

CONTENT UPGRADE IDEAS

To help you grow your email newsletter list

1 GIVE AWAY A FREE PRODUCT

Do you sell stuff on your blog? Grow your email list by giving away one of your products for FREE. I grew my email list a ton by giving away a hand drawn font—one that I even sell elsewhere!



2 CREATE REGULAR FREEBIES

Is there something you can create regularly and give away for free? Downloadable desktop and smartphone wallpapers are a great way to build your email list monthly.

3 PROVIDE CHEAT SHEETS

If you post tutorials on your blog, especially complicated ones, your audience will greatly appreciate a downloadable and printable cheat sheet.



OTHER AWESOME CONTENT UPGRADE IDEAS:

- Checklists
- Worksheets
- Free chapter of an ebook
- Exclusive access to a video tutorial
- Templates
- List of keyboard shortcuts for a program
- PDF version of your blog post
- Survey result access
- Extended content from fellow bloggers
- Free consultation
- List of resources
- A brainstormed list! (See what I did there?)