

## **How PLR Can Help You Grow Your List Fast**

Creating an online business is a brilliant venture, but it's hard to build longevity and sustainability as consumers have access to so many sites. But, for the sake of your business, it's important that you forge a foundation in the form of an email list. You're essentially killing two birds with one stone—acquiring a loyal following while gaining a never-ending marketing tool.

However, you need content to make it all work. Why not save time and effort by utilizing done-for-you content with PLR? Here are some ways you can grow your list doing just that.

### **1) Publish articles with an opt-in**

To develop a thriving email list, you first need to get people subscribing to it. Makes sense, right? Now, to do that, you can simply purchase a ton of high-quality PLR articles, tweak them, and publish them to your website. If they provide value and they empower you to become an authority in your niche—people won't think twice about subscribing for more content. Don't forget to place an opt-in box at the bottom of each article, though.

### **2) Give away an E-Book with subscription**

In the online business world, you often need to give away value in order for a visitor to take action - sort of ethical bribing. You basically offer them an E-Book which could solve one of their problems or teach them something. But, you inform them that they must provide their email address if they want to receive it. You have them on your list, they have a free E-Book!

### **3) Send free E-Courses to your list**

It's crucial that you keep members of your list engaged, otherwise they'll quickly forget about your brand and stop opening your emails. A

superb way to increase engagement is by sending your list a free E-Course. You'll be at the forefront of their mind while they're completing the course, and they'll remember how much free value you provided when you try to sell them something.

#### **4) Provide free tools & checklists**

PLR providers often bundle up tools and checklists that make people's lives easier. For instance, it could be a checklist to plan your first holiday abroad. If you have a list centered around travel, you could offer that checklist for free in return for a subscription to your email list.

#### **EXTRA TIP: Create multiple lists**

Don't assume that you're limited to just one email list. You can diversify your niche and create multiple lists on different topics. If we stick with the travel example, you could create a list on European travel, American travel, Caribbean travel and so on. The more lists you have, the stronger your reach will be.