# 4 Effective Ways to Get More Email Subscribers

One of the most invaluable assets for your business is your email list. However, this is only true if it contains subscribers that are eager to listen to what you have to say and who want to buy your products. According to recent research, the average email open rate is only 32 percent, but with an effective strategy and smart planning, you can grow your list and keep your engagement rates higher. Here are four practical ways that you can get more qualified email subscribers.

**Craft a More Compelling Offer**

The most important and most significant way to increase your subscribers is to make the offer more appealing. While you can change the colors of your buttons, and improve small factors in your email, if you don't have a proposal that converts, you're wasting your time and money. You need to focus on giving your target audience what they really want if you want to get more subscribers.

**Make the Process as Easy as Possible**

The simpler you make your opt-in form, the more likely someone will be willing to subscribe. By removing the name field on your form, you'll grow your list faster. Every step that you can take to make your opt-in form simpler will help you increase your subscribers and build your audience. The fewer steps you have between a consumer being interested and them signing up will help your list grow.

**Encourage Sharing**

If you have an email that you think will get a particularly strong reaction from your subscribers, you can encourage them to forward the email to their family and friends. You will need to make sure that you have a way for new people to sign up and ensure that those who get forwarded the email don’t click on the unsubscribe button. As long as you can include details about these two factors in the email, you can ask your current subscribers to forward the email so you can find more like-minded prospects.

**Give Users More Control Over the Content**

Part of your goal when growing your email list is to make sure that people don’t unsubscribe. If you start to notice an increase in unsubscribes, it might be because people are overwhelmed. To combat this issue, you can offer a light subscription or even different leveled plans. The idea is to try and keep subscribers on your list, even if they aren't receiving your entire lineup of emails.

If you want to start generating great results with your email, then you need to put in the time and effort to build a great list. These four strategies are a great way to get more email subscribers.