

65+ CONTENT UPGRADE IDEA'S TO GROW YOUR EMAIL LIST



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This PDF includes some affiliate links

Here are 65+ examples of great content upgrades you can create to give away that will help you grow your email list. Remember, the more exciting your offer sounds, the more people will gladly give up their email addresses to receive it.

1. A PDF OF YOUR TOP TIPS (WORBOOK / WORKSHEET)

This can be a list of tips that will help people solve a problem that they are seeking a solution to. For example, if you are a tax accountant offering CPA services, then you could write a report called:

"The Top 8 Tax Savings Every Small Business Owner Needs To Know About".

If you were a small business looking for help with taxes, then you better believe that would capture your attention, and get you to give up your email address!

In this PDF report, you can share the top 8 tax savings tips, and even do a paragraph or page at the beginning and end that sends people to your website for more information.

If you are an affiliate marketer selling people on home improvement or interior design ideas and products, then you could do a report called:

"How To Find The Perfect Bed For Your Odd Shaped Room".

Then you create a short 3 to 5-page report explaining your tips for finding the perfect bed.

To give you one more example let's say you sell pet products on an ecommerce store you could create a report that says

"6 Pet Products Every Dog Owner Can't Live Without!"



AUTHOR: KAYLA M. BUTLER FROM [IVORYMIX.COM](https://www.IVORYMIX.COM)

That would generate email subscribers that you can then follow up with later when you have sales on your store, and inside the report you can could of course recommend 6 products from your store with direct links

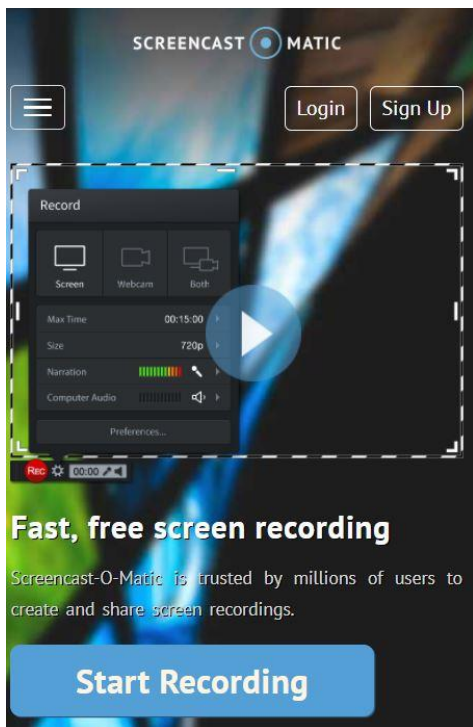
Browse Facebook Groups and social media circles in your market, or even look at top selling books within your niche on Amazon. Just think creatively and start writing. It is more than conceivable to write your entire 1-5 page Content Upgrade in just a few hours from start to finish!

2. VIDEO TRAINING

Like the top tips report you can record a video that teaches people something important to them! Do not let the idea of video scare you. This video can be as simple as a PowerPoint slide where you record your voice giving the content on the slides, and you use a simple screen capture software to record it.

These types of videos are simple to do. You can knock these videos out fast as well.

HERE ARE 3 DIFFERENT SCREEN CAPTURE RECORDING SOFTWARE PROGRAMS



Fast, free screen recording

Screencast-O-Matic is trusted by millions of users to create and share screen recordings.

Start Recording

- 1) www.Screencast-O-Matic.com – This is a free screen capture software with a \$15/annual upgrade (at the time of writing this). The annual upgrade option removes the watermark on the videos. A very low cost in my opinion.
- 2) **Jing** – This is a free software that also allows you to record videos, and has a low upgrade to make it easier to work with the video files.
- 3) **Camtasia** – This is a more expensive web-based software, but honestly worth a serious look if you plan to do lots of videos in the future as it has a simple to use editor that can be used for all kinds of videos not involving your screen captures. I would suggest starting with one of the free or low-cost options to get your feet wet at making videos first.



Another simple way to make a video or a series of videos to give away is to use your cell phone! Yes, even a selfie video when hold still well do great for you. You can make a great video in 10 minutes or less. Just make a list either on paper or in your head on what you want to cover and start recording.

Video is not hard! The hardest part of video making is just getting started. Once you get your feet wet in the video creation process you can even start making videos to promote your landing page as we will discuss later.

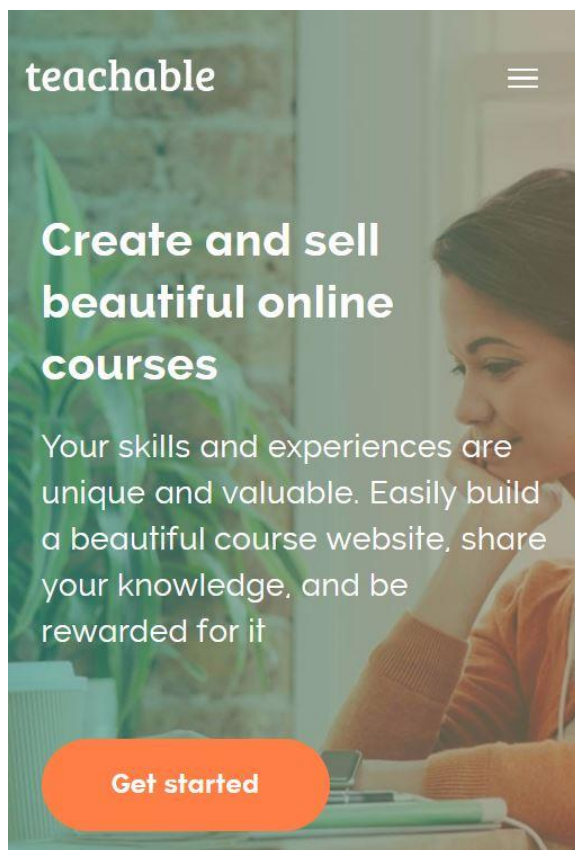
3. EMAIL COURSES / COACHING LESSONS

Another popular giveaway method is to offer e-coaching or email training. This is a great strategy to get people in the habit of opening your emails consistently. You may have noticed, but I create all of my online courses using [Teachable](#) (free) and my email courses [using Convert Kit](#).

Instead of offering your giveaway in the form of a single PDF or a video like the previous content upgrade ideas, you could offer a series of 5 to 10 emails that deliver the content daily, every other day, or weekly!

Another benefit to this strategy is that it means you can launch your list building efforts with only needing the first email! Then of course add the others, and once your e-coaching lessons are all wrapped up you don't have to do it again unless you decide to update them.

Again, just find hot topics to create content around, and use that for your list magnet! The key is finding content your audience really wants to know, and making it easy for them to go through it all.



4. EXCLUSIVE INTERVIEW

Interviewing an expert in your industry is another unique way to quickly create a Content Upgrade. This means researching to find a popular author, speaker, blogger, radio show host, or other expert in your marketplace to do a 15 to 30-minute interview with you that you record electronically.

Simply come up with the top questions to ask, and join each other on Skype or Google Hangouts. Then you deliver the interview as an audio file to your audience after they opt-in for your email list!



5. SPECIAL WEBINAR EVENT

Hosting a live webinar even in your market is a great way to start building a list, and once your webinar is done you can use it as an ongoing Content Upgrade.

You simply choose a date for your special webinar event and drive traffic to your registration page. You can use Google Hangouts (free), Webinar Jam, or GoToWebinar to host them.

Webinars also double as a powerful sales tool as you can sell your products or services easily at the end of them. Sometimes even affiliates for you will help send you traffic.

Just like with the other Content Upgrades your key is to choose a topic that you know your audience wants more details on!

6. EXCLUSIVE DISCOUNT OR COUPON CODE

This is probably the easiest to create Content Upgrade by far! You can create a unique coupon code that you can offer people that opt-in to your email list.

The simplest way is to create a generic coupon code and offer it to your customers to download, or give them access to a special discount page to access your products in the future.

HERE ARE 65 ADDITIONAL CONTENT UPGRADE IDEAS

1. Free samples of your product (or one you are affiliated with)
2. Free membership to a resource (could be a mini-membership)
3. Free Customer / Subscriber Facebook group related to your niche and/or topic
4. Free mini course
5. Free bonus video
6. Free bonus audio
7. eBook (Free excerpt of a larger eBook)
8. Free trials
9. Free day trial pass
10. Free newsletter / regular publication
11. Free quick start guides
12. Free software
13. Free un-published articles
14. Free consulting
15. Free distribution rights
16. Free email consolidation
17. Free email support
18. Free monthly magazine (email / ezine)



19. Free white-report
20. Free Gift / Giveaway
21. Free lesson from a course (a sample / teaser / a taste)
22. Free personal help
23. Free publicity / guest blogging opportunities
24. Free reprint rights of something you made
25. Free tools / resource list
26. Free shipping on a product you sell
27. Coupons to products you sell
28. Free checklist
29. Free contest entry
30. Free sweepstakes entry
31. Free lifetime updates to something It could be a list of links or a Free guide
32. Free extended warranty on a product you endorse
33. Free list of Forums / Facebook group links
34. Free service
35. Free graphics
36. Free eBook
37. Free brand able rights to something you offer
38. Free gift certificate
39. Free webinar
40. Free teleseminars
41. Free tech help
42. Free content
43. Free addon's something you already offer
44. Free consulting
45. Free workshop or master-class
46. Affiliate commissions to your products
47. Surprise bonuses
48. Mystery bonuses
49. Free access to stories / interviews
50. Free transcripts of videos
51. Free stock photos
52. Free sneak preview
53. Free seminar
54. Free video version of some of your content
55. Free PDF version of some of your
56. Free web site critiquing
57. Free templates



58. Free early bird bonuses
59. Free resell rights
60. Free beta version
61. Free demo
62. Free mastermind sessions / groups
63. Free brainstorm session / groups
64. Free swipe file (something they can copy & past & reuse)
65. Free podcasts

WANT MORE TIPS AND TRICKS FOR BUILDING YOUR EMAIL LIST? HERE ARE SOME ADDITIONAL RESOURCES YOU SHOULD CHECK OUT:

1. [The eBook and Complete Guide to Email Marketing](#) by ConverKit
2. [7 Steps to launch your online course webinar](#) by Teachable
3. [My complete guide to using and setting up MailChimp](#) by Ivory Mix
4. [4 Emails your readers can't wait for you to send](#) a Guest Blog Post on Ivory Mix



About the Author: Kayla Marie Butler is the Owner, Commercial Photographer, Creative Director and Blog for Business Mentor at Ivory Mix . She's a 15 year seasoned design professional and business graduate with expertise in many industries from Commercial Construction, Interior Design, New Home Construction, Digital Media and the list goes on.

Her life's mission is to create everyday and help people along the way.

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