

Making Waves to Build a Winning List

Ten Tactics for Targeted List Building

Building a list of qualified prospective customers can be accomplished in many ways. By implementing all of the tactics listed you will build your list faster.

1. **Sign-up Form:** Collect names and addresses from a sign-up form added to your website or in your place of business. Ask visitors to sign up for your mailing list, newsletter, or discount offers.
2. **Spread the Word:** Add a tell-a-friend form to your website to encourage visitors to tell others about your business.
3. **Canvas Clients:** Start a rewards program to encourage your satisfied customers to provide referrals. Offer them a bonus, discount or premium in exchange for prospective leads.
4. **Get a List:** Find published lists of people that meet your targets' profile. Pull names from the telephone book. Exhibit at an industry event and use the attendee list. Join membership organizations or trade associations and utilize their mailing lists.
5. **Get Social:** Host an event or speak to a group and collect the names of those who attend. Use online social networks to collect interested followers.
6. **Hold a Contest:** Conduct a drawing or a contest to collect prospects names.
7. **Give Away Something:** Offer a free sample or valuable resource in exchange for names and contact information.
8. **Network:** Attend industry or networking events and collect information on prospects.
9. **Cold Calling:** Make calls to your ideal prospective clients and request permission to email or mail them more information.
10. **Buy a List:** Utilize a list broker to build a list to match your specific needs.

Notes:

Broker lists can be expensive and are usually restricted to one time use. Before contacting prospects via email, you should have their permission. Emailing to prospects without their permission is considered spam and can get you into trouble with the spam police. When email addresses or permission is not available, use your mailing list to make contact with prospects through direct mail. Send out a direct-mail campaign and entice prospects to visit your website with an irresistible offer. Have them sign up for your newsletter or special offers and give you permission to email them.