



3 Tactics to Get More Content Upgrade Signups

1. Allow your users to download the content upgrade at the top of the post for the many people who will never make it to the bottom of your post. In this example, I used a [MailChimp form](#). (This isn't an affiliate link, by the way.)

WHAT IS A CONTENT UPGRADE?

Featured download: 3 Tactics to Get More Signups From Your Content Upgrades

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2. Tease your content upgrade. Talk about it in the very beginning of your post.

Here's what you will learn in this post:

- What a content upgrade is
- How to create one and deliver it
- 3 Ways to get the most signups from your upgrade ←

3. Add a Call-to-Action (CTA) to the end of your content upgrade. If a person was interested in your upgrade, they're a perfect candidate to ask to take a next step.

I hope these quick tips help you get the most out of your content upgrades. They are only one tactic of many when it comes to [content marketing](#) and growing your business.

If you're ready to take your business to the next level through content marketing, I'd like to offer you a free 1-on-1 15-minute phone call where we'll talk about your biggest struggles & goals.

[Click here to schedule your free call now.](#)