Twitter Thread by Austin Schlessinger■



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The value of a newsletter subscriber is immense

So how can you get more of them?

In this post, you will learn how to generate more newsletter subscribers■

The other day, I was watching an interview with David Perell (@david_perell) and Nathan Barry (@nathanbarry). Nathan asked David how to get your first 1000 subscribers.

@david_perell @nathanbarry In my head, I was thinking of this question in terms of how can one develop 1000 true fans - this has been one of my goals for a while.

David said the best way to go from 0 to 1000 is to offer as much value as you possibly can. You want to attract subscribers who:

@david_perell @nathanbarry - Love your work
- Click the subscribe button without even asking
- Refer your work to others

How might you do this? Create an email course. What's an email course? 3-5 emails that explain how to do something.

@david_perell @nathanbarry I have subscribed to a few of them in the past, and they are really high value. My favorite email course I ever subscribed to was Pat Flynn's (@PatFlynn) 0 to 100 Email Challenge.

@david_perell @nathanbarry @PatFlynn The 0 to 100 Challenge is a 3-day chain of emails that explains how to take your email list from 0 subscribers to 100 subscribers in 72 hours. It was helpful, but I think it can be better. More on this in tomorrow's post…

Check out this clip for more information ■ https://t.co/NSfncOx7yD

> How to Start Building Your Email List @david_perell pic.twitter.com/9gYKXVM78k

— Nathan Barry (@nathanbarry) December 14, 2020

@david_perell @nathanbarry @PatFlynn This thread can be read here: https://t.co/iq187QQG3c