

TL;DR

Before launching a newsletter, ensure you have clear goals, a way to attract visitors, and the ability to be consistent. To increase signups, offer valuable incentives, create a compelling landing page, and make the subscription process simple. If now isn't the right time for a newsletter, focus on customer discovery, product development, or building an audience on other platforms.

Should You Focus on Newsletter Signups *Right Now*?

To determine if this should be your priority, ask yourself the following questions:

- **Do you have a clear objective for the newsletter?** A newsletter should have a purpose, whether it's to educate, build relationships, or convert subscribers into customers. If you're not sure what you want to achieve, it might be better to define your goals first.
- **Do you have a way to attract visitors?** You need traffic to get signups. If your website or landing page has very little traffic, your initial focus should be on driving visitors through content creation, social media, or other channels.
- **Are you prepared to be consistent?** A successful newsletter requires a regular publishing schedule, whether it's weekly, bi-weekly, or monthly. Consistency helps build anticipation and keeps your audience engaged.

Proven Strategies to Increase Your Newsletter Signups

If you've decided to focus on growing your newsletter, here are some effective strategies:

- **Offer Something of Value** People are more likely to subscribe if they get something in return. This could be exclusive content, a free e-book, a helpful guide, or special discounts.
- **Create a Compelling Landing Page** Your signup page should have a clear and persuasive headline, highlight the benefits of subscribing, and include social proof like testimonials.
- **Make Signing Up Easy** Don't ask for too much information upfront. An email address is often enough to get started.
- **Leverage Social Media** Promote your newsletter on your social media channels. You can offer free advice on platforms like LinkedIn and include a call-to-action to subscribe for more tips.
- **Utilize Pop-ups and On-Site Forms** Strategically placed pop-ups and signup forms on your website can be highly effective at capturing visitor emails.
- **Partner with Others** Collaborate with complementary brands or guest write for other newsletters in your niche to reach a wider, relevant audience.

- **Engage with Your Existing Subscribers** Encourage your current readers to share the newsletter and consider implementing a referral program with incentives.

What to Focus On If Now Isn't the Right Time

If you're not ready to commit to a newsletter, here are some other crucial startup activities:

- **Customer Discovery:** Continue talking to your target audience to deepen your understanding of their problems and needs.
- **Product Development:** Focus on building a minimum viable product (MVP) based on the insights you've gathered.
- **Audience Building on Other Channels:** Concentrate on growing a following on a social media platform where your target audience is most active.

In conclusion, while struggling to get newsletter signups can be disheartening, it's a worthwhile endeavor for most startups due to its long-term benefits. Assess your current priorities and resources. If you decide to press forward, focus on providing genuine value and be persistent with your strategies. If you decide to wait, focus on other foundational aspects of your business, and you can always revisit building your email list when the time is right.