

## **Why Plain Ol' Sign-up boxes Just Aren't Enough**

A newsletter sign-up box is like a finely-built RC stock car kit - plain and simple yet functional, but that's just it. Extra enhancements and features or random bells and whistles? None whatsoever. This is why settling for a plain one won't do you much: Sure it will run but it won't win you races. The same philosophy goes with your newsletter sign-up box.

To counter this mediocrity, the thing needs to be improved. It must be "upgraded" to better serve its purpose. Here I will list the different attributes that should be present in your newsletter sign-up box.

### **Don't Forget the Details!**

Give the person an option to find out more about your email newsletter program. It really helps for when a certain person wants to know what he's about to get should he subscribe to one.

### **What is the Dang Benefit?**

People have the tendency to ask for it before signing up. What good exactly are they getting in return for subscribing? You have to tell them why signing up for your newsletter will make their life better. On this part, focus on the actual benefits and not much on the fancy schmancy features. This way you're going to fill the gap effectively.

### **The Issue of Frequency**

People love options. Why not give them an option on how frequently they'll receive your newsletter? It'll lessen the frustration factor and decrease the likelihood of them treating your newsletter as garbage. But of course, including the option to *not* send any newsletter or the lofty option to send a newsletter on a *daily* basis would be a grave comical mistake.

### **Privacy Matters**

Your subscriber's privacy is something that must be covered on your policy page. Earn their trust by adding a line of text stating your promise that "you won't sell any personal info nor do anything unpleasant with it" somewhere on the sign-up box. Unless you don't mind having your company receive a bad reputation (which is absolutely not an option!), put this into serious consideration.

### **Speed Up The Sign-up Process**

Let them go straight to the point: Allow users to sign-up for your newsletter using only their full name and email address. You can always ask for more information later after you have established a solid relationship with your subscribers. But then again, only ask for more information only if it's deemed necessary to use for optimal advantage.

## **A Thing About "Sign-up Gifts"**

It's an ongoing trend (not to mention an oftenly abused one) for organizations nowadays to include some random free item as an incentive for users to sign-up to their respective newsletters. While this may sound all too good, try to avoid it as much as possible as it may only divert people's attention. Moreover, adding these as "baits" will only increase the likelihood of generating "false prospects" - those people who signed-up just for getting the free item and not for the actual meat of your newsletter. Use it with caution.