

FOR REAL ESTATE PROFESSIONALS ONLY...

# 15 Easy Ways To Get More Email Addresses

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# 15 Easy Ways To Get More Email Addresses

Using an email marketing system, you can send a monthly Email Newsletter (Ezine) to promote your listings and stimulate referrals spending \$0.00.

If you don't have email addresses of your past clients or would like to get more from acquaintances and prospects that could do business with you, here's a list of ideas organized by 4 categories: **FREE, CHEAP, BIG BANG, and LEVERAGE**.

IMPORTANT: Service For Life!® is used as an example for several of these strategies. You can learn more about this prospecting and referral tool by [clicking here](#).

So, let's get started...

## FREE WAYS TO GET EMAIL ADDRESSES

Here 7 ways to collect emails for free.

### □ #1 – Export and Import Existing Contacts

Start with your list of personal friends and business colleagues who know you from your accounts at Outlook, Gmail, AOL, Yahoo!, etc...and in ACT, Top Producer, or other database software you use.

The first email you send should have a cover message letting them know you'll be sending them valuable consumer tips and money-saving information. Service For Life!® members can download a sample cover message for their first issue, by visiting [this web page](#).

NOTE: You cannot upload a list of contacts you don't know personally. But you are able to upload a list of contacts who would reasonably expect an email message from you. There's nothing illegal or unethical about adding these personal contacts to your list to get your monthly email newsletter.

If you're uncomfortable uploading your contacts and sending issues to them, you can send an email asking them to join your email list. But you'll get a fraction of the people to confirm their interest (because they don't know what they're missing!). Your choice.

### □ #2 – Call Your Contacts

If you're on a tight budget, you could start a simple call program to get the email address of the rest of your contacts. See the **Phone Call Script** you can use (on the next page):

“Hi \_\_\_\_\_. I recently created an incredible consumer resource and I wanted to get it out to you. It’s a fantastic newsletter with way to save money, and live a happier, healthier life. I do sometimes share market updates and recent home values, but most of the content is not only about real estate.

The good news is, I can send it by email which costs me very little to send to my friends, and I’d like to send you a personal copy for free. But the problem is, I’m not sure I have your current email address.

Can you call me at \_\_\_\_\_, and let me know your current email address?

Or, you can email me at \_\_\_\_\_. The first issue is going out in a few days and I don’t want you to miss out. Also, if you have a friend or relative who might want a free subscription, please let me know. ”

**GAME PLAN:** Use the next 1 to 2 weeks to call everyone on your database (or have your assistant do it). You’ll probably double your email list size and get likely get a few referrals in the process. Not bad to make money while you grow your email list.

**PLUS:** If you get people "live"...don't be afraid to ask who else they know who would like to receive your issues. Get the phone number and call this "friend of a friend" to confirm their FREE subscription to your email newsletter. Referencing your mutual connection (how you got their phone number) will give you credibility to ask them about their current need for your real estate services. And you can continue this process with each new connection!

**NOTE:** "**Forward To A Friend**" links are included in each email issue for Service For Life!® members. This is a visual reminder for your contacts to forward your email to their friends at any time. This forward feature automatically adds a new person to your email list without you having to do anything.

### □ #3 – Use Your Email Signature

Add a note to your email signature with directions on how to signup for your email newsletter. Again, include the benefits someone will get by doing so, like this:

***Want to save money and live a happier, healthier life?*** Signup for my free consumer newsletter where you'll get tips on saving money, eating healthy, and lots of other helpful information that's not all about real estate. Call or email me and I'll add you to the monthly email list.

#### #4 – Add Opt-in Forms on Your Website/Blog

Include a form to opt-in to get your email newsletter on every page of your website/blog. Service For Life!® members can create "web forms" in the *Online Marketing Center* under LISTS => Opt-in Forms. Whatever email system you use to create a web form, Include a similar message as your email signature to describe what someone will receive by signing up.

#### □ #5 – Add Other Offers To Your Website/Blog

You should be generating buyer and seller leads from your website by offering a free PDF report with helpful information. Once they email you or opt-in to get the report, "manually" add them to your email newsletter list so you can follow-up with them automatically as part of your monthly emailing of your newsletter.

#### □ #6 – Use A Signup Sheet At Events

Any time you have an open house, put on a "live" workshop, or host an event in your office, collect email addresses on a printed signup sheet. Let people know on the signup form that you'll send them a monthly issue, their email address will never be shared, and they can unsubscribe at any time.

#### □ #7 – Use Facebook

There are 3 ways you can use Facebook to get email addresses:

##### 1. Post a "link" to your email issue on your Personal profile or Fan page

Service For Life!® members can download a special guide on the "[Jump-Start](#)" page in the Member's Area with screenshots for doing this. Basically, each email issue of Service For Life!® has a "hosted" web page version. After you send your issue, you can go to that URL and copy it, then paste it as your status or on your Fan Page wall. You'll get people answering your trivia question you don't even know, and you can follow-up or "friend" them to get their email address. Also, each issue already includes a link to email you if someone new is not signed up to receive your monthly email issues.

##### 2. Message your personal connections to signup for your email newsletter

Post a message on your Personal profile for your friends to sign up for your email newsletter. They can click a link to go to your website (if you have an opt-in form there), email, or call you. Remember to give them a specific reason to signup (see the example Signature message on the previous page).

##### 3. Message your Fans to signup for your email newsletter

If you have a Fan Page, you can message your Fans to signup for your email newsletter. You can even include an opt-in form directly on your Fan Page. See this [Facebook report](#) to learn more about this Fan Page strategy.

# CHEAP WAYS TO GET EMAIL ADDRESSES

Here are 3 inexpensive and effective strategies to get more emails.

## ☐ #8 – Put An Offer on Your Business Cards

This is a no brainer. Put an offer on the BACK of your business cards for people to sign up for your email newsletter and get a free buyer or seller report as well. Simply print the same text as what you'll use for your "email signature" (shown earlier).

## ☐ #9 – Send A Special Follow-Up Survey Letter

Do you have the postal mailing address but not the email address of your past clients or other contacts? Service For Life!® members can send the special Follow-Up Letter and Survey Form that's on the ["Jump-Start" page](#) – this letter motivates people to WANT to give you their email address and update their other contact information.

## ☐ #10 – Send Postcards to Your Contacts

After you send the letters to get updated information from your existing database, you can use postcards to remind them to sign up for your email newsletter (if they haven't signed up already!). Postcards are inexpensive to produce and send. They're less personal but will get seen more since there's no envelope. Include your phone, email, or website to contact you and join your email list. And remember to give your contacts a specific reason to sign up – this may be to get the helpful information in your monthly email newsletter, but it could also be a to get a free report or gift when they register.

EXTRA TIP: If you upload your contacts and find some emails bouncing, you can call them or use postcards to request their updated information.

# BIG BANG WAYS TO GET EMAIL ADDRESSES

The following 2 strategies cost money, but can help you build a huge contact list quickly.

## ☐ #11 – Hold A Contest

Hold a contest for your email newsletter subscribers only. If you're on the email list, you get an automatic entry. But if you're NOT on the email list, you are not entered in to the drawing.

What do I give away?: Each month/quarter/year give away a valuable and fun prize that may or may not relate to your business. Here are some examples: a \$25 gift card to a local restaurant (which you could get for Free for bringing the restaurant more business), a \$50 iPod shuffle, or a \$100 Kindle ebook reader. The bigger or more enticing the prize, the more responses you'll get.

How do I announce the contest?: Send a special email to your current email list, letting them know they are automatically entered and encourage them to SHARE the contest with their friends (give them an extra "entry" for doing so!). If you don't have email addresses from your past clients or other connections, tell them about your contest by phone, physical mail, in-person invitations, or on your website/blog. You can also make NEW connections by posting this contest on your Facebook profile or Fan page or in public places (like the same restaurant that gave you a gift card).

You'll have to include some simple contest rules, for instance:

- Drawing held on [DATE]
- 1 entry per person (unless you share this and a friend signs up for my newsletter)
- Winner notified by email (entry must include valid email address to win)
- New entries will receive monthly email newsletter (you can unsubscribe at any time)

Disclaimer: Don't break any laws but the last time I checked, you are giving an incentive to join your email newsletter and not directly to get them as a real estate client. This is very powerful so people don't feel like they're being sold and actually trust you when it IS time to buy or sell.

#### □ #12 – Host Your Own Event

Once or twice a year hold a special event for past clients, friends, and family. Refer to [this article](#) about how to host a **Client Appreciation Party** and get a rush of new business. The key is to have a door prize/raffle with the winner notified by email.

You can reserve a local venue – baseball park, theater, winery – and share the costs with other strategic partners (more on strategic partners in a separate section below).

Also, when you have a buyer close, offer to send out **Change of Address** postcards and include an offer for their friends to sign up for your email newsletter. And lastly, Service For Life!® members can download a "Million-Dollar" **House Warming Party** strategy that's on the ["Jump-Start" page](#) – it's worth a personal fortune if you use it.

## LEVERAGE WAYS TO GET EMAIL ADDRESSES

The following 3 strategies take more time, but are worth extra effort because you're building your database with higher-quality contacts who know you, like you, and trust you enough to send you referrals... OR, they were endorsed by someone they know and trust and that credibility can transfer to you, if you do it right.

#### □ #13 – Asking People In-Person

Think of all the people you come into contact with on a daily basis. Each conversation opens the door for you to get new contacts for your email newsletter. This includes new clients you are currently working with but here are other examples:

Your dry cleaner, banker, grocer, repair people, and even the other parties to any transaction you complete (hint: their agent will forget about them, so they'll easily be yours when they buy or sell again).

What do I say?: Instead of asking if someone is ready to buy or sell real estate, ask them if they want to receive your monthly email newsletter. Tell them why they might want to get it and why you're offering it to them: *"It has the most amazing consumer and health information, and I share it with my friends for free. It's my way of keeping in touch and passing on valuable information I find, not just real estate updates."*

Notice how you're not asking if they want to sell or their home or buy one of your listings? You're not asking them to do anything for you. You're leveraging your in-person interaction with them to build your email list. There are other times to ask directly for referrals but this "indirect" approach can get you referrals without feeling like you're begging for business.

#### □ #14 – Personal Connections From A Local Association or Group

Every club, organization, association, or group you're apart of is an opportunity to build your contact database with email addresses.

- Are you part of a workout club, yoga club, biking club, or other exercise group?
- Are you a member of a local church or other religious organization?
- Are you part of any other local associations where the other members share a common goal or connection?

These are great people to add to receive your email newsletter – you're leveraging what you have in common to get them on your email database. Plus, they'll be the ones who read your issues every month and send you referrals.

#### □ #15 – Use Strategic Partners To Add Hundreds of Contacts

There are other local businesses in your area, right now, who would love to introduce YOU to their customer/patient/client list if you do the same for them. This is called a "Strategic Alliance" – a relationship with a compatible (not competitive) product or service provider (accountant, financial advisor, dentist, veterinarian, etc).

Finding Strategic Partners can be as easy as asking members of a local "networking group" or your Chamber of Commerce if they want to do a promotion that benefits both of you. For a complete breakdown of exactly how to create strategic alliances, including a letter you can use to attract strategic partners, [click here](#).

A few ideas: If they have an email newsletter, ask to have your website link included. This way their contacts can sign up for your email newsletter (if you have an opt-in form on your website). You could also send their contacts a letter or postcard with a "special offer" because they're preferred customers/patients/clients of your strategic partner.

The sky is the limit with this strategy because you can form partnerships with as many local business owners as you want to get thousands of email addresses in the next year.

**There you have it, 15 easy ways to grow your email database!**