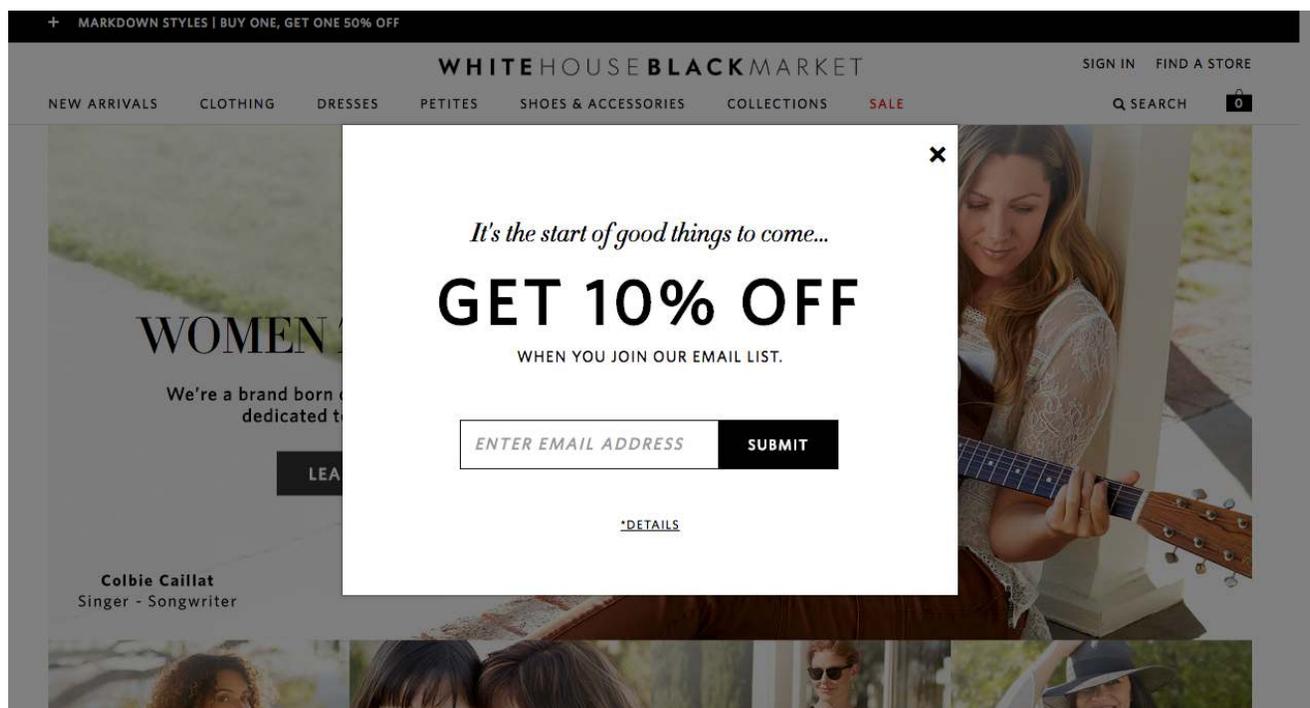


Seven irresistible email opt-in bribes that will grow your email list

COUPONS OR EXCLUSIVE DISCOUNTS

This trick works just as well for collecting emails in person as it does online (for example at a retail store). You can offer X% off your first purchase when you sign up for the email list. Take a look at [White House Black Market's Website](#) as an example:



FREE GUIDE/E-BOOK

You've got the proof in your hands! Offering a free guide or e-book in exchange for an email address is a great way to get someone to opt into your email list. Make sure the guide is truly valuable to your target audience - this is your first chance to make a great first impression.

WORKBOOK

Can you help someone overcome and obstacle, or can you help someone by guiding them through a step-by-step plan? Workbooks are a great incentive and can be very valuable to your customers. For a great example of valuable workbooks, check out [Melyssa Griffin's Website](#) for a great example of a free workbook opt-ins.



**FREE 20+ PAGE
BLOG BUSINESS PLAN
WORKBOOK**

how to create a
**BANGIN'
BLOG
BUSINESS
PLAN**

*Start turning your blog into a
full-time business.*

SEND IT TO ME!

SWIPE COPY

I have given my email address away to so many people in exchange for swipe copy! If you are a good writer, and can help people overcome their writers block, try offering swipe copy. [Digital Marketer](#) got my email with this exact swipe file.

FREE DOWNLOAD

The Ultimate Social Media Swipe File



"Copy & Paste" these 72 PROVEN headline formulas to get more clicks from Facebook, Twitter and your own blog...

-  **13 "piggy-back" headlines** that *ethically align*, your message with trusted brands and authorities...
-  **18 "threatening" headlines** you can deploy in any market (be careful with these...)

Where should we send your template?

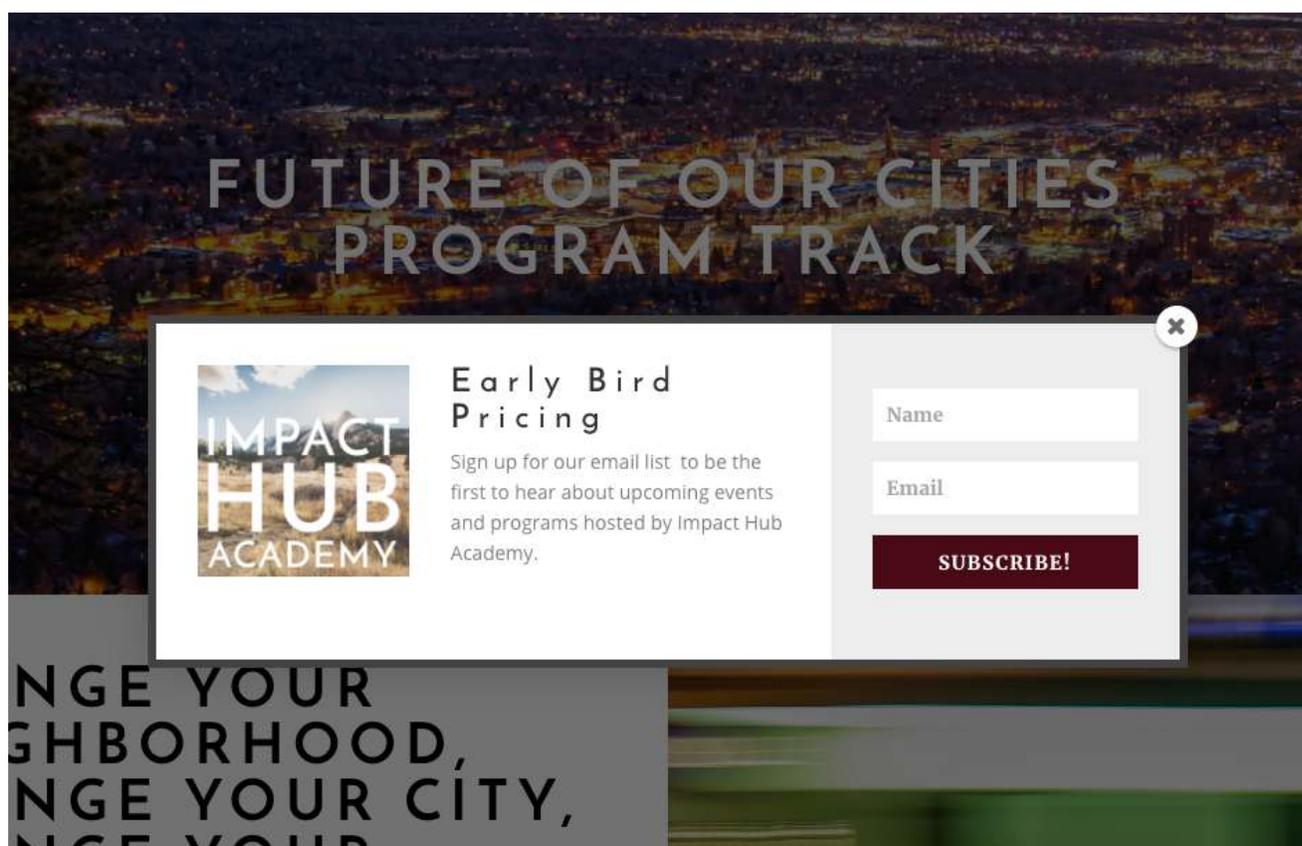
DOWNLOAD NOW

As an additional gift you'll also receive a subscription to our bi-weekly newsletter with exclusive offers, and helpful tips.
[View DigitalMarketer's Privacy Policy.](#)

EARLY BIRD ACCESS

Do you host events? A great way to increase attendance is to offer early bird discounts as an incentive to email subscribers. Offer early bird discounts for only a few days (to create a sense of urgency). [Impact Hub Academy](#) has a great example on their website.

This option also works great if you haven't opened your doors yet. Gain loyal customers before your first sale.



A MINI COURSE

There are two really effective ways I've seen this done. You can send daily emails with lessons, or create a self-paced course they can have access to in exchange for their email address. I have a [quick beginners course](#) I offer where the cost of enrollment is just an email address.

FREE IMAGES

It's hard to find high quality images without breaking the bank. I send out free images each month to all my email subscribers that they can use on their social media clients. [Creative Market](#) has done a great job collecting emails by offering a set of free good each week. They are now my first stop whenever I need to purchase high quality graphics.

