

# Lecture 41: Growing Your Email List Strategy

I can't stress this enough. You need some method of getting your users email addresses some way either through inside your app or on your website. For example, Give away a sweet bonus for them to give up their email address to you.

Why you ask? You can always promote updates or special promo deals or in app purchase sales, etc. to all of your users at any time. Okay, I'll see you in the next lecture.