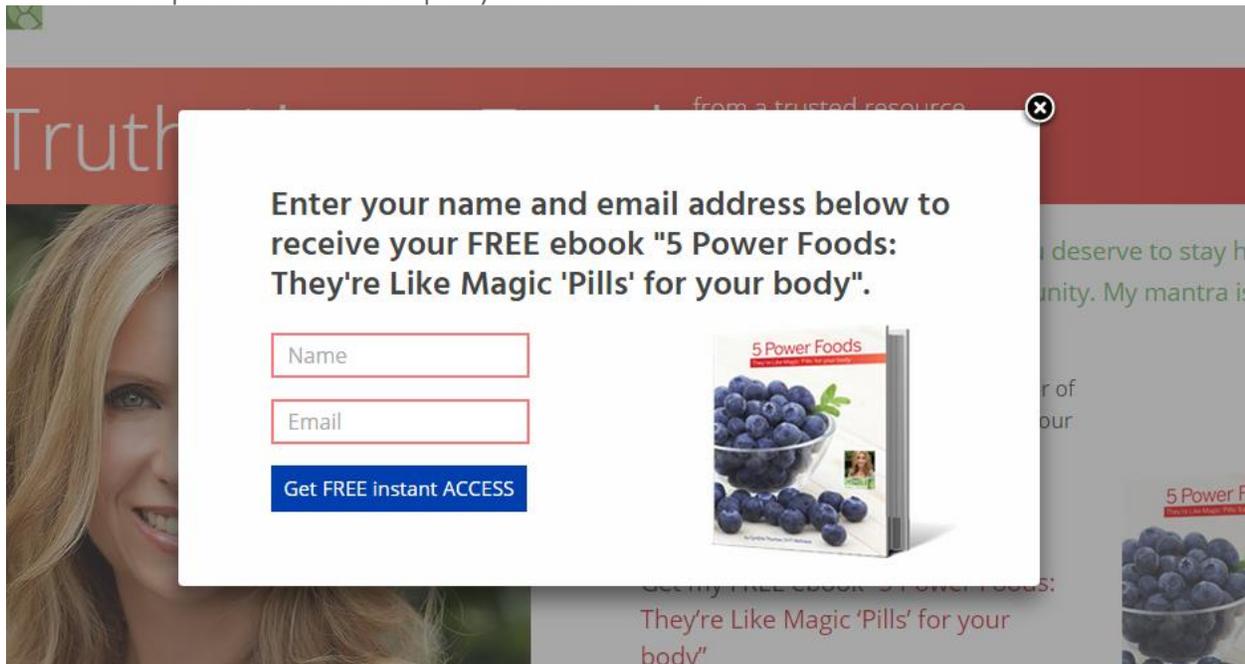
Below is an example of a call to action button. You want these buttons to be large and to use a bright and contrasting color to draw people's eye to the action we want them to take.



You also want to use what's called a 2-step opt-in process. Just a few months ago you would have seen a field for name and email here. This had been considered best-practice, because it minimized the number of clicks someone had to make.

Testing now shows that a 2-step opt-in process converts better, meaning it will actually increase the % of people who opt-in.

With the 2-step process, once your visitors click on the button, a pop-up with the opt-in fields is displayed like this...



The reason the 2-step opt-in process has been shown to be more effective is that you're getting your visitor to make a "micro commitment." They're saying "yes" to something very small - just clicking on a button. This prepares them mentally to take the next step and opt-in.

My 2 favorite tools for creating this pop-up:

- [LeadPages](#)
- [Popup Ally](#)

Note: these are affiliate links.

7 specific places to promote your free gift on your website

#1 Home Page

Prominently promote a free gift on your home page. Your placement will be determined by whether your site is focused on list building or on getting potential clients to schedule an initial call you. (See placement in the home page formats in the training handout “Developing an Effective Website.”)

#2 About Page

About pages are typically the second most popular page on your website. We want to take advantage of that.

If you want your site focused on getting clients to schedule an initial call you, you’ll want to promote that on your About page, like this.



But if your website is focused on list building, then somewhere in the middle of the page, include a “plug” for your weekly or bi-weekly emails and include an opt-in box. You’ll want to “sell” it by sharing what people will receive when they opt-in.

Here’s what I have on my about page:

In my weekly emails, I break my favorite product launch, copywriting, list building, and search engine optimization strategies into simple, actionable steps that can help you grow your online business. **Sound interesting? Make sure you're a subscriber – it's FREE.**



Alternatively, you can promote a free gift here.

#3 Sidebar on your blog

A sidebar is just the smaller right or left-hand column on a page. At the top of the sidebar on your blog, promote your free gift and include an opt-in box.



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TESTIMONIALS

#4 End of each blog post

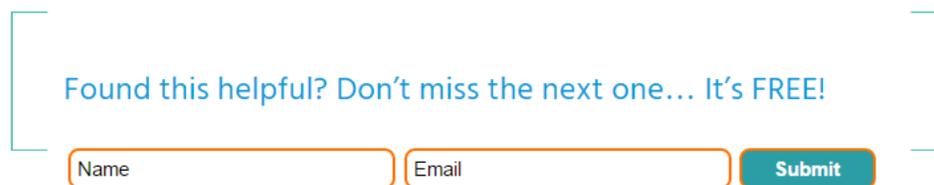
People who read your blog posts are clearly engaged in your content and are likely ideal clients. You want to take advantage of this!

Set-up your blog so that you promote your free gift at the bottom of each post. If you have more than one opt-in gift, vary which one you promote

at the bottom of the post and use the one that is most aligned with the topic of the post.

While this isn't as effective, as an alternative, you can have an opt-in box appears at the end of each blog post.

Here's an example:



Found this helpful? Don't miss the next one... It's FREE!

Name

Email

Submit

#5 Contact page

Take a simple contact page and get it to “work” for you!

Like on the About and Blog pages, include a simple plug for your free weekly or bi-weekly emails and include an opt-in box.

#6 Pop-up

When I mention “pop-up” it may conjure up negative feelings about salesy websites, and you may think that you would never want to use a pop-up. I completely understand this, but there are some very friendly ways to use pop-ups that are extremely effective for building your list.

One of the least intrusive ways to use pop-ups is to have a pop-up show up when someone is about to leave your website. This is called an Exit Pop-up.

Another great way to use a pop-up is by using a delay. You can set a specific amount of time before the pop-up displays on your site. I typically recommend you set this up to display 10 – 30 seconds after your visitors land on your website.

By setting up a “polite” pop-up on your site, you’ll be able to get more of the people who visit your website to opt-in to your list. This means you’ll build your list more quickly.

I linked to my favorite pop-up tools above.

#7 Floating Top Bar

Promote your free gift or a webinar using a floating top bar. This is simply a bar that lives at the top of one (or more) of the pages on your site. By making it floating, people are more likely to notice it, because the bar will remain at the top of the screen as people scroll down your page.

This orange bar is an example of one of our floating top bars. (We use [Popup Ally](#) for this.)



I hope you found these bonus tips helpful and can't wait to see hear how they work for you!

I'm here to support you with this!

And, as always, post any questions you have. We'll also have time for Q&A on our call.