



List of 12 ways to grow a bigger mailing list

How to grow a bigger mailing list without purchasing expensive ads, without being pushy and gross, and without exhausting yourself in the process.

The most important thing to keep in mind

If you want to grow a bigger readership for your newsletter, here's the most important thing you need to do:

Create a newsletter that is inspiring, helpful, and remarkable.

In short, create a newsletter that's worth talking about.

Focus on making your newsletter so good that people rave about it to their friends. ("You seriously need to sign up and get this newsletter! I read it every week, and I love it. It's so good.")

Creating a remarkable newsletter requires dedication to your craft as a writer, lots of practice, persistence, commitment, and time.

Keep writing, don't give up too quickly, and eventually you'll reach a point where:

- People can't wait to receive your latest newsletter.
- People gush to their friends about your newsletter.
- People mention your newsletter online to their own readers, colleagues, and fans.

Writing a terrific newsletter is the #1 best way to get more readers. In addition to that, there are plenty of other things you can do to spread the word and get more people onto your list. Let's discuss a few options...

12 ways to get more people onto your list

1. Tell your friends, family, colleagues, clients, and customers that you have a newsletter and invite them to check it out.

This may seem obvious, but many people forget to do this. Make a list of 20 people (or more) who already know you and love you.

Send each person a personal note (email, text, or a handwritten card) and remind them, “I started a newsletter!” Encourage them to sign up or spread the word.

Even if you already told them, they may have completely forgotten. Maybe they intended to sign up but got distracted and it slipped their mind. Send a gentle reminder.

2. Put info about your newsletter into your email signature.

A typical American sends and receives 100 emails per day. Emails to colleagues, clients, customers, vendors, freelancers, friends, and so on.

Put a brief note at the bottom of your email signature that says something like:

Sign up for my newsletter. Get healthy recipes, dinner conversation ideas, and an inspiring music playlist every week—completely free.

Or perhaps something like:

Psst. Do you get my newsletter? Sign up here. I’ll send stress-relieving meditations and yoga practices to you every Sunday. It’s like a calm, soothing, gentle breeze delivered to your inbox.

Or something like:

Join 1,000 readers from around the world. Sign up for Friday Morning Finance, a weekly newsletter with quick, uplifting bits of advice on how to make more money and manage it wisely.

Adding a short blurb to your email signature is free advertising for your beautiful newsletter. It’s

like having a little billboard at the bottom of every message. And if you deal with 100 emails every day, that's 100 opportunities to let people know about your newsletter.

3. If you have a website, make sure your newsletter sign-up form is very easy to find and featured prominently.

Make sure your sign-up form is featured prominently, not buried somewhere that's difficult to find or hidden on a page that almost nobody knows about.

And test the form to make sure it's actually working!

4. Ask your friends, family, colleagues, clients, and customers to spread the word about your newsletter. Ask your current readers to spread the word, too.

At the bottom of your next newsletter, you could put something like this:

Love this newsletter? Know someone who might love it, too? Tell a friend and encourage them to sign up.

5. Write an article for a website, blog, newspaper, or magazine to get yourself in front of new faces. Invite them to join your list.

Pitch yourself to a publication. See if you can contribute an article and get published.*

Once a publication says, "Yes, we'd love to publish your piece," ask them to include a short bio (sometimes called a "byline") at the bottom of your piece.

Make sure that your bio includes a link to your newsletter.

Here's an example:

Alexandra Franzen is the co-founder of Get It Done and the author of six books. She writes a weekly newsletter where she shares thoughts on simplicity, productivity, finding motivation, stay-

ing focused, finishing projects, and getting things done. Join 13,000 readers and sign up here.

*If you have no idea how to pitch yourself to a publication, there are lots of free resources online that walk you through how to do this. Google "How to pitch an article to a magazine," "How to get published on a top blog," or something similar for tips. Another option: work with us. Get on the wait list for this course, because we cover media pitches in it, and we'd love to help you do it successfully.

6. Do a podcast appearance (or any kind of media appearance) and mention your newsletter at least once.

Towards the end of your podcast interview, most likely, the host will say something like, "It's been wonderful having you on the show. Please tell our listeners where they can find you and learn more about your work!"

Ding! That's your cue! Mention your website. Mention your newsletter. Ask the podcast host to include a link to your newsletter in the episode show notes, too.

7. Send snail mail. Print postcards with info about your newsletter. Mail these out to friends, family, colleagues, clients, and customers.

You can also sprinkle these cards around town: at a coffee shop, community bulletin board, gym, yoga studio. You never know who might pick one up and take it home.

8. Offer an enticing gift to motivate people to get onto your mailing list.

This gift could be:

- A helpful resource like a worksheet, checklist, how-to guide, video, audio, etc.
- A free taste or free trial of your product, program, course, etc.
- A mini class or challenge.
- A coupon code for a nice discount.
- A quiz with exciting and fascinating results.

- Or something else.

Consider your ideal reader.

What would feel like a miracle for this person? What do they want more than anything? What would make their day?

Create a gift that matches what they want most.

Offering a delightful gift is a tried-and-true method for motivating more people to get on your list.

9. Do a 45 in 45 challenge.

Challenge yourself to reach out to 45 people over the course of 45 days. Goal: strengthen relationships, reconnect (or connect for the first time), and make 45 people aware of your work and your newsletter who might not have known about it before.

First, make a contact list. Put 45 people on it.

Your contact list can be a combination of friends, family, colleagues, current and former customers, mentors, teachers, as well as people you don't know yet—for instance, an author you admire, the CEO of a company you love, a journalist, a blogger, the founder of a local club or association, and so on.

Reach out to each person individually, one by one. Send a personal note—email, text, card, audio message, whatever you want to do.

When you reach out, I'd recommend that you don't mention your newsletter at first.

Instead, reach out to share a compliment, a gift, a resource, something to surprise them and brighten their day.

Start your message with: "I love your work..." "I wanted to say thank you for..." "I nominated your company for an award..." "I really enjoyed your latest episode..." "I made a resource that

might be perfect for your employees and wanted to send it along..." "Congratulations on your new location..." that sort of thing.

Keep your message kind and brief. Then, as a PS at the bottom of your message, mention your newsletter and include a link where they can see info and sign up.

You just brightened their day. And they might pop over to join your newsletter. Win-win. Or they might hire you, order your product, or who knows where this connection could go? Reach out with no expectations and see what happens.

10. Nominate your newsletter for an award or best-of list.

There are hundreds of writing awards and best-of lists.

"Best newsletter for college students..." "Best newsletter for professional photographers..." "Top 10 newsletters you need in your inbox..." things like that.

Do some Googling. Google phrases that are relevant to you and your work, industry, or location, like "Best wellness newsletter" or "Writing award Chicago." See what's out there.

Once you find something that looks like a fit, apply and nominate yourself. Why not? It will probably take ten minutes to fill out the form and throw your name in the ring. And you might win!

11. Reach out to someone that you genuinely admire.

Reach out to a hero, mentor, author, anyone you admire greatly. Say, "I mentioned you and your work in my newsletter." Show them what you said.

This is a lovely way to connect with someone, potentially spark a friendship or professional relationship, and now this person knows about your work, too.

Who knows? They might mention your newsletter to their own readers in the future. If nothing else, they'll be flattered, and you just made their day.

12. Tell people exactly what to expect from your newsletter—and why it's a great idea to sign up.

Saying "Join my newsletter!" is probably too vague. Be more specific. Why is it a great idea to sign up? What will they get?

Put some language on your newsletter sign-up page that explains why it's a great idea to sign up.

Something like:

Sign up for the Pro Negotiator Newsletter. Learn how to negotiate with confidence and get more of whatever you want.

Get tips on how to bake like a master pastry chef. And get a brand new, original, never-before-released cookie recipe on the 1st of every month.

Sign up and get a free astrology report on the full moon and new moon, every month.

Want to quit drinking or cut back? Sign up for Sober Sundays. Every Sunday, I'll send you an inspirational true story about a real person who decided to take a 30-day break from drinking and how they did it.

By being a little more specific about why folks should sign up, you'll get a lot more people subscribing.

Closing thoughts

Everything you do is an opportunity to mention your newsletter.

Doing a media appearance? Mention your newsletter.

Leading a webinar? Mention it.

You wrote a book? In the back of the book, mention it.

Chatting with a friend or colleague on the phone, and you're discussing projects and goals? Mention it.

Get into the habit of gently reminding people, "I write a newsletter" everywhere you go.

Recap

Focus on creating a newsletter that is truly remarkable—so good that people rave about it to their friends. This is the best way to grow a bigger readership.

In addition, take steps to let people know about your newsletter. Be brave. Be assertive. Spread the word.

You don't have to do all 12 things we discussed. You could pick 1 or 2 for now. Start where you are. Build from there.

Be consistent. It takes time to build writing skills and build a readership. Don't give up too quickly.

Lastly, when it comes to your readership, focus on quality over quantity. It's better to have 10 people who love your work, pay close attention, and can't wait to hire you than 1000 people who barely notice anything you say. Remember that every single reader is an actual human being. Every reader is a big deal.

You just read 12 ways to grow a bigger mailing list. Out of those 12 ideas, are there 1 or 2 options that you're definitely willing to try? Which ones?