

1. Double opt-in is annoying but important

- A. It is the law in more and more countries
- B. These are the ones that you really want

The legal case for Double opt-in

Currently in the United States you are not required to use double opt-in for email signups but single opt-in is considered spammy. In Europe and Canada double opt-in is legally required. So if you target Europe or Canada with your marketing or may receive traffic from either country it is imperative that you use double opt-in on your site. Reference: Is your offer relevant?

What is Double opt-in?

Essentially it is when an email subscriber has to confirm their email address to be officially added to your list. If your list is setup for single opt-in they do not have to confirm and are just automatically added to your email list.

The cons of single opt-in:

Some email marketers dislike using double opt-in because they are worried that they will get fewer confirmed email subscribers. This is likely true but the ones that you do get will be far more valuable to you in the long run.

The problem with single opt-in, beyond the legal issue, is that people could use fake email addresses to get your content upgrade offer. These are the exact kind of people that you want to avoid. By using the double opt-in you know that they provided you with their real email address.

Note: If someone wants to leave your list they can always unsubscribe.

2. Give them a reason

If you are reading this it is because you saw my email opt-in form that described this document and you signed up. You are reading a content upgrade right now. It is the item that I used to entice you to sign up for my email list.

So follow this exact concept and give readers a reason to join your mailing list. The fact is that you will be bribing people and that is ok. It is how things are done in the digital space today. People rarely sign up for emails without a reason.

Note: Read this case study for more proof of why content upgrades (lead magnets) work: <http://backlinko.com/conversion-optimization>

3. Is your offer relevant?

Increase your opt-in rate by providing relevant content upgrades.

It is important to make sure that your content upgrade that you offer is relevant to the page or post that people are reading. For example, if I am creating a blog post about SEO then my content upgrade should not be about email marketing tools but rather about SEO. Email marketing tools are a great topic, hence this upgrade BUT it isn't relevant to SEO.

4. Are you nurturing people?

Once someone joins your email list that should only be the beginning. After that is when the nurturing of that relationship really begins. Email them and ask them how you can help them. Provide them with regular valuable tips that only email subscribers will receive. Then and only then can you tell them about your valuable offers.

5. Don't just sell in your emails

Your email list is your most valuable arsenal in growing your business. This is why you must treat them with the love and care that they deserve.

With that said, how may I help you? Do you have any questions or want to chat?

Bonus Gift: <http://iteachblogging.com/download-page-3-email-tools-manage-email-list/>