



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
when 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 first.

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)

You'll be able to unsubscribe at any time and we never share your information.

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 does so]

OK, you're all set. Check your inbox for _____.
(what will they be getting?)

