Growing your newsletter list

A list grows from people who chose to be on it. These are the steady ways to get more of them.

Make signing up easy to find

Put a sign-up form where readers already are: the top of your website, the end of every article and your social profiles. Ask only for an email address. Every extra field loses some people.

Say what they will get

“Subscribe to our newsletter” gives no reason to. “One practical template idea every Thursday” does. Tell people what arrives, how often and why it is worth their inbox.

Offer something useful for joining

A short guide, a checklist or a template people can use straight away gives a reason to sign up today. Keep it closely related to what the newsletter covers, so it attracts readers who will stay.

Send a good welcome email

The first email is opened more than most. Use it to deliver what you promised, say what comes next and ask a question readers can answer with a reply.

Let readers bring readers

Make forwarding and sharing easy, and remind people now and then. A recommendation from a friend is the most trusted way to find a newsletter.

Swap recommendations

Newsletters with a similar audience can recommend each other. Many platforms support this directly. Choose partners whose readers would genuinely like yours.

Grow only with consent

Do not buy or rent lists, and do not add people who did not ask. Mail sent to people who never signed up draws complaints, and complaints damage delivery for the readers who did.

Watch where people come from

Track which sources bring subscribers who stay and open, not just the biggest numbers, and put your effort there.