



# TOP 10

## List Building Tips to Catch the Big One

- 1 Keep it simple.**  
Create a simple sign up form (also known as a lead capture form) that collects only the necessary details into your contact management solution.
- 2 Avoid a George Constanza wallet.**  
Do something with all those business cards. Enter or scan every business card you receive and follow up on new contacts to show you care.
- 3 Dangle some bait.**  
Offer a discount or coupon in reciprocity for a visitor sharing their contact information.
- 4 Rinse and repeat...and repeat...and repeat.**  
Use your sign up form in multiple places – website, blog, social media, emails, pop ups, printed collateral, light boxes.
- 5 Be the host(ess) with the most-est.**  
Invite guest bloggers to tap into wider audiences for increased exposure.
- 6 PCO.**  
Stands for “Premium Content Offering”. Capture interest using tantalizing premium content only available to subscribers, like a whitepaper, eBook, or webinar.
- 7 I’ll be dammed.**  
Use email gateways to gather contact information before sharing valuable content.
- 8 Lean, mean, referral building machine.**  
Offer an extra treat to your contacts who get their friends to sign up.
- 9 Make the ask.**  
Don’t be shy to ask existing leads and customers in your pipeline for their email address.
- 10 Always use permission based marketing.**

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See important details about purchase, system requirements, and add-on products compatibility at <http://www.act.com/importantnotes>.

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