

School Of Spirit

Discovery Homework Module 6

Building Your List



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Spiritual Medium

Building Your List

Mailchimp

This week your homework is to sign up for Mailchimp and play around with it to get to know how to use it. It's very easy to create a newsletter with this platform and send promotions to your list.

Opt-In

You can also include an opt-in form on your website or social media for your audience to sign up for your newsletter.

Incentive

A common practice is to offer your clients something for free in exchange for signing up for your newsletter. Giving an incentive persuades people to take the next step in building a relationship with you.

Create an incentive that is relevant and helpful to your customers, and relates to something you sell or provide in your business. For example, it could be a discount, a contest, or a downloadable product.