



theSkimm

We Read. You Skimm.

Sharing the #SkimmLife

Ingredients & tips to spreading theSkimm.

Remember to use your unique link. Because you're unique. And we want to give you credit.

1. Social Media

Hit the 'Books. Take to Facebook & Instagram to introduce theSkimm and include your sign up link. You're a Skimm'assador – brag about it!

Use the Twitter and FB icon buttons beneath each section in the Daily Skimm newsletter to share directly.

Pro Tip: "I started sharing my favorite story or quote almost every day and people loved it. I think it's more helpful to give them a taste of theSkimm than just describe it."

2. Email Sharing

Head to www.theskimm.com/invite to use our fancy invite page with pre-loaded emails. Just hit send.

Send your favorite section to friends & family with your link. Every Friday watch for the weekly Skimm'dex!

Pro Tip: Personal touch - "when I included that this is a new company I'm involved in and would love their support signing up and paying it forward with my link, it made a difference"

Sample:

Hi everyone! I wanted to share a link to

theSkimm, my new favorite morning routine! theSkimm is a free daily newsletter that's sent straight to your inbox. It's smart, witty and quick. It summarizes the global news and breaks down all you need to stay in the know and jump into conversation. I LOVE this company because it was started by two women and lets me start my day in the know and laughing. Please give it a try and let me know what you think! Link:

3. Office

- New AM routine with co-workers
- Office listservs or message boards
- Office kitchen, bulletin, flyer
- Women's business group (Skimm has been very successful here!)
- Introduce your boss to theSkimm

Pro Tip: "When I first heard about theSkimm my first thought was water cooler talk and client mtgs. I brought it up in an all-hands and got my entire office Skimm'ing. It's our go to coffee chat now and helps with networking events."

4. Routine

You don't have to go out of your way to spread the word. Think weekly routines and who you come into contact with; get them Skimm'ing! Carpool, neighbors, coffee barista, manicurist, hair stylist, gym buddy or trainer, doctors, childcare and babysitters

Pro Tip: "I always chat with the people in my cycling class as we're warming up. I started bringing up theSkimm, got them all on board."

5. Extracurriculars

-Alumni groups (school, sorority, sports team). Local, national alum chapters and the current members
-Book Club, Brunch Group, Parent's Circle, Women's Affinity Groups

Pro Tip: "I'm on a group text with old camp friends and an email list for recipe sharing with my other mom friends. Rather than 1 mass email, I did a handful of smaller groups with personalized notes"

Language Tips

Our top sharers emphasized these describing theSkimm to new people

- Free, 5 minute AM read
- M-F, first thing in your inbox
- easy to follow, smart & witty
- "best part of my morning"
- "saves me in conversation"
- Founded by 2 friends who are former NBC News producers
- Other perks: they celebrate your birthday, include new products and have the best contest giveaways around

