

# <sup>12</sup>~~10~~ Tips for Converting Followers to Subscribers

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*Master these techniques and watch  
your subscriber count climb!*



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## Be amazing!

Surprise and delight your current subscribers and they'll tell your other followers how great your newsletter is.

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## Make it easy.

Put your newsletter signup in your bio, profile, captions, ... wherever followers expect they can find out more.

3

## Just ask.

The lowest-hanging fruit. Periodically remind subscribers that you have a mailing list, and ask them to join.

4

## Give them a reason.

Cookies, giveaways, and other exclusive newsletter-only content. Share an occasional glimpse to tempt them.

5

## Lose the stage fright.

You don't have to dance or point, but video is more likely to be seen on all platforms, so go Live, record a reel, etc.

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## Create "events."

Release parties, book club discussions, AMAs – this is a great time to casually mention how great your list is.

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7

## Boost a post.

Social media is increasingly pay to play; if you're going to pay, then at least pay for a post that drives signups.

## Have a contest.

Do a giveaway, raffle, or other contest – with the results announced in the newsletter.

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## Turn existing subscribers into recruiters.

Do a list-wide giveaway/event if your subscriber count reaches a certain number, or reward individual recruitment.

## Engage with EVERY person in your replies.

Always like and reply to people's comments. Ignoring followers will not make them want to become subscribers.

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11

## Utilize pop-ups on your website.

If a follower visits a page on your site that isn't the signup page, you want to be sure you capture them.

## Make ghost posts.

Post list invites frequently for max visibility, but delete them after a few hours so they don't clog up your profile.

12



## Need more?

We hope you found this cheat sheet helpful!  
If you need more, we encourage you to  
check out our other offerings.

### **WEBSITE**

[NEWSLETTERNINJA.NET](https://NEWSLETTERNINJA.NET)

### **NEWSLETTER**

[NEWSLETTERNINJA.NET/NEWSLETTER](https://NEWSLETTERNINJA.NET/NEWSLETTER)

### **COURSES/PRODUCTS**

[NEWSLETTERNINJA.NET/TRAINING-GROUNDS](https://NEWSLETTERNINJA.NET/TRAINING-GROUNDS)

### **FACEBOOK GROUP**

[FACEBOOK.COM/GROUPS/NEWSLETTERNINJA](https://FACEBOOK.COM/GROUPS/NEWSLETTERNINJA)