Growing Your Readership

How to Build an Engaged Subscriber List that Generates Revenue
Hi! I’m Caroline Porter.

About Me

- Co-author of the Unpacking newsletter with Emily unpacking.substack.com
- Newsletter research, Newsletter Guide, Newsletter Wizards blog
  - http://newsletterguide.org/
  - https://medium.com/the-newsletter-wizards-project
In Module Two, Joseph covered how to launch a newsletter.

- Video 1: Newsletter Tech Stack
- Video 2: Data and Privacy Basics
- Video 3: Goal-Setting and Analytics
This module will cover:

- Video 1: Audience Growth
- Video 2: Paths to Monetization
- Video 3: Getting Started

Plus, interviews with Annemarie Dooling of The Wall Street Journal and with Delia Cai of Deez Links
How to Build an Audience

01 Targeting the right readers
This video will cover the following:

- How to frame your approach to “audience growth”
- A review of growth methods
- Examples
IF YOU REMEMBER ONE THING ABOUT AUDIENCE GROWTH . . .

Emphasize Your Value-Ad
LOTS of Ways to Reach Your Readers

**Your Website & Email**
- Homepage
- Article page
- Pop-up boxes
- Email signature

**Social Media**
- Organic posts
- Paid advertisements
- Participate in the convo

**Referrals**
- Cross-promotion
- Subscriber referrals
- Newsletter classifieds

**Fresh content**
- Your own work
- Links & quotes in others’ work
- Book clubs
Sharing is Caring
(aka Don’t be Shy)
THE CLASSIFIEDS

Are you a Type A done living their Plan B? Create the 2021 you want. Start today by booking your free coaching consult with Possible Things.

Celebrate the holidays with your favorite teen dramas, like "Beverly Hills, 90210," "Dawson's Creek," and "The O.C." XOXO, Gossip Girl

You made it to the end of 2020—congratulations! Now make 2021 a gift to yourself. Expert video therapy, feminist sensibility. Let's conspire.

Missing that vacation feeling this Christmas? Sign up for the new weekly newsletter that feels like you're on a dreamy beach. Use the code HANNAH-JONES for 10% off your first month.

The New Year is the perfect time to help us help. We match circles of women who share professional goals. In fact, 92% of members achieve their goals. Apply today.

Get in the education police policy:

Jumpstart your career as an instructional designer at the Lenfest Institute for Journalism. Joseph Lichterman is hiring! Apply today!

Sign up for Solution Set, a weekly report on innovation in journalism from The Lenfest Institute for Journalism: www.solutionset.org
Recap!

- How to frame your approach to “audience growth” → Target the right readers
- A review of growth methods → Don’t be shy
- Examples → Learn from those around you
Next up: Video Two
Paths to Monetization
Hi,
I am
Caroline Porter