

GROWING YOUR READERSHIP



How to Build an Engaged
Subscriber List that Generates
Revenue



ABOUT ME

HI! I'M CAROLINE PORTER.



- Journalist working on civic + business models for news. Currently studying solutions journalism + collaboratives for Solutions Journalism Network.
- 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>

RECAP FROM LAST WEEK

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

MODULE 3: GROWING YOUR READERSHIP

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



01

HOW TO BUILD AN AUDIENCE

Targeting the right readers

VIDEO 1: HOW TO BUILD AN AUDIENCE

This video will cover the following:

- How to frame your approach to “audience growth”
- A review of growth methods
- Examples

A collection of five stylized butterfly icons in red and yellow, scattered across the upper half of the slide.

IF YOU REMEMBER ONE THING ABOUT
AUDIENCE GROWTH ...

A horizontal yellow banner with a slightly wavy bottom edge, containing the text 'EMPHASIZE YOUR VALUE-AD'.

EMPHASIZE YOUR VALUE-AD

A collection of five stylized butterfly icons in red and yellow, scattered around the banner and the lower half of the slide.



LOTS OF WAYS TO REACH YOUR READERS

YOUR WEBSITE & EMAIL

- Homepage
- Article page
- Pop-up boxes
- Email signature

REFERRALS

- Cross-promotion
- Subscriber referrals
- Newsletter classifieds

SOCIAL MEDIA

- Organic posts
- Paid advertisements
- Participate in the convo

FRESH CONTENT

- Your own work
- Links & quotes in others' work
- Book clubs

SHARING IS CARING
(AKA DON'T BE SHY)

February 01, 2021



MORNING BREW

THE CLASSIFIEDS

TOGETHER

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 our](#) weekly newsletter that feels like you're

[GHIA](#) is a new spirits-free aperitif made with a clean kick of citrus, it tastes like added sugar + no booze = no hangover. Use the code [HIANNFRIEDMAN](#) for 1

The New Year is the perfect time to hit [help](#). We match circles of women who professional goals. In fact, 92% of members achieve their goals. [Apply today](#).

Good morning. It's a tradition. Every several months, like stories of who share the Brew with their

But this time...we're spicing it up

Read closely: Over the next two weeks, we're holding a raffle to win one of four MacBooks. The catch: Once you hit **3 referrals** during the giveaway.

We'll walk through it again later

Snag your

If you're not already a paying member

ELEMENTARY TO HIGH SCHOOL

If schools don't overhaul discipline, 'teacher will still be calling the police'

As districts across the country struggle to discipline of Black students

by NEAL MORTON

Shyra Adams, center, leads a group of Black teenagers killed by police

The Hechinger Report

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Get immediate educational and career advice delivered to you

Thanks!
Yossi

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VIDEO 1: HOW TO BUILD AN AUDIENCE

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