Growing Your Readership

How to Build an Engaged Subscriber List that Generates Revenue
 Paths to Monetization

Tiny bets become big bets
This video will cover the following:

- Key concepts
- A menu of monetization options
- Examples
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
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 apéritif 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.
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

Membership

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 Tures 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. Tures died at 66.

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 greatest acclaim onstage, playing Mark Twain in a one-man show for decades. Holbrook died at 95.

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The New Tropic

New Tropic

21, 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.
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