

Thought Leaders
BUSINESS LAB

EPISODE 254

7 List Growth Strategies

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The money is in the list

- ▽ If you've got a big email list of engaged contacts, your ability to create money almost out of nothing is much better than if you don't have a list.
- ▽ Don't rely on your social media contacts because you can lose social media platforms. Move your contact to your email database, which you can control.

Strategy #1 Offer a valuable lead magnet

- ▽ Many business owners make the mistake of thinking that just having a lead magnet is enough. It's not. The lead magnet needs to give insight and traction on the problem that a client wants to solve. It shouldn't be something that people can easily get from a blog.
- ▽ It's called a lead magnet because you want it to attract clients or leads to your business. It should contain an offer and be interesting enough that you could potentially charge for it. For example:
 - Templates
 - Step by step guides
 - Process
- ▽ It should lead to your paid programs and be aligned with what you're selling. For example, if you're a marriage counsellor, offering a step by step guide to double your business will not be an effective lead magnet.

Strategy #2 Create content that aligns with the lead magnet

- ▽ Everything needs to be in the same alignment. For example, a post on how to woo your wife will not be aligned with a lead magnet on how to double your business.
- ▽ To ensure alignment, build content pillars. Pick 2-4 themes. Build content, lead magnets and programs around those themes.

Strategy #3 Cross promotions

- ▽ Work with people who offer different programs or products to the same type of market:
 - through joint programs.
 - by sharing each other's relevant lead magnets to your networks.
 - by promoting your partner's work or programs to your network and vice-versa.
 - through podcast swaps.



Strategy #4 Pop-ups

- Pop-ups appear on your website as a full-screen takeover or a small screen that jumps out with a message.
- Many people don't like using them because they don't want to interrupt visitors, can't get the timing right, or just don't personally like them.
- Like all things marketing, test and measure the best way to use pop-ups. Make sure that these offer value and are related to what the site visitor is there for.

Strategy #5 Early access and bonuses

- If you're about to launch something new, offer a chance for people to have early access or surprises.
- You create excitement through this strategy and you have some warm leads who signify their interest in your new program even before your launch.

Strategy #6 Challenges

- This has become popular in recent years. It's like a mini-course.
- If you're unsure of what to teach, think about what quick wins you can help your prospects achieve, and what habits they need to create, to have them want them to continue working with you.
- Challenges make people spend time with you so you create the know-like-trust factor. If they know that you've got value to give, they will more likely buy from you.
- Creating a challenge doesn't need a lot of assets created. You could just send 5-minute videos for each session. But it still needs to solve a problem or a quick-win for somebody.
- Gamify the challenge with badges or other swag.



Strategy #7 Create a viral share



Create content or lead magnet that could become viral and which people can share to their own networks.



For example:

- Have people opt-in for a step by step roadmap on how to automate your business.
- Offer this upsell: if people share the link with 5 people, they can get a detailed automation campaign that they can customise for their business.
- Offer a tier 2: if people share the link with 10 people they can get free invites to an exclusive masterclass or planning session.



Make sure your offer is highly-targeted and the upgrades are related to the original offer with added value that people can get with a bit of work.

Combine the strategies



Use all of the strategies or combine them. Many of them rely on lead magnets, which can be the foundation of your list-building strategies.

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