



10 Tips for building a Contact List that leads to Sales:

1. **When you go to networking events, ask people you meet if you can sign them up for your newsletter.** The number one cardinal sin in networking is trying to close the sale right after meeting someone new. Rather than push your services, push your newsletter. It's a great way to have people get to know you on a "trial-basis".
2. **Offer a draw prize** – Make a WIN sign for your office or networking events for people to have the chance to WIN A PRIZE when they sign-up for your newsletter. Be sure to put up signage which makes it clear to people that you will be sending them a monthly newsletter, so they won't be confused and unsubscribe or click the spam button.
3. **Contact your professional trade organization for their member list.** – A few trade organizations provide their chapter lists to members for free while others charge a modest fee for the national list. Once you get the list, send your colleagues a direct mail letter, with your free newsletter being the offer.
4. **Invite ALL people who contact you by phone or email to join your Newsletter List** – Have you been doing this faithfully? It's easy to get out of the habit. Be sure to explain to all contacts what benefits they will get from joining.
5. **Put an invite to join your newsletter list in all email signatures** – An email signature is a great opportunity to tell those you communicated with about your email list and provide an easy way to join. Just include a brief description and a link to your sign-up page in the signature of your email.
6. **Optimize your professional website or social media pages for sign ups** – Prominently position an email list sign-up box or link on every web page, because you never know what page a visitor will land on when they do a web search.
7. **Advertise your newsletter sign-up on all print materials** – including your brochures and business cards.
8. **Offer incentives that relate to your business** – Think of small gifts or innovative ways to give someone a little extra motivation to sign up for your list.
9. **Volunteer Networking** – Ask around at charitable functions to see who is interested in signing up for your newsletter. Accept business cards and bring a clipboard to write down contact information.
10. **Build Your Email List on Social Media Sites** – Twitter / Facebook / LinkedIn / Forums and other Social media sites offer powerful ways to connect with your target market. Start and participate in online forums, speak about your professional expertise, tell them how your knowledge and expertise can benefit them specifically. Post your sign-up link on any industry specific forum that is appropriate to your audience. Once you have built a relationship with people suggest that they check out your newsletter and invite people to sign up for your email list. It's not about using a hard sell voice, just for the sake of increasing exposure. It is about making new connections and building customer relationships which will increase business over time.

It's all about Taking Action and Keeping the Momentum going!