



# List Growth Script



"I can't wait to get more email today!" Said no one ever.  
So why would you ask, "Would you like to join our email list?"

Use the questions below to create a script you can use to ask for email addresses  
face-to-face, online, or in print.

## 1. What would be enticing to a potential email subscriber?

*Thanks for shopping with us today. Would you like to receive \_\_\_\_\_?*  
(details of your offer)

*I'll just need an email address.*

## 2. Are there any objections they might have?

*In the future, we'll send you \_\_\_\_\_ emails a month with promotions, special events, and VIP exclusives.*  
(number)

*We never share your information and you'll be able to unsubscribe at any time.*

## 3. How can they sign up easily?

*[Customer says yes]*

*Great! Please enter your email address on the \_\_\_\_\_.*  
(email collection tool)

## 4. What should they expect next?

*[Customer enters email address]*

*Thanks! That's it. Check your inbox for \_\_\_\_\_.*  
(what will they be getting?)

