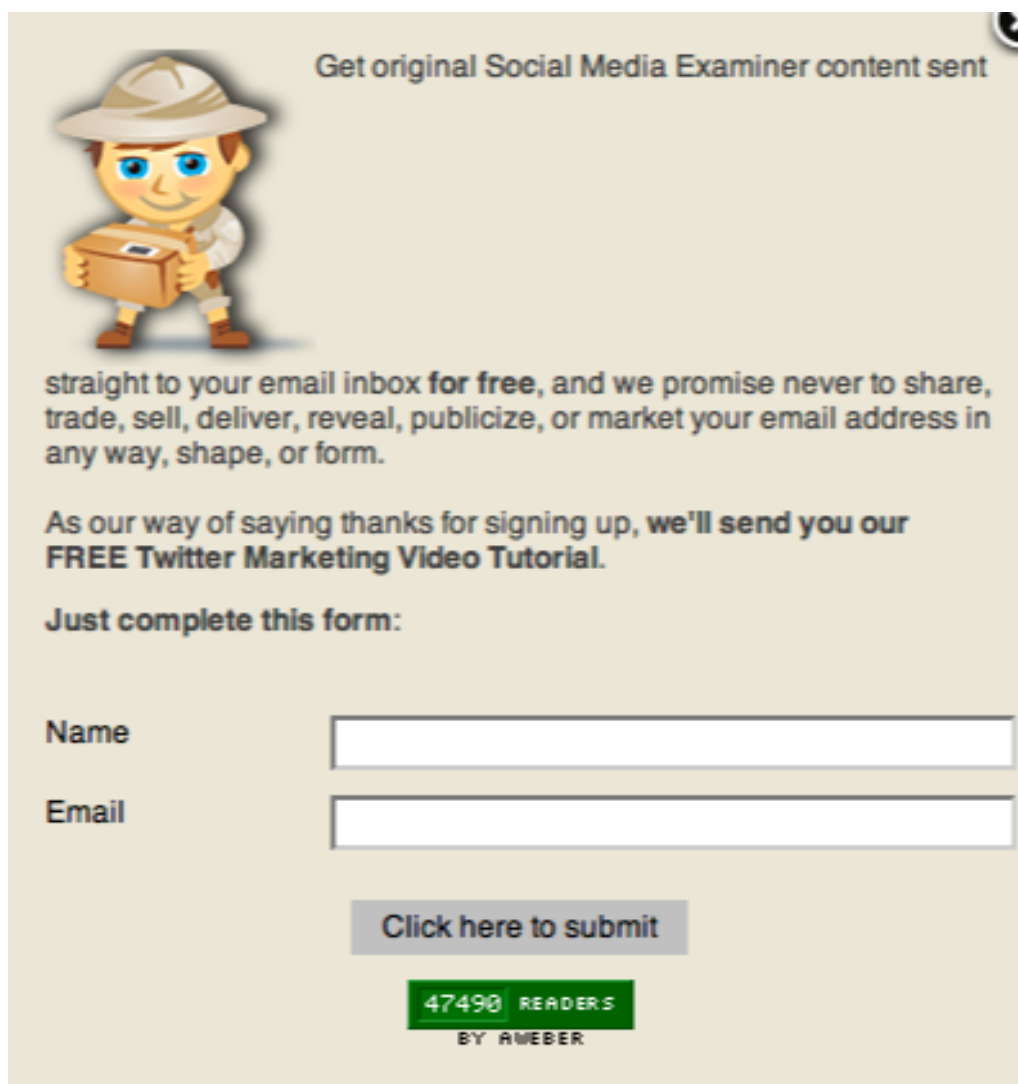


BE CREATIVE ABOUT YOUR NEWSLETTER

You don't go on the radio and simply say "buy my book, it's a great read." You say: "buy my book because I describe all the best tools and strategies for killing a zombie and tell you how to prepare yourself in both an urban *and* a rural setting." So in your newsletter signup, offer some specifics about what your emails will deliver. For a very good example of a smart newsletter sign-up see the form that SocialMediaExaminer.com uses. They promise a value-add and also make clear that they won't sell or circulate your email address:



Get original Social Media Examiner content sent

straight to your email inbox for free, and we promise never to share, trade, sell, deliver, reveal, publicize, or market your email address in any way, shape, or form.

As our way of saying thanks for signing up, we'll send you our **FREE Twitter Marketing Video Tutorial.**

Just complete this form:

Name

Email

[Click here to submit](#)

47498 READERS
BY AMEBER

Another example of a creative newsletter signup is the blog CrazySexyLife.com. The first newsletter signup box I saw there had three separate options: daily, weekly, monthly, so the reader could choose how much of author Kris Carr's stuff she really wanted. I took a screenshot for future reference:



sign up!

newsletter goodies for your inbox

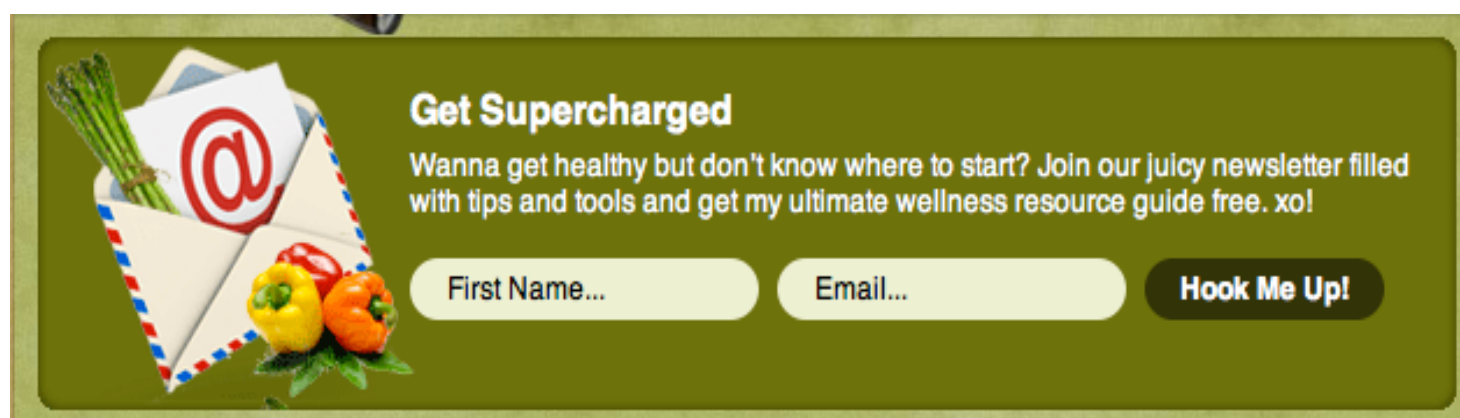
- the daily juice
- the weekly tune-up
- the monthly muse

[hook me up!](#)

Spam sucks. We never share your info and you can [unsubscribe](#) anytime

 RSS [feed me](#)

Recently Kris Carr updated her newsletter signup and it's still great, but very different. Note that she's also offering a free piece of content for folks who sign up.



Get Supercharged

Wanna get healthy but don't know where to start? Join our juicy newsletter filled with tips and tools and get my ultimate wellness resource guide free. xo!

First Name...

Email...

[Hook Me Up!](#)