

GROWING YOUR READERSHIP



How to Build an Engaged
Subscriber List that Generates
Revenue





02

PATHS TO MONETIZATION

Tiny bets become big bets

VIDEO 2: PATHS TO MONETIZATION

This video will cover the following:

- Key concepts
- A menu of monetization options
- Examples

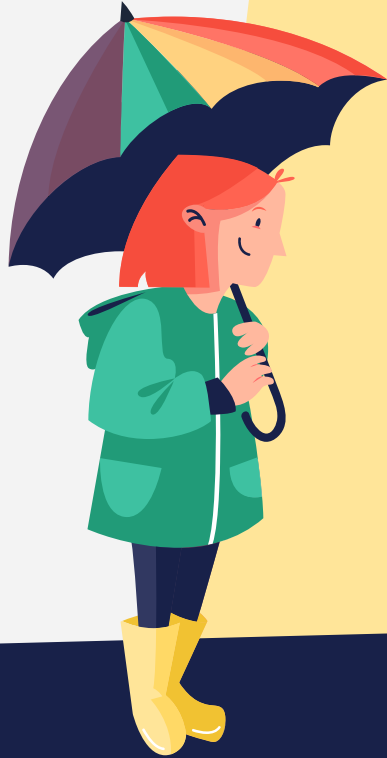


Photo by [Clay Banks](#) on [Unsplash](#)

CONCEPTS TO REMEMBER:

- Habits
- Experiments
- Funnel (see reading)

PRESENTING...
YOUR MENU OF
MONETIZATION
OPTIONS



BUSINESS STREAMS



CLASSIFIEDS

An easy way to start
bringing in revenue
AND grow your network



ADVERTISING

A benefit of being a
no. 1 spot for your
subject is that it's
easier to find the
right advertisers



SPONSORSHIP

Find the right
advertiser and deepen
the commitment to
increase results over
time



CLASSIFIEDS



ADVERTISING



SPONSORSHIP

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? Subscribe to [Out Of Office](#), the weekly newsletter that feels like you're on a vacay with your BFF.

[GHIA](#) is a new spirits-free aperitif made for slow sipping and fast talking. Bitter with a clean kick of citrus, it tastes like summer on the rocks. All botanicals, no added sugar + no booze = no hangover. Just in time for Dry January, wink wink. Use the code [HIANNFRIEDMAN](#) for 15% off your first order.

The New Year is the perfect time to hit "refresh" on your life goals. [The Cru can help](#). We match circles of women who collaborate to realize their personal and professional goals. In fact, 92% of members say that The Cru has helped them achieve their goals. [Apply today](#).

Snag yourself an ad [here](#).

If you're not already, you can become a paying member of this newsletter [here](#).



Covid-19 Forces Vocational Schools to Adjust: Remote instruction can't replace [practicing inserting a needle](#) for phlebotomy students or superheating metal for aspiring welders.

Advertisement

There's one thing you can control in a crisis.
[The information](#) you use.

[Learn More](#)

[Strategic Intelligence](#)

Latest Numbers

80,860 vaccine doses given so far in the U.S.

[View in browser](#)

PRESENTED BY FACEBOOK

Axios AM

By Mike Allen · Feb 01, 2021

Monday morning. Welcome to February, and to [Black History](#)

My's Smart Brevity™ count: 995 words ... < 4 minutes.

Join Ben Geman and me tomorrow at 12:30 p.m. ET for an Event on climate, featuring Microsoft chief environmental **s Joppa** and Rockefeller Foundation president **Raj Shah**.

READER STREAMS



GIFTS & DONATIONS

This can work as a one-off action by the reader



PAID SUBSCRIPTION

Lots of ways to do this. Tiers for paid subscription, for example. Or you can bill monthly vs. annually.



MEMBERSHIP

For readers most engaged, this is a way to build community with extras



GIFTS & DONATIONS

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PAID SUBSCRIPTION

MORNING READS

A Morning Read: "How do I tell my kids that they could possibly have 300 siblings?" [The case of a Dutch serial sperm donor.](#)

From Opinion: GM's decision to stop making gas-powered vehicles by 2035 will put pressure on other automakers and force oil companies to diversify their businesses, [Jody Freeman, a law professor, writes.](#)

Lives Lived: Jamie Tarses had an eye for TV hits ("Friends," "Mad About You"). At 32, she became the president of entertainment at ABC, the first woman to become a network's top programmer. [Tarses died at 56.](#)

Dustin Diamond played Screech Powers, a sweet-natured, geeky underdog, on the NBC high school sitcom "Saved by the Bell" from 1989 to 1992. [Diamond died at 44.](#)

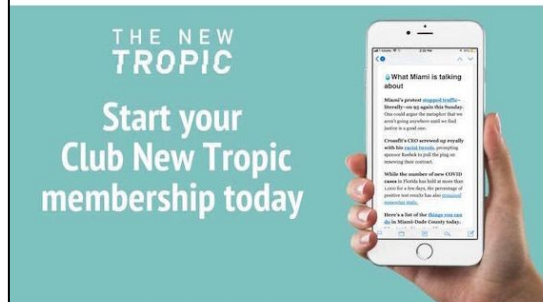
Hal Holbrook carved out an acting career in television and film but achieved his widest acclaim onstage, playing Mark Twain in a one-man show for decades. [Holbrook died at 95.](#)

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MEMBERSHIP

Start 2021 off strong by supporting your favorite local newsletter



Start of a new year's as good an opportunity to join Club New Tropic as they are! (📱: [@thenewtropic](#))

In 2021, we want to cover more news, host more (virtual) events, build more community, and continue growing a business that gives back to our city every day.

You can help us do that. [Become a member today](#) to help The New Tropic continue to spread the word in Miami. We'll pay you back in exclusive content, members-only goodies, early access to online events and more.

Sound like a plan? [Here's how to join today](#) for \$8/month or \$80/year.

COMMUNITY STREAMS



MERCHANDISE

Starting with a mug or a tote bag, this also serves as free advertising



COMMUNITY EVENTS

Develop tangential events and build your audience while sharing proceeds



POP UP NEWSLETTERS

Expand your reach with related newsletters as the subject demands



MERCHANDISE



COMMUNITY EVENTS



POP UP NEWSLETTERS

Shop Deez Links merch!



community updates



cheers to National Puzzle Day (via @drinksgia featuring @whiledco)

🎉 It's National Puzzle Day and our sibling brand, Whiled is celebrating with a promo code for 10% off a puzzle with code **WHILEDPARTY**. Take a [peek here](#).

📖 Thanks to everyone who read along with *The Power of Ritual* this month. To celebrate the culmination of our time with this book, here's an [exclusive sneak peek at a gathering](#) our membership community, *The Lounge*, hosted with author Casper ter Kuile about building a ritual calendar. Our February book club pick is *The Office of Historical Corrections* by Danielle Evans.

The Telegraph

Monday February 1 2021



The Good News Newsletter

By Sarah Ebner, [Head of email and editorial newsletters](#)

Stories of support, community spirit, and positive news

You Are Not Alone...

Good morning. I hope you had a lovely weekend and are ready for the week ahead, not to mention the month of February (that seemed like a very long January!).

VIDEO 2: PATHS TO MONETIZATION

Recap:

- Key concepts → Habits are critical
- A menu of monetization options → Experiment + mix it up
- Examples → Respond to your audience



NEXT UP:

VIDEO THREE

GETTING STARTED

