“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?)