

### 1. Add a signup form to your homepage

Ideally, you will have more than one sign up form on your website. Include it on places like:

- ☐ Your homepage
- ☐ Your sidebar
- ☐ Sticky notification bar at the top or at the bottom of your website
- ☐ Below your blog posts

### 2. Create a signup page

Alternatively, create a dedicated landing page on your website that contains your email sign-up form and link to it from your main menu

### 3. Use exit-intent pop-ups

Forego traditional pop-ups and opt for exit-intent pop-ups that will display when a user tries to click away from your website

### 4. Add the link to your signup form in social media bios

Include a link to a landing page with your email sign up form in your:

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Google+
- ☐ YouTube
- ☐ Any other social networks

### 5. Add a call-to-action to your Facebook page

- ☐ Add a Sign Up button to your Facebook page that leads fans directly to your email form

### 6. Take Advantage of Pinned Tweets

- ☐ Pin a tweet with the link to your sign up form at the top of your profile so it always stays visible

### 7. Use a mobile app

Use a mobile app from your email list provider before game matches, during interviews or media conferences as well as any other event your team is attending to promote and grow your email list on the go.

### 8. Make jumbotron work for you

Make a short promo message that links to your signup form and let it roll in between game intervals.

### 9. Add a call-to-action to your videos

- ☐ Add a clickable call-to-action in your videos inviting viewers to subscribe
- ☐ Put the link to your signup form in the video description on Youtube

### 10. Create a contest

- ☐ Raffle off a pair of tickets for your next game in exchange for their email address and use an app like Rafflecopter to manage your contest and randomly pick a winner.
- ☐ Ask your fans to submit a picture showing their team spirit and offer a team jersey as a reward for the winner.
- ☐ Invite your followers to caption a photo from a recent game for a chance to win a meet-and-greet with the team or a favorite player.