How to Build an Email List

Below is a handout to guide you on how you can build an email list for your business:

- First of all, you must <u>decide on an email marketing platform</u>. Before you can actually set-up your email list, you have to choose amongst one of the many platforms. Some examples include Mailchimp, Constant Contact or ConvertKit among others.

- Set up your first <u>lead generation form</u> in the platform that you have chosen.

- <u>Build your first set of automations</u> which are a series of emails that will be sent automatically to your audience and is a crucial aspect of forming the backbone of your email list.

- <u>Connect the lead generation form to the automation</u> sequence that you have set-up.

- Finally, you can now <u>embed your form</u> into your website or landing page!