Use Contest to Build Your List

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Why would visitors sign up for a contest
1. People like to take a chance and compete
2. People like free stuff

How to run a contest
1. Know your audience and what they want
    a. Give them something related to what they want or are trying to accomplish
    b. It should be related to your product
2. Build a landing page
    a. Page and offer must be credible
    b. If the visitors have never heard of you, you have to grab their attention and trust fast
    c. Start with a good headline. Make sure it is relevant to your offer
    d. Use bullet points that highlight the benefits they will get from what you are giving away
    e. Or use a video to tell them in person
    f. Or use an interactive slide show
    g. Make the call to action above the fold
    h. One specific action you want them to take
    i. Don't use a lot of external links
    j. Everything should be about the offer and signing up for it
3. Make sure to follow all of the government's rules on running contest
4. Locate where your audience hangs out
    a. Blogs, forums, other sites
    b. Partner with site owners
        i. Give incentives
        ii. Make them an affiliate
    c. Forum signature line
    d. If you have an existing audience, share it with them and ask them to share it with their friends
    e. Run ads - Forums, BuySellAds.com, Facebook ads
5. Use an email management company like Mailchimp or Aweber, they give you the following
    a. Opt-in forms
    b. Email templates
    c. Stats
    d. Deliverability
6. Ask your new audience, the ones that sign up for the contest, to share the contest with their friends on your thank you page.
7. Export your list into a numbered spreadsheet or number them some kind of way and then pick a winner

8. Announce the winner to the list
9. Offer a consolation prize to everyone who didn't win
   a. 10% off of your products
   b. some other freebie
   c. be creative
10. Now build a relationship with your list

Bonus:

- Another way to create interest in your contest is to have them actually compete.
  - measure how many other people they get to sign up, the contestant with the greatest amount of sign ups wins
  - have them submit a design, get a well known person to judge
  - best essay or blog post, this will get you a bunch of content you can put on your site
  - measure the number of likes or shares on any social network