

THE ULTIMATE *List-Building* BUNDLE

LIST BUILDING



A curated collection of the BEST Tips & Advice from our expert contributors to help you grow your list and business with ease.



Carol J. Dunlop

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Carol's List-Building Strategy

My Favorite List-Building Strategy: The Best UN-Marketing Strategy

This strategy combines using Bundles (for Awareness), Best-Selling Books (for Authority), Podcasting (to Amplify), and Summits (for Alliance).

By putting these together, one after the other, you create a whole year's worth of audience growth, authority building, awareness around WHO you serve, HOW you help them STOP their PAIN, and WHAT results you bring.

Look at it this way, you don't want to be chasing potential clients, let them chase you!

Using my BEST UN-Marketing Strategies that convert to CASH saves you money--since they are low-cost and/or no-cost and keeps you top of mind to your audience and potential clients.

Carol's Bio: Carol J. Dunlop, The Online WOW! Strategist and 10X Amazon Best Selling author, influential podcast host, and expert summit producer, teaches Purpose Driven Entrepreneurs to convert marketing into money using their WOW! Website, so they can live the lifestyle they want. She heads up the marketing arm of the company she co-founded with her husband, Alvin, over 30 years ago. Carol's clients hail from cities across the U.S.A., the U.K., New Zealand, and Australia. Carol has created 40+ Best Selling authors, launched 9 podcasts, and produced 9 money-making virtual summits. Carol is currently working to promote the Best-Selling books, Influential podcasts, and Expert summits that her clients are creating.



Gabe Cox

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Gabe's List-Building Strategy

My Favorite List-Building Strategy: Hosting My Own Virtual Conference

The fastest and most impactful way I've grown my email list—without relying on social media—is by hosting my own virtual conference. While it might sound like a big undertaking, it's truly a powerhouse strategy that can build your list with hundreds, many times thousands, of highly targeted, engaged subscribers in one go.

Here's why it works so well:

1. You become the connector and the authority.

By bringing together a lineup of speakers who serve a similar audience, you position yourself as the hub of value and expertise. Attendees associate you with all the incredible knowledge they're gaining, which naturally builds trust.

2. Your speakers help promote the event.

Each speaker shares the conference with their audience, which means your reach multiplies overnight (even if you're starting from zero!). Instead of spending hours on social media trying to grow your list one follower at a time, you're tapping into aligned communities that are already engaged.

3. It's built to nurture relationships.

A conference isn't just a list-building event, it's a relationship-building event. You're giving attendees free, actionable content (via presentations or workshops) while creating deeper partnerships with your speakers and sponsors.

4. It creates a long-term asset.

A well-run conference can be repurposed into evergreen content or a paid all-access pass, turning a free list-building event into a revenue-

Gabe's Bio: Gabe Cox is a goal planning and business strategist who helps entrepreneurs craft a personalized game plan that works for their capacity in different seasons so that they can ditch the hustle culture for good and bring their goals into their everyday life. She's a big believer that you can make social media small in your marketing strategy – or not use it at all – and still grow a thriving business with intention and purpose.



DrJulee

Website: docstressbusters.com

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DrJulee's List-Building Strategy

My Favorite List-Building Strategy: Compelling offers and Webinars

Create Compelling Offers:

Develop special promotions with clear value (like Dr. Julee's \$49 Wellness Console review)

Plan seasonal promotions tied to holidays or events (like her Black Friday genetic testing sale)

Host Educational Webinars:

Conduct regular webinars on topics relevant to your audience (Dr. Julee ran five webinars on "The Fat Facts")

Plan content series around seasonal themes (like her "Food as Medicine" holiday series)

DrJulee's Bio: Like many of my patients, I've walked the challenging path of chronic health issues. After experiencing significant trauma from car accidents, and stress as a healthcare provider, I found myself struggling with persistent health problems while juggling a demanding career. The conventional approach wasn't working, I refused to be tied to medications which impacted my work, and I knew there had to be a better way.



Selena P. Teems

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Selena's List-Building Strategy

My Favorite List-Building Strategy: Build Your List Through Strategic Publishing Partnerships

One of the fastest, most authentic ways for self-publishing authors to grow their email list is by connecting with publishing professionals whose work you genuinely admire—especially those with an audience up to 25% larger than yours.

Why 25%?

It's the sweet spot. These pros have a slightly bigger reach, but they're still growing and eager to expand their audience. That means they're far more open to mutually beneficial collaborations than someone with a massive, less-accessible platform.

Start by identifying editors, designers, marketers, or other publishing creatives who serve your target readers. Follow their work, engage with their content, and look for alignment in values and style. When you reach out, lead with genuine appreciation for their work and a clear idea for a win-win collaboration.

Selena's Bio: Hi, I'm Selena Teems, two-time Amazon Best-Selling author and founder of Successful YOU! Since 2012, I've helped authors and publishing creatives thrive through coaching, training, and growth tools. As a certified Hello Seven Coach, I focus on driving profitability in self-publishing. With over a decade of experience, I provide strategies for income stability, client acquisition, and scaling—empowering creators to build sustainable, thriving businesses.

A few ideas:

- Co-host a virtual event (book launch, Q&A, or workshop)
- Create a shared resource—like a reading guide or publishing tips PDF—to offer both audiences
- Run a giveaway where both lists benefit from cross-promotion

Because you're partnering with someone who's also building their publishing industry list, your offers will resonate with their audience—and vice versa. The overlap creates instant trust, and trust accelerates list growth.

The goal isn't just a quick bump in subscribers—it's creating relationships with industry peers who can refer you, collaborate again, and champion your work long after the first project.

When done right, these connections expand your reach, deepen your credibility, and build a list full of engaged subscribers who already value the kind of work you do.



Esther Muniu

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Esther's List-Building Strategy

My Favorite List-Building Strategy: Instead of basic newsletter swaps, try **The Elite Collaboration Model**.

This is where you create co-branded, high-value lead magnets with complementary (not competing) businesses that serve your ideal client at different stages of their journey.

For example, a financial planner partners with a productivity coach to create "The Life-First Solopreneur's Profit & Performance Audit" - a comprehensive resource that addresses both money management and time optimization. Each business promotes it to their audience, but instead of just swapping newsletters, you're creating something entirely new that neither could offer alone.

The key is choosing partners where your audiences naturally overlap but your expertise

complements. A web designer + copywriter, business coach + mindset coach, or nutritionist + fitness trainer. You both get access to warm, qualified leads who are already primed to value what you offer, because they're getting a taste of your expertise through the collaborative resource.

This builds your list with people who are already invested in your topic area and introduces you as an authority through association with another trusted expert.

The meta-strategy? Focus on relationship building, not just collecting emails. Every touchpoint should add significant value before asking for anything.

Esther's Bio: Esther helps purpose-driven course creators and digital educators simplify their messaging, structure content that converts, and build life-friendly email systems that sell—without burnout. With 20+ years in tech consulting and a strong track record in content strategy and automation, she's known for clear frameworks that move people from scattered to strategic.



Lissa Figgins

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Lissa's List-Building Strategy

My Favorite List-Building Strategy: Stop Wasting Time on List-Building

If you're collecting names without clearly marking TIME on your weekly calendar to implement an intentional follow-up system that ties into your growth goals, you're not building an asset—you're wasting time.

Your list is only as valuable as the time you invest in nurturing it. A freebie and a welcome email aren't enough. Without consistent, planned time to serve and connect, your subscribers will drift—and so will your results.

Here's how to steward your list with purpose:

- Tie it to your bigger vision. Make sure your list-building fits your 1-year vision and supports your 12-week focus, so the time you invest connects directly to where God is leading your business.
- Know what to do when. Have a clear system so you know exactly how to use your list-building

time each week—ensuring you move people from hello to let's go instead of wasting hours spinning your wheels.

- Protect consistent list time. Steward your calendar like a CEO by blocking dedicated time to engage your list. Otherwise, it will grow cold and cost you opportunities for real impact.

This is what a C.E.O. (Christ-Empowered Operator) does: stewarding both your list and your time with intention. When you anchor your efforts in God's purpose and build rhythms that fit your real capacity, you don't just manage a list—you multiply your impact and income with a strong ROTI (Return on Time Invested).

So ask yourself: Am I building my list with a plan for how I'll spend the TIME to follow through—or am I wasting the very resource I can't get back—my TIME? Start with a free CEO Time Audit to see where your time is truly going. redeemhertime.com/audit

Lissa's Bio: Recovering Busy-ness owner, Lissa Figgins UN-hurried her heart, finally letting go of her addiction to controlling time, multitasking, and always doing. Her mission as a Time Strategist is helping Christian women business owners make time their most valuable business asset. Instead of managing time, she teaches how to multiply time as stewards of the 24 hours God entrusts each day so that time is no longer her biggest obstacle, but her greatest opportunity!



Dr. Lori A. Manns

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Dr. Manns' List-Building Strategy

My Favorite List-Building Strategy: Go LIVE

My best list building strategy is to go live on all of your social media channels regularly to invite your followers to join your email newsletter list.

Dr. Manns' Bio: Dr. Lori A. Manns is an award-winning business strategist and coach, marketing expert, and sales trainer, who works with purpose-driven entrepreneurs and small business owners to help them elevate their brands, get more dream clients and increase income. In a word, Lori is a trailblazer who has excelled in the corporate arena, small business, and philanthropy. Dr. Lori is the President of Quality Media Consultant Group, a business consultancy firm specializing in media, marketing, and sales solutions for optimal business growth and success. As the founder of the Trailblazer Business Academy, Dr. Lori has created several training programs to teach entrepreneurs how to increase their income, impact and influence. One of Dr. Lori's signature programs is Sponsorship Sales Secrets System™ and Sponsorship Sales Secrets Live, a training event that helps entrepreneurs, non-profit leaders, coaches, and speakers to get sponsors for their businesses.



Alesia Galati

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Alesia's List-Building Strategy

My Favorite List-Building Strategy: For Podcasters

You should have a clear call to action in every episode, especially at the beginning and end when listeners are most engaged. The CTA should be short, simple, and describe the benefit to the

listener, not just what you gain. For example, instead of "Join my newsletter," try "Download my free worksheet to make your life easier".

Alesia's Bio: Alesia Galati is a podcast strategist and the founder of Galati Media, a full-service podcast management agency. Driven by her passion for audio storytelling, Alesia has helped numerous coaches, thought leaders, and businesses launch and grow their podcasts. She believes everyone has a story to tell and is dedicated to empowering others to share their voices with the world.



Sabrina Hammonds

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Sabrina's List-Building Strategy

My Favorite List-Building Strategy: People Over Numbers: Building Your List with Intentional Value

One key thing I've learned over the years about list building is that nobody wants to be just a number on someone's list. It feels icky to grab a resource thinking it will be valuable, only to discover it's of minimal help—and now you're stuck on another email list getting pitched constantly.

I'm the first to say that I'm not about adding numbers to my email list. I'm about bringing people closer into my community by providing something of genuine value to them.

Clarity First, Strategy Second

To create resources that provide value for those you're called to serve, you must first have clarity around the message and transformation you bring. Then, know who you're called to serve and how you do that. Without clarity in these areas,

the resource doesn't matter because it won't land with the people who need it.

The "Taste and See" Approach

With clarity, you can then think about what you can create that will take your people from point A to point C. Notice I didn't say point A to Z. We're not trying to take them through our entire journey and process with one resource. We want to provide them with a transformation that's part of our process—think of it like "taste and see."

This approach lets them know that you know them, understand where they are, and that you're the person to get them where they want to be. With this foundation, you can create something that will serve your people time and time again without recreating the wheel—all while taking a people-first approach, not a numbers game.

When you build with intention rather than tactics, your list becomes a community—and that's where real transformation happens.

Sabrina's Bio: Sabrina Hammonds is a Prophetic Visibility Strategist and host of Kingdom Connections Podcast who partners with transformational leaders operating at a 6-figure level. Through Kingdom Connections Podcast & Media Agency, she provides executive-level strategic partnerships for established leaders whose calling demands sophisticated visibility and who are surrendered to doing things the Lord's way. When leaders partner with surrendered hearts, breakthrough happens - her clients don't just get visible, they steward their influence and step into the Kingdom impact their message deserves.



Dr. Tianna Conte

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Dr. Tianna's List-Building Strategy

My Favorite List-Building Strategy: View list building as a journey

I view list building as a journey of attracting and communicating with people who have a challenge or desire that I can empower for their fulfillment. For me, list building begins with understanding that intimacy and authenticity provide the foundation for genuine connection. People on my list are unique individuals, with dreams and desires, not merely names and email's. From this perception, I embrace their trust in me as a sacred permission to provide quality inspiration and content. I value their openness to sharing their most precious resource: their time and attention.

Our best strategies are rooted in activities that build the know, like and trust factor. The motto we stand for is to give value before asking to receive. Our Awakening Awareness Academy generates leads in five primary ways that invite people to continue the conversation through call to action after providing a meaningful gift.

First: We always offer a free, signature lead magnet that enhances quality of life in wellness and/or wealth on our website and social media posts.

Second: We contribute in gift giveaways that serve and align with our audience of soul-driven entrepreneurs, wellness professionals, and proactive, holistic spiritual seekers in offering services and products to enhance their quality of life.

Third: Our podcast and JV collaborations with other soul aligned partners who are our affiliates in offering next steps through free gifts and programs as a collective.

Fourth: I participate in summits, as a speaker, with other experts and transformational leaders, all offering free gifts.

Fifth: We have an ambassador and referral system where all who spread the love and message receive rewards and the ripple effect of empowering humanity's awakening is passed on one-to-one as a community of soul resonating people

Lean in for an "aha" and laughter. This last strategy of referral is the one that has sustained my evolution and success for decades before the internet. With God's grace and guidance and true genuine caring, my mission became my ministry. . . serve your people and your list will build.

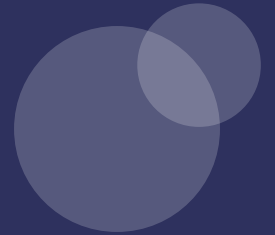
Dr. Tianna's Bio: Dr. Tianna Conte, trailblazing mystic, international bestselling author and founder of the GPS Code™ (God/Source Positioning System.) This ego-friendly spiritual system empowers you to navigate life's challenges by re-awakening divine guidance and SoulPower. She is the co-founder of the Awakening Awareness Academy, empowering visionary entrepreneurs and healing professionals to escape from the hamster wheel of stress and financial struggle. This freedom results in authentic intimacy, and love that never dies, starting with yourself.



Lynnies Woods-Mullins

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Lynnies' List-Building Strategy

My Favorite List-Building Strategy: Using several different strategies

I have several different opportunities for women to sign up for my list, my FB group, my linktree which is used as the single url on TikTok and Instagram, my podcast show page, and in my email signature.

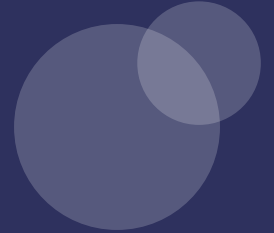
Lynnies' Bio: Lynnies Woods-Mullins is a Certified Holistic Living and Wellness Expert and Life Coach, empowering women 40+ to thrive in mind, body, and spirit. Founder of PraiseWorks Health and Wellness, she's spent 18+ years leading retreats, coaching, and producing digital content that inspires vibrant midlife living. Creator of the V.I.B.E. Living brand and top-ranked *V.I.B.E. Living Podcast*, Lynnies also launched the V.I.B.E. Wellness Woman Network. With over 200,000 followers, she is a leading voice in holistic wellness. A yoga and Pilates instructor, proud wife, mom of four, and grandmother of seven—Lynnies believes midlife is the perfect time to shine.



Sara Trimble

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Sara's List-Building Strategy

My Favorite List-Building Strategy: Collaboration

My favorite strategy for list building is collaborations. Whether you join a summit, podcast, or bundle with others in your niche, you can earn high-quality leads. Entice new subscribers by offering quality content for free with several offers that lead up to a big purchase.

Sara's Bio: Sara Trimble is a multi-passionate entrepreneur, writer, and business strategist dedicated to helping femalepreneurs, stay-at-home moms, and side hustlers turn their passions into profitable businesses. As the founder of Sarandipity's and Frugal Freelancer, she's spent over two decades mastering writing, SEO, affiliate marketing, business growth, and content creation. Whether you're looking to build a work-from-home business, boost your brand, or find must-have tools to streamline your success, you're in the right place!



Donna Price

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Donna's List-Building Strategy

My Favorite List-Building Strategy: Email Marketing

Many people are saying list building is dead. But I believe it is a critical strategy. YOUR email list is the list you actually own. Your followers, connections can all disappear, instantly! Nurturing your email list is all YOU.

Donna's Bio: Donna Lynn Price, CEO of Compass Rose Consulting, is a business strategist and mentor with over 30 years of experience helping women entrepreneurs build thriving, purpose-driven businesses. Through her signature Business Growth Project and the Business Growth Compass Framework, Donna empowers women to align vision with strategy, lead boldly, and create lasting impact. An adventurer at heart, she brings courage and clarity to every step of the business journey.



Dr. Tajiri Brackens

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Dr. Takiri's List-Building Strategy

My Favorite List-Building Strategy: Lead Magnets

The best lead magnets don't just offer value. They offer validation.

Dr. Takiri's Bio: Dr. Tajiri Brackens is The Workplace Wizard™, creator of The Oz Experience™, and founder of Heritage Leadership Consulting. A leadership strategist, cultural truth-teller, and healer of broken systems, she helps visionary professionals lead without losing themselves. With over three decades of experience in sales, leadership, and emotional intelligence, Dr. Brackens empowers overlooked leaders to break toxic patterns and build purpose-aligned influence that lasts.



Dr. Diana Moyer Mitchell

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Dr. Diana's List-Building Strategy

My Favorite List-Building Strategy: Name their Emotional Truth

"Lay your foundation on faith, build with gratitude, and strengthen with consistency." Start with faith in God as your Unshakable foundation. Add gratitude daily-it keeps your perspective positive and your heart open. Then, be consistent in your actions, habits, and values, because small steps taken faithfully lead to lasting success. No matter what storms come, this structure will help you stand strong and keep growing.

I stopped chasing trendy freebies and started naming the emotional truth my audience couldn't say out loud. That changed everything.

My highest-converting offer was a guide that exposed the leadership loops burning people out. It didn't just grow my list. It built trust and opened doors to coaching, books, and real transformation.

If your opt-in reflects their lived pain, not just surface goals, they'll see you as more than a marketer. They'll see you as the one who gets it.

Speak to their silence. Name their tension. Write like someone's future depends on your clarity, because it might.

Dr. Diana's Bio: Dr. Diana Moyer Mitchell empowers women of faith through dynamic online courses, coaching, and tools. Dr. Diana promotes spiritual growth and her "Rise & Pray 60-Day Journal" supports trauma recovery.