# *Teri Hutcheon Email Marketing Course: LESSON 6*

**How to Capture Emails + Forms**

What platforms do you already have? Go back to lesson 1 workbook for easy reference.

Why do they want to give you their email address (reference workbook #5 for the solution you’re giving them)?

What free resource will you offer that starts to solve the problem?

How will you capture emails from each one?

* Facebook:
* Facebook Group:
* Twitter: link
* Instagram (e.g. Swipe up, question box, linktree, direct link to email capture)
* Blog:
  + E.g. Pop-ups, click here, directly embed into a post
* Pinterest: engaging pin with best practices → freebie with email address

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**How to Capture Emails + Forms**

Create your first email capture form and check this box when you do it: ⭖

(Because checking boxes feels good!)

Rewatch the lesson if you need to and pause along the way to create your form.

Go capture emails on 2 of the platforms above check this box when you do it: ⭖