



How to Grow Your Email Audience

Tactics You Can Use Today

Introductions



Patrick Tuthill

patrickt@aweber.com
@ptutz



John Walder

johnmw@aweber.com
@johnamize

What you are going to learn

1. Start with your website... Sign me up!
2. Create content to engage your audience
3. 3rd party tools to help you build your audience

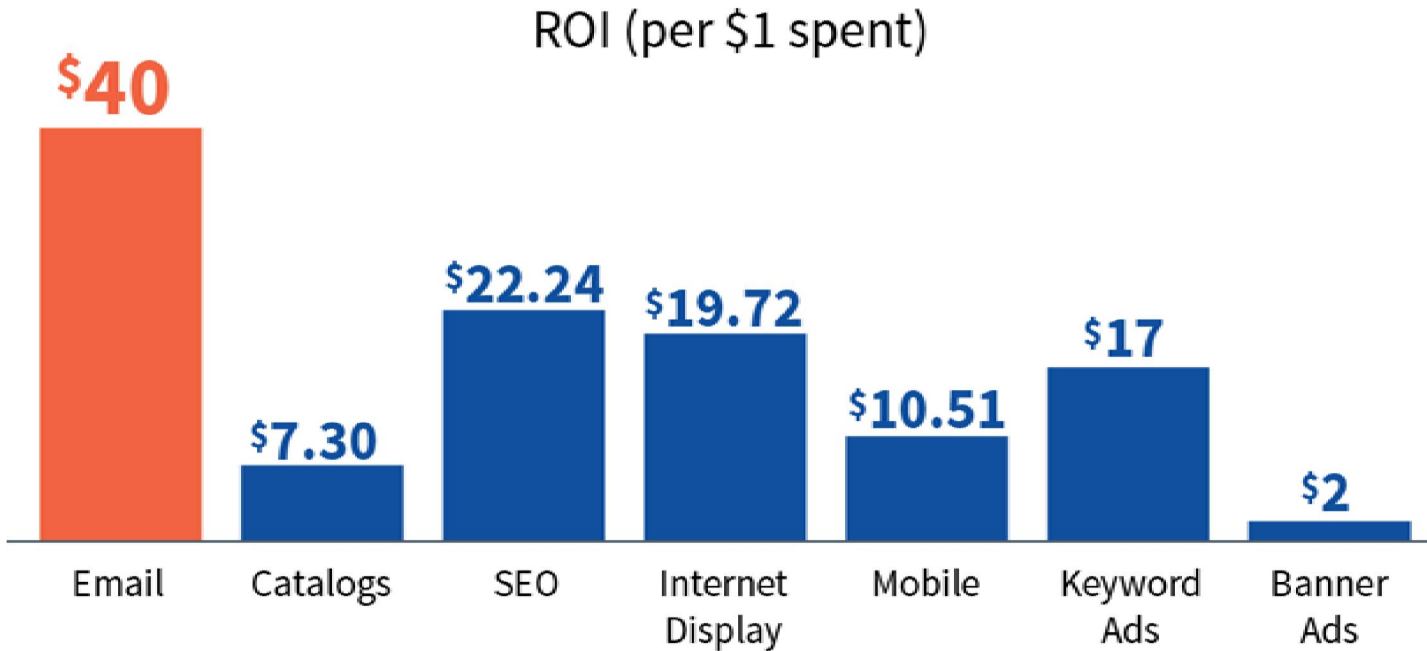
Email works!

\$40 for every \$1 spent

74% consumers prefer to receive communications via email

66% consumers have made a purchase as a result of email

The data tells the story folks...



But wait...

The average email list depreciates
by 25% each year!

Am I set up for success?

- How do I feel about my website?
- Is my content consistent?
- How can other sources help my audience grow?

Your website, your home



or



Cultivate Your Homestead

Meet them at the front door

Wide Open Spaces, Homegrown Food, And Mason Jars...



...that pretty much sums me up. I'm Jill Winger and I homestead here on the wide open spaces of Wyoming with my handy husband, two free-range children, and an unknown number of farm animals.

Several years ago, I was struck with an insatiable urge to return to my roots. It started with a compost pile, and gradually escalated into chickens, copious amounts of fresh veggies, and finally, a milk cow. I've been digging dirt out from under my fingernails ever since, shooting photos, and sharing my adventures (and mishaps) with all of you in the process.

Thankfully, wide open spaces aren't a requirement to do this homestead-thing. Anyone can return to their roots, get back to the basics, and grow some food. I'm here to show you how. [Learn More >>](#)



Meet them at the front door

Wide Open Spaces, Homegrown Food, And Mason Jars...



...that pretty much sums me up. I'm Jill Winger and I homestead here on the wide open spaces of Wyoming with my handy husband, two free-range children, and an unknown number of farm animals.

Several years ago, I was struck with an insatiable urge to return to my roots. It started with a compost pile, and gradually escalated into chickens, copious amounts of fresh veggies, and finally, a milk cow. I've been digging dirt out from under my fingernails ever since, shooting photos, and sharing my adventures (and mishaps) with all of you in the process.

Thankfully, wide open spaces aren't a requirement to do this homestead-thing. Anyone can return to their roots, get back to the basics, and grow some food. I'm here to show you how. [Learn More >>](#)



Meet them at the front door

Wide Open Spaces, Homegrown Food, And Mason Jars...



...that pretty much sums me up. I'm Jill Winger and I homestead here on the wide open spaces of Wyoming with my handy husband, **two free-range children**, and an unknown number of farm animals.

Several years ago, I was struck with an insatiable urge to return to my roots. It started with a compost pile, and gradually escalated into chickens, copious amounts of fresh veggies, and finally, a milk cow. I've been digging dirt out from under my fingernails ever since, shooting photos, and sharing my adventures (and mishaps) with all of you in the process.

Thankfully, wide open spaces aren't a requirement to do this homestead-thing. Anyone can return to their roots, get back to the basics, and grow some food. I'm here to show you how. [Learn More >>](#)



Meet them at the front door

Wide Open Spaces, Homegrown Food, And Mason Jars...



...that pretty much sums me up. I'm Jill Winger and I homestead here on the wide open spaces of Wyoming with my handy husband, two free-range children, and an unknown number of farm animals.

Several years ago, I was struck with an insatiable urge to return to my roots. It started with a compost pile, and gradually escalated into chickens, copious amounts of fresh veggies, and finally, a milk cow. I've been digging dirt out from under my fingernails ever since, shooting photos, and sharing my adventures (and mishaps) with all of you in the process.

Thankfully, wide open spaces aren't a requirement to do this homestead-thing. Anyone can return to their roots, get back to the basics, and grow some food. I'm here to show you how. [Learn More >>](#)



Meet them at the front door

Wide Open Spaces, Homegrown Food, And Mason Jars...



...that pretty much sums me up. I'm Jill Winger and I homestead here on the wide open spaces of Wyoming with my handy husband, two free-range children, and an unknown number of farm animals.

Several years ago, I was struck with an insatiable urge to return to my roots. It started with a compost pile, and gradually escalated into chickens, copious amounts of fresh veggies, and finally, a milk cow. I've been digging dirt out from under my fingernails ever since, shooting photos, and sharing my adventures (and mishaps) with all of you in the process.

Thankfully, wide open spaces aren't a requirement to do this homestead-thing. Anyone can return to their roots, get back to the basics, and grow some food. I'm here to show you how. [Learn More >>](#)





ABOUT LEWIS

Lewis Howes, a former professional football player, two sport All-American, world record holding athlete and current USA Men's National Team athlete for the Olympic sport Team Handball, has graced lists such as Details Magazine's **"5 Internet Gurus Who Can Make You Rich"** and Incomediary.com's **"50 Most Influential People in Blogging."** Most recently Howes was recognized by Impact100 and President Obama at a White House ceremony as one of the top 100 entrepreneurs in the country under 30. In his spare time, Lewis enjoys inventing products, angel investing, CrossFit and salsa dancing.



[READ MORE](#)



ABOUT LEWIS

Lewis Howes, a former professional football player, two sport All-American, world record holding athlete and current USA Men's National Team athlete for the Olympic sport Team Handball, has graced lists such as Details Magazine's "5 Internet Gurus Who Can Make You Rich" and Incomediary.com's "50 Most Influential People in Blogging." Most recently Howes was recognized by Impact100 and President Obama at a White House ceremony as one of the top 100 entrepreneurs in the country under 30. In his spare time, Lewis enjoys inventing products, angel investing, CrossFit and salsa dancing.



[READ MORE](#)



ABOUT LEWIS

Lewis Howes, a former professional football player, two sport All-American, world record holding athlete and current USA Men's National Team athlete for the Olympic sport Team Handball, has graced lists such as Details Magazine's "5 Internet Gurus Who Can Make You Rich" and Incomediary.com's "50 Most Influential People in Blogging." Most recently Howes was recognized by Impact100 and **President Obama** at a White House ceremony as one of the top 100 entrepreneurs in the country under 30. In his spare time, Lewis enjoys inventing products, angel investing, CrossFit and salsa dancing.



[READ MORE](#)



ABOUT LEWIS

Lewis Howes, a former professional football player, two sport All-American, world record holding athlete and current USA Men's National Team athlete for the Olympic sport Team Handball, has graced lists such as Details Magazine's "5 Internet Gurus Who Can Make You Rich" and Incomediary.com's "50 Most Influential People in Blogging." Most recently Howes was recognized by Empact100 and President Obama at a White House ceremony as one of the top 100 entrepreneurs in the country under 30. In his spare time, Lewis enjoys inventing products, angel investing, CrossFit and salsa dancing.



[READ MORE](#)

So with your website, think..

1. Warm and inviting
2. Give/Get
3. Incredible User Experience

Great, where do I sign up?

Be Visible - Location is important

Use Pop-ups, Pop-overs, Lightboxes

Can be your Contact Us page

Now that's a deal, sign up!

RETURN TO YOUR ROOTS

homegrown inspiration for those who dream of farm animals, hoard mason jars, and crave dirt under their fingernails

46,467 other homesteaders are getting farm-fresh homestead tips delivered to their inbox.


E-Mail Address



I'M NEXT!

Provide something of value

Learn 3 easy steps
you can do to ease
your back pain.

Please leave your details: 

Name

Phone

Email

Sign up for free:



Get access to 85% of my best business hacks:

Add Me

You'll learn exactly how I started 2 multi-million dollar businesses, grew a 700,000+ email list, and where to find the best tacos in the world.

Lightboxes - The (Easy) Secret to 1375% More Subscribers

The image shows a screenshot of a website with a prominent pink lightbox overlay. The lightbox contains the following text and elements:

- Close button (X) in the top right corner.
- Text: *Welcome!*
- Text: *Let's stay connected!*
- Text: Be notified when fresh projects are posted, new products are released and get freebies delivered right to your inbox!
- Form fields: "Name:" and "Email:" with corresponding input boxes.
- Button: "Sign up!"
- Text: We respect your [email privacy](#)
- Text: [Email Marketing](#) by AWeber
- Logo: "nikki, in stitches" in a decorative pink frame.

The background website content is dimmed and includes:

- Article snippet: "Chalk Design (And PS...I'm Giving Away ANOTHER Silhouette Portrait!)" with a [read more >](#) link.
- Section: "Twitter News..." with a snippet: "NikkiInStitches: Grab A Hall Pass! Get the remaining 3 classes this..." and a [read more >](#) link.
- Section: "Facebook Latest Updates..." with a snippet: "My brain is on overload with all the things I could with these!! Paint! Decoupa..." and a [read more >](#) link.
- Search bar with a "Search" button.
- Section: "Crafting On The Road!" with a small image and a "View Online Craft Class" button.
- Section: "Online Cra..." with a "nikki" logo.
- Section: "Intro to Online Craft Glass"



BUILD YOUR BUSINESS AROUND AN **EPIC LIFE!**

Sign up for free below and receive cool stuff each week on:

- ➔ How to Live Your Ultimate Dream (while making money in your sleep)
- ➔ How to Leverage Online Marketing (to spread your message to the world)
- ➔ How to Achieve Greatness (because heck, life's more fun when you do)

SIGN ME UP FOR GREATNESS!

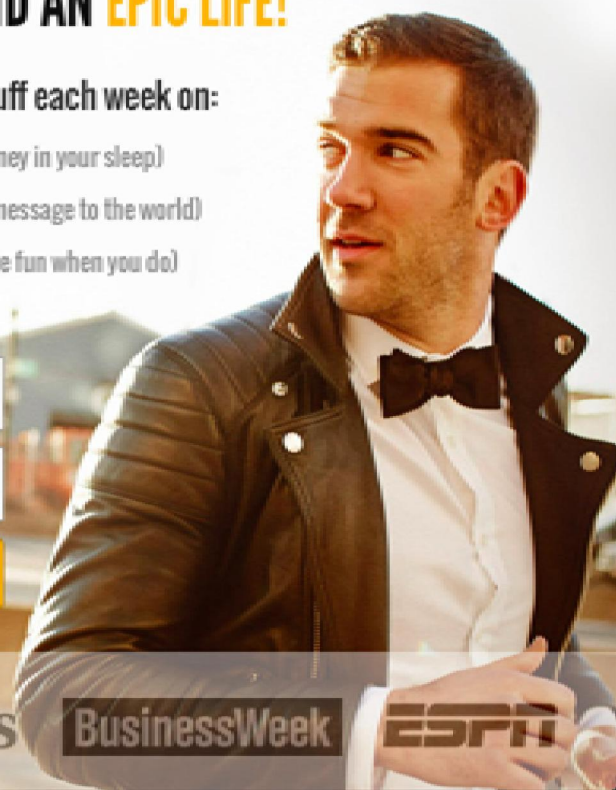
TIME

**Sports
Illustrated**

Forbes

BusinessWeek

ESPN



DO WHAT YOU LOVE...FULL TIME
(I'LL TEACH YOU HOW!)

and
a
world-class network: I'm not surprised
everybody loves working with him"

What do you want your users to do?

SHOW ME!

I'M NEXT!

SIGN ME UP FOR GREATNESS!

Sign Me Up!

Taking Inventory...

1. Location
2. Light Boxes
3. Personal touch
4. Test your CTA's

How do I keep them engaged?

Brand aware

Keep type/font in mind

Stay consistent

Create visual hierarchy

Add Images/video

Mobile!

Think quality over quantity

Fresh From The Blog



How to Make Beeswax
Candles



Basic Homemade Pasta
Recipe



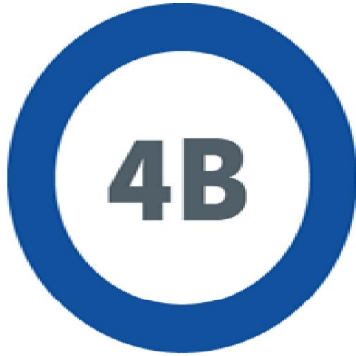
Supplemental Lighting in
the Chicken Coop



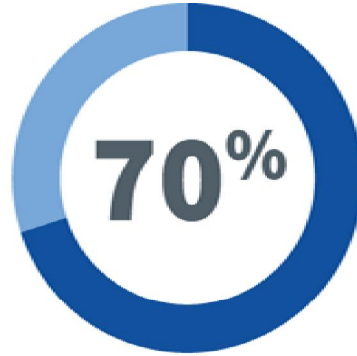
Double Chocolate Cream
Pie Recipe (GF, DF)

THE PRAIRIE HOMESTEAD BLOG

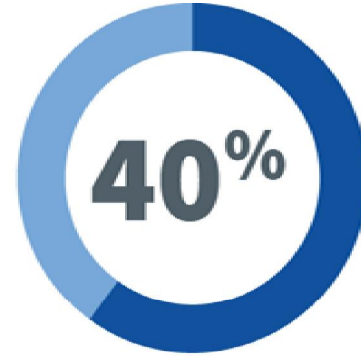
Don't forget about video, people!



YouTube averages
OVER 4 Billion hits
every day!



70% of the top
search listings contain
at least 1 video!



40% increased
conversions for websites
with video!

Video pays off! It's a no-brainer

Customize ? **WISTIA** Projects Stats Help Account

LOAD SETTINGS **SAVE** CLOSE

- ▶ Appearance
- ▶ Controls
- ▶ Social Bar OFF
- ▶ Call to Action OFF
- ▼ Turnstile ON

Ask for their email

- Allow users to skip
- Ask for First and Last Name

Upper Text

Lower Text

Integrate

< Back to Blog Videos **▶ Video Actions**

Enter your name and email to view this video.

First name Last name

Your email **PLAY**

↶ skip

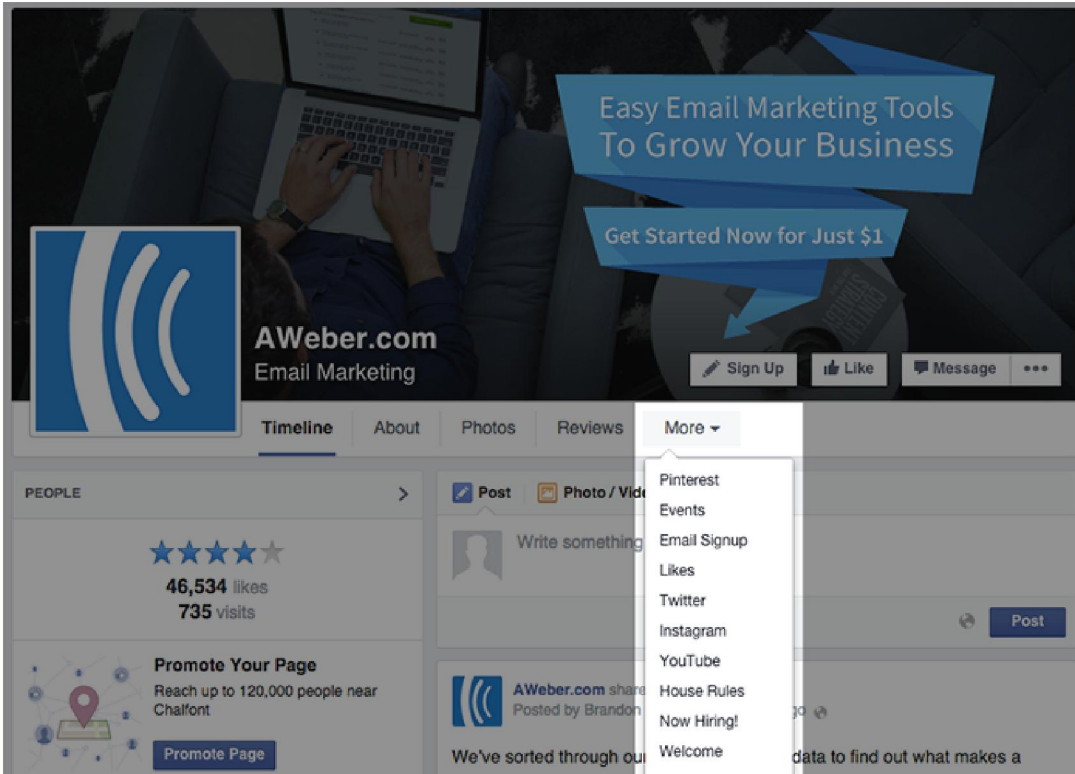
Lenny Delivers Video

How are you growing outside of your website?

- Events
- Speaking engagements
- Social
- Invite feedback



FaceBook Tip



Testimonials & Reviews

The image shows a Facebook page for Vault Brewing Co. The header features the company logo on the left, which includes the text "VAULT BREWING COMPANY" and "YARDLEY, PENN.". To the right of the logo, the page name "Vault Brewing Co." is displayed, along with the description "Restaurant · Brewery · Bar". There are buttons for "Like", "Follow", and "Message". Below the header are navigation tabs for "Timeline", "About", "Photos", "Reviews", and "More".

The "Reviews" section shows a 4.5 star rating based on 529 reviews. A bar chart displays the distribution of star ratings: 5 stars (339), 4 stars (127), 3 stars (39), 2 stars (12), and 1 star (12).

Two reviews are visible:

- Cricket Leigh Brendel-Howell** (5 stars): "We stopped in today for lunch and loved it. The Wet Hop Harvest beer was delicious, the food was refreshingly healthy & our server Alex was a great conversationalist. Thanks guys!"
- Jon Grill** (5 stars): "My friends are regulars here and brought my girlfriend and I here for the first time on Friday. I had such a great time! The food was great and the beer is fantastic especially the smoked porter... Which I'm drinking from my stainless street Vault growler right now! We will be back!"

Content...Check!

1. Consistency
2. Invite feedback
3. Find a way for video

Apps that will get you there

 MAILMUNCH

optinmonster

 SumoMe

 WISTIA

The Takeaways

Start with your website - perception is reality

3rd party tools can help

Engage your audience with content

A decorative horizontal band with a blue background and a subtle pattern of small white circles. The band is flanked by thin, multi-colored lines (yellow, orange, green, red, blue) that extend across the width of the slide.

Questions?

Reach out to us



Patrick Tuthill

patrickt@aweber.com
@ptutz



John Walder

johnw@aweber.com
@johnamize

And that's not all...

For more great webinars from AWeber, visit
<http://blog.aweber.com/live-webinars>

Resources

<https://zapier.com/blog/grow-email-list/>

<http://blog.getvero.com/guides/email-marketing-best-practices/>

<https://blog.bufferapp.com/email-list-building>

<http://www.marketingprofs.com/charts/2015/26938/how-marketers-grow-their-email-lists?adref=nlt020215>

<http://www.socialmediaexaminer.com/how-to-grow-email-list-with-social-media/>

Resources

<http://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/>

<http://www.entrepreneur.com/article/242947>

<http://www.smartinsights.com/email-marketing/email-marketing-analytics/email-campaign-tracking-with-google-analytics/>

<http://www.digitalsherpa.com/blog/25-amazing-video-marketing-statistics/>