

***Capture 120%
More
Email Subscribers
Overnight***



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Introduction



Thank you for subscribing by email and downloading your copy of my free eBook. While this eBook is not very long I can guarantee that it will be very valuable to your business. By growing your email list you can set yourself up for life – a lot of us online marketers bring in hundreds of thousands of dollars each year by virtue of having a strong database of emails.

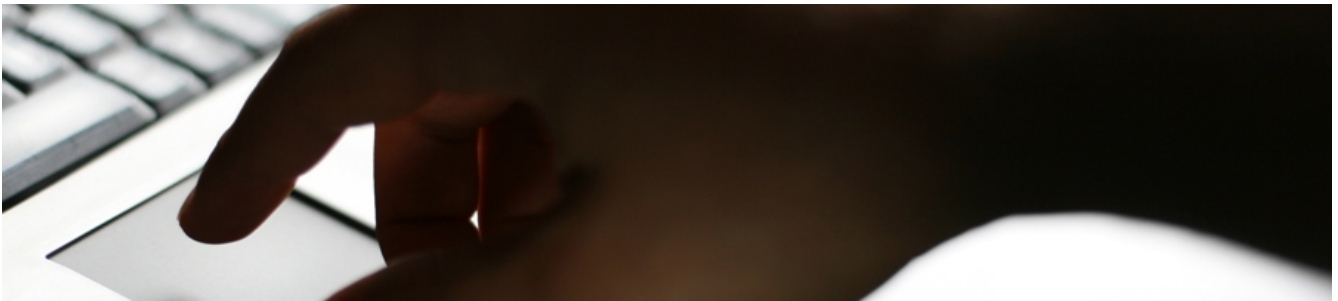
One of the reasons I set up Blog Tyrant was because I wanted to create a blog that really helped people grow their online income quickly so they could start moving away from the rat races, live a more enjoyable life and hopefully give back to the community in return. For this reason I constantly emphasize the importance of the email list.

We all know the saying: **the money is in the mailing list**. It is your email subscribers that allow you, over time, to grow your blog into a serious business that makes serious money. In this short report I am going to show you how I increased the email subscription rate on my blog by 120% overnight.

The methods here are extremely simple but very powerful. This is especially true if

you can combine them together and create a multiple attack.

Why email subscriptions?



First of all let's take a quick look at why email subscriptions are so important for your long term success. When you understand these points you are much more likely to want to focus on gaining email subscribers as opposed to any other form.

- **You can promote new products**

The main advantage is that you can use your email list to promote your new products. If you ever launch an eBook or something like that you can send out a series of emails that encourage your loyal readers to take a look. This means you can hit them on the blog and by email which is, usually, a lot more personal.

- **You can promote other people's products**

Ever seen how much money Shoemoney makes when John Chow launches a new product? Well its a lot. Why? Because he has tens of thousands of email subscribers that he can promote the affiliate link to. This is the easiest money you will ever make.

- **You can launch new websites**

Imagine being able to launch a new website and instantly have loyal followers

and traffic. That is what an email list does for you. If you have a bunch of subscribers you will never have to start from scratch again.

Having a big base of email subscribers is the safest way to ensure your blog lasts the long haul and has a solid chance of making money. All the other metrics (including traffic to a certain extent) are very fallible.

120% more email subscribers overnight



Now that I have talked about why you should do it I am going to give you a quick insight in to what I did on [Blog Tyrant](#) in order to increase the subscription rate by over 100%.

1. Split test different sign up options

Split testing is extremely important if you want to increase conversion rates in any area. Basically what this means is that you run two (or more) versions of an advert using different text, pictures, options, etc. and see which one works best. In the case of email subscriptions on your blog you might not run them at the same time but rotate over the weeks and see which week performs the best.

Some of the options you might like to try in terms of different language include:

- Subscribe for free today
- Get started with [insert blog name]
- Get free updates in your inbox
- Join [insert subscriber numbers] people and get free updates
- etc.

I have found on my blog that the word "subscribe" doesn't do all that well. I am not sure why but I think it might have something to do with the fact many people who are new to the internet might think that subscribing entails a fee like with magazines.

Split testing is not just about different language, however. It can go a lot further than that.

Advanced split testing with Aweber

We can take this split testing to advanced levels by signing up with [Aweber](#) and using their split test service.

In case you aren't aware, [Aweber](#) is an email delivery service that allows you to quickly add subscription boxes to your site, create a series of automatic follow up emails, send out your blog updates as well as giving you access to a massive array of stats like who subscribed, how many people opened your emails, what links they clicked, etc. It is used by the likes of Darren Rowse, John Chow, Jeremy Schoemaker and many other marketing gurus.

The most exciting thing about [Aweber](#), however, is the split testing. They let you place two different versions of ads on your sidebar or in your blog posts and measure which works best. This completely eliminates any guesswork and allows you to see what language, free products, colors, etc. works best.

Sometimes I am really surprised by what motivates people to subscribe. It is often the promotion that you yourself don't like as much.

2. Add a stylized subscription box after the first post

One of the big things I did was add a stylized subscription box after the first post on the homepage of my blog. This is a good area as it is just below the fold and right in a place where visitors are looking for something to do. They might have just read the introduction to the most recent post and be about to click "*read the rest of this article*" and then decide to subscribe instead. Whatever the reason, when I added this homepage subscription box within the content area my sign ups went up a lot.

To add your subscription box after the first post **without** it appearing after every post you need to do the following:

Find this text in your Main Index Template file within your Theme Editor section of your dashboard:

```
<!--?php endwhile; ?-->
```

Immediately **before** that code you should place this code:

```
<!--?php if(!$show_ads){ ?-->
```

Subscription code goes in here.

```
<!--?php $show_ads = 1; } ?-->
```

Now you want to make sure the subscription box is stylized nicely; I use an image and a bit of a shaded area to draw attention to that section. I can't really tell you how to style it because everyone's style sheet is different so you might need to do some trial and error coding.

3. Offer a free niche-narrow exclusive

You know all those free eBooks (like this one) that you see people giving away on their blogs? That is what we are talking about here. But there is a problem. A lot of those free eBooks miss the mark.

Here's the deal. When you offering something for free on your blog in order to get people to subscribe it needs to be very niche-narrow and extremely exclusive. Any marketer will tell you that offering something exclusive is the best way to make people feel part of a community because it is alluring. People love to be part of something that other people are not. And when you mix that exclusivity with a free offering you make it doubly enticing.

So what is **niche-narrow**? Well if you take a look at this eBook you will see that it is about only email subscribers. Not about blogging as a whole or some general concept. It is about *one topic within the niche*. It is narrowed down. That is important.

Some people think that by narrowing it down you miss out on a lot of people who aren't interested but, actually, I have found the opposite to be true. If you have chosen the right topic you will find that there is much greater interest. Why? Because all of the general topics have been done to death. How many “free guide to blogging” reports have we seen? Hundreds. Pick a sub-topic within that niche and create a valuable eBook or video course about it, however, and you really have people's attention.

Here's what you do:

1. **Look in your Google Analytics** and see what topics are bringing the most visitors.
2. **Visit the other big blogs** in your niche and study their free offerings and most popular posts
3. **Create an eBook about a narrow topic** within your niche that is popular with Google traffic, social media and that hasn't been done by the other big bloggers. If you can make it a sub-sect of the other bloggers eBooks than that is even better.

For example, if my eBook is about *Capturing 120% More Email Subscribers* you would do well to focus on one topic within this eBook for your own eBook.

4. **Create a page or post on your blog** that explains why the eBook is important to read and link to it in your sidebar ad or header. This helps to remove any obstacles to people signing up.

The most important thing is to find a narrow topic that relates to your whole niche and ensure that your free offering solves that problem. If you can do that you will find that people become quite interested.

4. Use the power of scarcity

Scarcity is one of the most powerful marketing tools that we have at our disposal. Every single good advert that you see on TV will use some form of scarcity. It is a very real way to get people interested in a hurry. I talk about it a bit more in my article on [how I sold a blog for \\$20,000](#) but here are the essentials.

What is scarcity? Basically it is where you create the idea in a person's mind that your product is *only available for a limited time or for a limited number of people*. As soon as a person hears this their brain sends survival signals that are very powerful;

it is telling the body that we need this to survive because there isn't enough to go around.

Scarcity is used all the time by big marketing firms. Here are some examples:

Car company: The new VW Golf \$49,990 for a limited time only.

Abdominal machine: Call in the next 10 minutes to get 50% discount!

Carpet Sales: We're moving location – get 50% off only while stocks last!

If you want to increase your email subscription rate you need to introduce some sort of scarcity into the mix. You need to make your potential subscribers feel like they have to get this thing right now or they are going to miss out. This is even more important if you are thinking about charging money for something.

5. Use a pre-sell page

Pre-selling is a powerful technique when used correctly. In fact, if it is not done correctly it can often do more harm than good and lead your traffic away from the desired goal. One of the ways you can quickly increase email subscription conversions is use a page or a part of a page to pre-sell the idea of signing up.

Here's how it works.

1. Go and get the plugin called [What Would Seth Godin Do](#) and install it on your blog. This will add a little “welcome” message to the top of your posts to visitors who are new to your site.

2. Create a new page called Free Updates or Why You Should Subscribe and write a small list of reasons about why your visitors should subscribe by email. At the bottom of the list add the email subscription box.
3. Change the WWSGD message to say something like “Like this article? There's more where that came from. Head over here and find out why you should get our email updates” and make the word “here” a link to the Free Updates page.

What you have done is created a little pre-sell section that gets people interested and curious and then helped hammer home the benefits with the Free Updates page. The interesting thing is that your blog posts themselves can often serve as the pre-sell if you can subtly introduce the idea of the benefits of subscribing.

6. Focus on benefits, not features

There is a classic marketing saying that simply states that you should focus on benefits, not features. Normally you wouldn't think this had a direct implication for a blog but I am here to tell you that it does; especially for email sign ups.

So what does it mean? Let me use the example of an eBook. The **features** of an eBook are things like:

- it is 56 pages long
- it has 2500 words
- the sections include this, that and the other
- I am a marketer and I wrote it myself
- etc.

The **benefits**, on the other hand, are things like:

- guaranteed to change the way you live your life
- 10 strategies that will increase your wealth in a year
- an eBook that you can't miss if you want to grow your traffic

The benefits are the things that your readers get if they take the time to read the eBook. The features are just the contents. Don't focus on the features but rather tell your readers what they will get or achieve if they read and follow the eBooks advice.

When you apply this to the copy of your email subscription page you will find that you do very well.

Conclusion

Email subscribers are the key to a long term success and as such you should pay special attention to capturing and retaining them. Over time you will develop a large list that will form the basis of all of your future marketing. Imagine having a loyal following of 20,000 people that buy whatever you put in front of them.