

HOW TO GET MORE REPLIES



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How to Get More (and Better) Replies



This Google Doc was inspired by [this Growth In Reverse Podcast episode](#) →

First... Why Replies?

Getting replies is *more* important than ever.

AI is starting to control what your subscribers see in their inboxes.

On top of that... email clients are ruthlessly tossing emails in the Spam folder and the Promotions tab.

But when a reader replies to your newsletter?

That's a positive signal to prioritize YOUR newsletter in THEIR inbox.

That is huge.

In fact, we believe that newsletter replies are the [most important newsletter metric](#).



Now that we've established why replies are so damn important, let me help you get MORE.

1. Ask for Replies — But Do It the Smart Way

(Inspired by [Gannon Meyer's](#) two-part question framework)

It's obvious. But if you don't ask, you likely won't get.

And that goes with replies too.

But if you're asking for replies and still getting nothing but crickets, try this.

The Core Problem

Most newsletters end with open-ended questions. Those are painfully hard to respond to. "What's one challenge you're facing right now in your journey?" *Uh I dunno, everything?!*

Open-ended questions require thinking. And thinking kills replies.

When a subscriber is in **consume mode**, their brain is looking for *any excuse* not to respond.

The Fix: Two-Part Questions

A two-part question:

1. Asks a broad question
2. Immediately suggests a direction for the answer

This dramatically lowers cognitive load.

Weak Reply Ask

"What are you struggling with right now?"

(Too open-ended, most won't reply.)

✓ Strong Two-Part Reply Ask

"What are you struggling with most right now—growth or monetization?"

Now:

- The reader has **anchors**
- The reply can be **one word**
- You still get segmentation-quality insight

Even Better (Examples for my newsletter, but you get the idea)

- *"What's harder for you right now—getting subscribers, or keeping them engaged?"*
- *"When you send your newsletter, what do you worry about more—opens or silence??"*

2. Pattern Interrupts (With Examples)

Most newsletters follow the same rhythm:

Intro → Value → CTA → Sign-off

A pattern interrupt breaks that flow and forces attention.

Examples:

- An unexpected question mid-email
- A short, bold statement that contradicts expectations
- A sudden tonal shift (casual → direct)

Pattern interrupts work because they *wake people up* mid-scroll.

Chenell used a pattern interrupt in an email this past September—and got over 200 replies!

What She Did

Chenell decided NOT to send her typical longer-form email.

Instead, she sent a brief email that included the question:

“Is there anything you’re stuck on or curious about right now?” (Note: *this was super open-ended but it still worked.*)

Just checking in



Chenell - Growth In Reverse <chenell@growthinreverse.com>
to me ▾

Hey Dylan,

Is there anything you're stuck on or curious about right now?

I'm planning out content for the rest of the year and wanted to see where I can be most helpful.

If nothing comes to mind, that's okay too. Hope you're doing well! :)

Enjoy your weekend!

Chenell

Her subject line for this email read “Just checking in.” And it worked—to the tune of over 200 replies!

⚠ **Word of warning:** don't send an email like this frequently. Once a year or every 6 months at most. Otherwise you risk wearing out your readers.

3. Write to Elicit Emotion (The Shaan Puri Framework)

When Shaan Puri wants a social post to go viral, he taps into one of 7 emotions that are proven to get replies. The emotions he goes for?

1. LOL: that's so funny
2. OHHH: now I get it!
3. WOW: that's amazing!
4. AWW: that's sooo sweet/cute
5. YAY: that's great news!
6. WTF: that pisses me off
7. FINALLY: someone said it!

You're not writing a social post. But you can still use this emotion framework to drive newsletter replies.

And no, you don't need/shouldn't to use all seven at once. But using one or two will increase your chances of more replies in your inbox.

[Use this handy "Shaan Puri Emotion Eliciter" AI prompt \(via AI Prompt Warrior\) here >>](#)

4. Incentivizing & Gamifying Replies (Still Works, Still Underrated)

When Toby Howell was growing his newsletter The Game, he created a game called 'The Button' to get people to...

- Open his newsletter
- Click
- And reply

It was brilliant.

These are the three pillars of newsletter engagement, and Toby nailed all 3 with a simple game. I wrote all about it here:

[Are Your Newsletter Readers Addicted? >>](#)

But the point is, **get creative to gamify and incentivize replies to your newsletter**. It doesn't have to be as simple as asking a question (though starting there is a great start—see Strategy #1!)

Other Examples

Encourage replies by **offering a free resource or free access** if a reader replies to your email.

- "If 5 people reply, I'll share the template."
- "Reply with X and I'll send you Y."
- "First 10 replies get the bonus."

This works because:

- It creates urgency—and potentially scarcity

- It turns replying into a collective action

Just be sure to deliver on your promise.

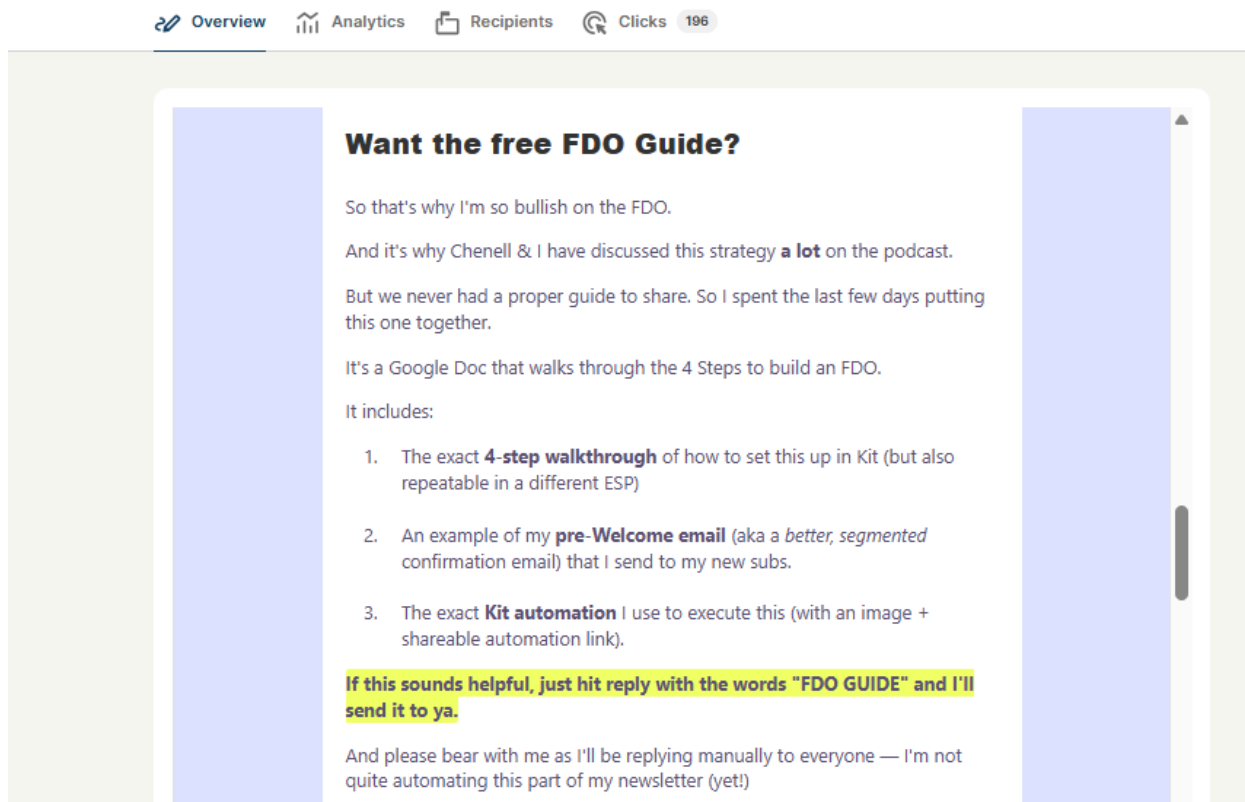
REAL LIFE EXAMPLE THAT 10X'D REPLIES (from my newsletter)

The screenshot below is from an email I sent with a highlighted CTA.

I teased the [FDO Free Guide](#) in my newsletter and incentivized replies, promising access to the free guide.

And guess what... it worked!

⚡ **How to keep good subscribers (and ditch the bad ones)**



I typically get 1-2 replies per newsletter send.

But this strategy got over 20 replies—**10x my usual reply rate.**

And here was an even BIGGER, unexpected bonus:

Another newsletter asked if they could share the free guide in their newsletter. That share earned another 33 subscribers (and counting) for my newsletter.

I wouldn't recommend using this incentivized reply strategy frequently. You might annoy your readers and they'll start to resent you (maybe). The most important part about this is trust. Don't ruin the trust you've built with your readers by incentivizing a reply and then sending a low-quality resource—or worse—not responding at all.

Want more newsletter support?

Here are a few ways I can help you:

1. Get clear on your newsletter strategy. **Book a 1:1 Strategy Call With Me** ([30 mins](#) || [1 Hour](#))
2. Improve your newsletter engagement & reduce unsubscribes! It all starts with how you treat new subscribers. Book a [Newsletter Onboarding Audit >>](#)

3. Get daily newsletter support in a private setting from myself, Chenell Basilio, and dozens of other newsletter creators. [Join the Growth In Reverse Pro Community today >>](#)