

7 WAYS TO BUILD YOUR K-12 EMAIL LIST



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Love it or hate it, email is one of the best ways to connect with prospective clients. If you're growing your own speaking or consulting business, you'll likely need to consider an email marketing strategy for a variety of reasons. Email allows contacts to know you're available for consulting. It's also a good outlet to share your own content-focused tools and resources with prospective clients. Last, it allows you to highlight new opportunities such as an upcoming book, a blog post, a conference speaking gig, a podcast spot, etc.

When starting out, many consultants don't quite know how to build an email list, let alone what to do with it once it's created. Here are seven ways to build the list, starting now.

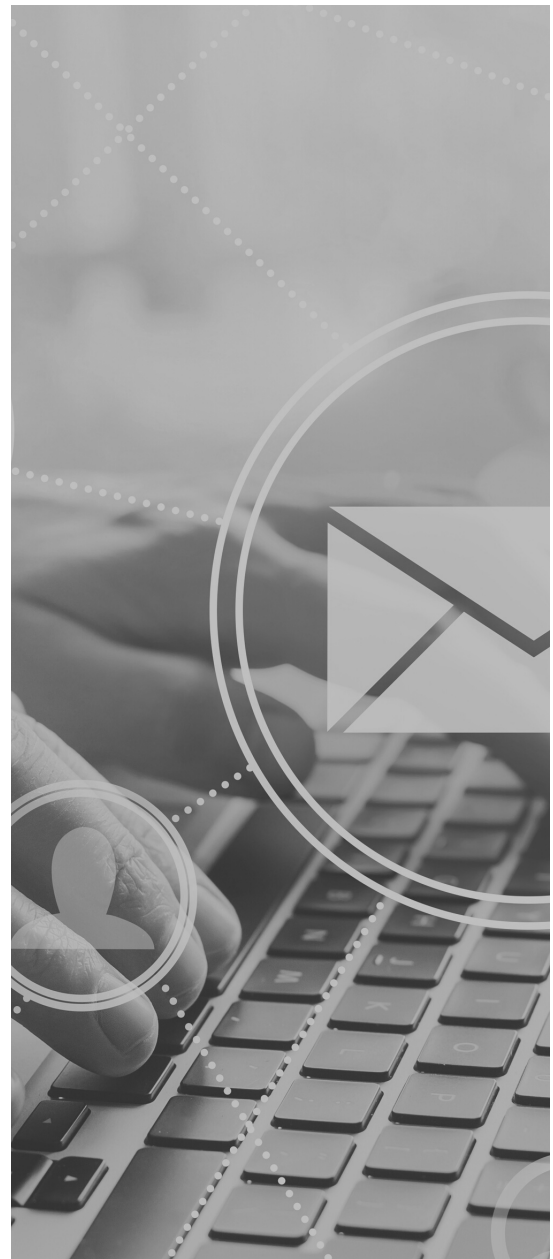


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1 Past Conferences: Reach out to conference organizers of past events you've spoken at to see if their attendee list is available for presenters, or if you can rent or buy the list. Just pay attention to list usage guidelines as many organizations only allow you to use it one time.

2 Associations: Reach out to any associations you are involved with and see if they have lists available to share or buy. Consider providing a free member webinar or another relevant offering in exchange for the list instead of payment.

3 LinkedIn & Social Media Contacts: If you're connected on LinkedIn or another social media platform, send personalized direct messages asking for an email address. Explain that you share regular content emails and you'd like to include them on the list so they don't feel they will get spammed with emails from you.



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Purchase: Contact K-12 list brokers and purchase an email list that can be segmented by location, role, type of school, funding, and much more.

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Co-marketing Partnerships: Connect with other consultants, associations, or companies and discuss list share ideas. For example, if a consultant you know has a list that would be valuable to you, offer to share lists to build up each other's audience. Or, ask to include a relevant blog post or content asset in a future email campaign that would drive people to your website.

6

Pop-up Forms: One goal of your content and website should be to build your email list and audience. Include a pop-up form or a way to collect emails once people land on your site. Make sure prospects feel they will get something of value in exchange for their email address.

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Ask People to Email You: Share a post to your social media channels encouraging people to email you for questions or needs around a topic where you are an expert. Any time you present at an event, share your email address and encourage people to use it.

And most importantly, create a database or CRM of your contacts immediately, and determine methods to nurture these folks with content and messaging to grow your consulting opportunities.