



ConvertKit

Newsletters for Creators

6 MODULES • 21 LESSONS



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MODULE 1: PLAN

Set your newsletters up for success

LESSON 1:

The purpose of email newsletters

Email marketing offers a significant advantage that social media marketing does not. The ability to speak directly with your biggest fans.

No need to pay for ads. No need to [decode any algorithms](#).

Your newsletter should be the focal point to [develop a strong relationship](#) with your audience. When you manage to get email marketing just right, you can [grow your business](#) and position yourself as a trusted authority.

If you've ever heard the phrase, "the money is in the list," it's because email marketing has a hefty [average ROI of \\$38](#) for every \$1 spent. I don't know about you, but I like those numbers a lot.

Simply put, the [benefits of email marketing](#) are too big to ignore. So let's take this a step further to walk through the core purposes of email newsletters as a massive piece of your email marketing strategies:

1. Audience engagement

When you get a visitor on your website, how engaged are they? It depends where they come from. People visiting your site from a search engine may just be doing the virtual equivalent of "browsing." They poke around for a bit, then bounce. Email marketing creates a more engaging experience and happens to return some of the best statistics of any marketing channel, including:

- **ROI:** return on investment
- **Revenue:** When you use automated emails, you generate 320% more revenue than with non-automated emails.
- **Average Order Value:** Shoppers tend to spend 138% more when they come through email. This is compared to people who don't receive email offers.

2. Content distribution

You have content that needs distribution. And you have all sorts of channels to choose from: blog articles, website, podcasts, social media, and so much more. So why distribute it with email? Why start a newsletter at all?

Email is currently the third-most popular channel for content distribution for a reason, ranking just behind major channels: [websites](#) and [social media](#). Marketers who measure success by looking at email metrics like open rates and click-through rates can more accurately gauge the success of their emails. And newsletter analytics make this easy to incorporate into a marketing campaign. More details on how to track those newsletter analytics in Module 4, but for now check out how [Karima Digital](#) distributes a customer-friendly toolkit of software to encourage signups to the Karima Digital newsletter.

Karima Digital distributes a customer-friendly toolkit of software to encourage signups to the Karima Digital newsletter.



3. Sales funnel automation

Automated emails generate even more revenue than non-automated emails, and there's a reason for this. Creating [an email sequence](#) that triggers as soon as someone signs up to your newsletter landing page means that every time someone opts in, [they'll enter a funnel that's already been tweaked, strategized, and optimized.](#)

Once you have a sales funnel that works, it means you can repeat the process. No matter where or when a new subscriber joins your newsletter landing page to get access to your email newsletter content, this automation will work for you over and over again without you needing to lift a finger. We'll dive more into how you can do that exact same thing in Module 2, so stay tuned.

- **Newsletters also help #4 nurture subscribers overtime:** the more consistent you are with your newsletter, the more likely you'll be able to build trust with your subscribers. And the more trust that's built, means the more likely someone will actually buy your future products and services.
- **Newsletters also #5 create a sense of community.** Signing up for a newsletter [instantly makes someone feel more "plugged in" to an online community](#) and people can

also refer other people to your newsletter when they make online recommendations.

- **They help you #6 create a personal connection.** Ending up in someone's inbox gives a company the opportunity to give special offers, personalized messages, and more. There's something about receiving an email that distinguishes one company's offer from another.
- **Lastly, email newsletters help you #7 Build a new revenue stream.** Paid newsletters are fast becoming a popular option for creators of all kinds. Eventually creating a paid newsletter is a great way to supplement your income from client work or monetize the blog content you've already written. We'll talk more about paid newsletters in module 5, so stay tuned for that up ahead.

All in all, these 7 reasons as to why you should start a newsletter is just the beginning. If you're going to spend time learning how to craft a newsletter, it only makes sense to have some confidence in the process first. We hope this first lesson was the starting point to.



Next up, we'll talk all about what it looks like to clarify your newsletter brand. See you in lesson 2!

LESSON 2:

Clarify your newsletter brand

Let's think for a second...how many emails are you subscribed to right now? Too many to remember?

Yea. Same here.

Eventually, all of those emails become a blur, but if you want your own future newsletter to stand out among the rest, you'll need to learn how to brand and design a newsletter that gets opens and engagement.

Whether your list size is ten or 10,000, a polished newsletter will give you an edge over your competitors and make your subscribers excited when they see your name pop up into their inbox. So, how do you do that?

First, you need to clarify your actual newsletter brand. Your brand is how people perceive you whenever they interact with your business. You can't build a brand without maintaining consistency as you extend your brand to every piece of your business. That's why it's so essential to exercise your brand not just on your website or social media, but on your email newsletter, too. But first, it all starts with clarifying what that brand consistency is going to look like and the feeling you want people to have when they interact with your any part of your business, including your newsletter.

So you'll want to ask yourself the questions of:

- *What should my brand look like? (think about the colors, fonts, and aesthetic)*
- *What do I want to be known for?*
- *How should my brand make people feel?*

To help you answer these questions, let's walk through a few steps to hone in on that newsletter brand of yours.

1. Specify your motivation

Ask yourself: "Why do I want to start a newsletter for my business? What's my true motivation?"

2. Research your ideal audience.

Based on what you currently teach, discover your audience's pain points. What are their needs, their wants, and how you can better serve them as the creator that you are. This helps establish what kind of content and context you should be placing your newsletter. Speaking of newsletter content, be sure to...

3. Pick your focus and personality too

Your brand isn't for all 8 billion people on the planet, but it is for a specific group of people. Choose your focus and lead with that. Think about the words that you associate with your brand and the specific offers you'd create for a specific niche or audience

4. Choose your newsletter name.

Remember, your newsletter is a part of your brand, which means it's a small yet essential detail to engaging with your audience.

Choosing a newsletter name will help you build brand awareness, it'll help you look official, and it creates exclusivity.

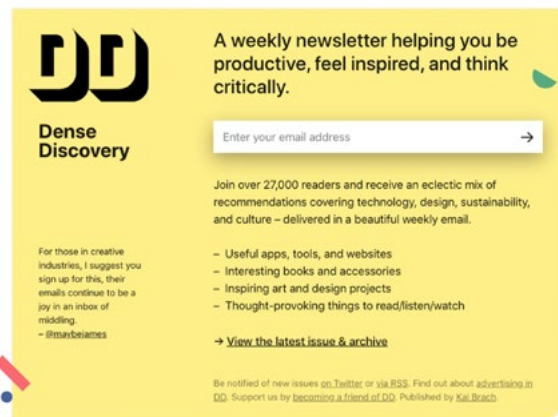
You can find your newsletter name by using a couple of different methods. You could brainstorm words related to your content. Just as creator Khe Hy did with his newsletter titled radreads. Khe Hy associated words related to his style and experiences and used that to pick a newsletter name.

"I'm from New York City, and I grew up as a fan of skateboard culture and surfing. I always had a kind of 'chilled-out' West Coast vibe to me even though I'd never lived there. I worked in finance and knew a lot of older, important people, and I thought it was just so funny that I could force them to say the word "rad." As a writer, I love alliterations, so I added Reads."

Khe Hy, founder of RadReads



You could also take an adjective of choice and attach it to who you are or what you do, just as the Dense Discovery did in the image you see right here.



You could even try using puns and play-on words, just like how creator John Fox did with his newsletter called Writamins...pretty clever!



5. Choose the look of your brand (by this, I mean things like the colors and font).

If you already have branded colors for your business, great! Make sure to maintain that alignment across your newsletter as well

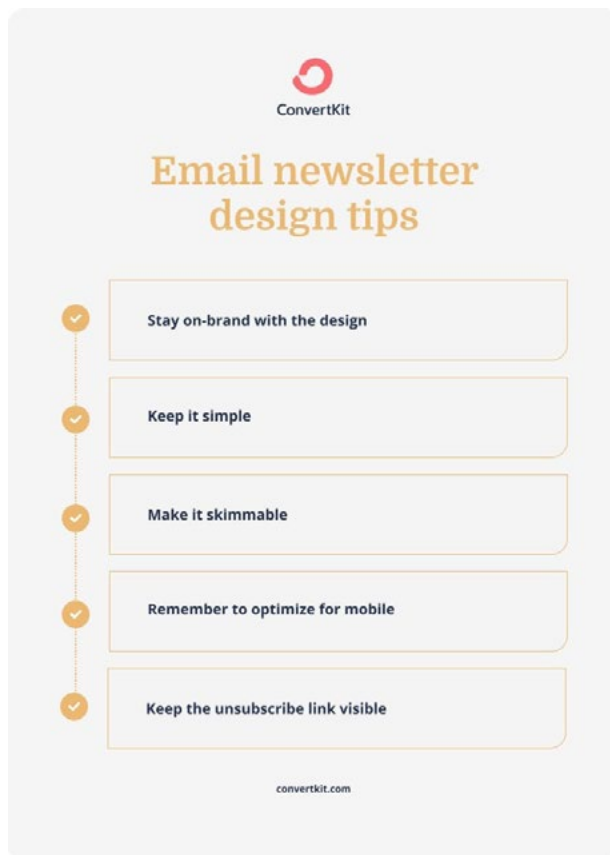
If you don't have branded colors for your business yet, it's important to know that picking colors for your brand isn't just about the look, it's also about the emotions you want to convey to your audience. Do you want your brand to resemble....Positivity? Peace? Passion? Be sure to consider this when you're in the process of choosing your brand colors.

Now that you have the necessary steps to clarify your newsletter brand, let's jump into lesson 3 where I'll provide you with the top newsletter design tips to consider when creating your very own newsletter.

LESSON 3:

Newsletter design tips

Once you understand the direction you want to take for your newsletter brand, it's time to dive into your newsletter design. We'll be breaking this down into 5 separate design tips for you to implement. You can also access this 5-step checklist right inside of your course workbook, which can be found within the resource section



1. Stay on brand with the newsletter design

We briefly talked about this in lesson 2, but from a design perspective, let's break this down a bit further.

CONSIDER YOUR COLOR PALETTE

your emails should use the same color palette you use for the rest of your branding across your site, merch, or social media. Consistency is key, and while it might be tempting to jazz up your emails with splashes of color, it's best to stay true to your brand's colors as we briefly talked about in lesson 2. But we shouldn't stop there.

Colors are a great way to remain consistent, but many times, a particular color isn't a significant memory-refresher of who you are.

ALSO THINK ABOUT BRANDED IMAGERY

A header or email signature with a photo of yourself or your logo is the easiest way to jog your reader's memory. Here's an example of writer and creator, Dana, who added a photo of herself to her email signature and uses it for every email she sends. Free online tools, such as [Crop-Circle](#), can crop any photo of yours into a circle for your signature. We'll walk through how to create this kind of signature for your newsletter in Module 4 of the course. But for now, the most important thing we recommend when it comes to branded imagery is to use the

same image of yourself in that email signature in your social profiles as well to maintain consistency. This will make it easy for your subscribers to remember who you are.

2. Keep it simple

LESS IS MORE.

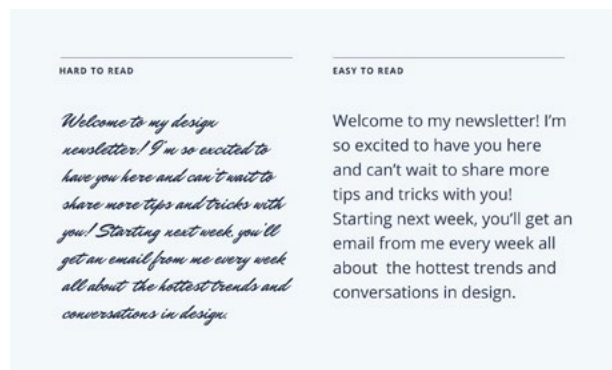
Don't get carried away with your email newsletter design. Emails heavy on pictures, GIFs and videos are more likely to land in the junk folder. Keep your emails simple.

3. Make it skimmable

[Forty-eight percent of email recipients spend less than seven seconds reading emails.](#) Yes, only 7 seconds. A piece of content with excellent readability is easy and enjoyable to read and guides your reader to key takeaways and other important information.

CHOOSE A SUITABLE FONT

Your font choice is highly important for your email newsletter design. A legible font will prevent your readers from clicking off your newsletter and keep them reading for longer. Let's look at two examples to illustrate the impact a clear font has on readability.



These are two different fonts. One is challenging to read while the other is easy on the eyes. Remember, keep it simple and easy for your readers.

You should also try to stick to web-safe fonts for your email newsletters. Web-safe fonts are ones most devices have pre-installed, so you can be confident your audience can view your newsletter precisely how you designed it. Standard web-safe fonts you might already know of are fonts like:

- Arial
- Verdana
- Times New Roman

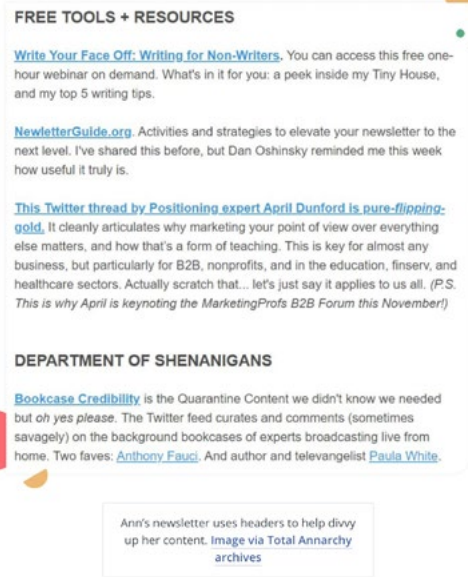
HEADERS

Be sure to also consider your headers when taking readability into consideration, too

Just like blogging, the use of headers can be highly beneficial when designing your newsletter. If you tend to write long emails with different topics or ideas, headers will help you group your thoughts into suitable sections.

Your [headers should always follow the order](#) from H1 to H6.

For example, creator [Ann Handley](#) often sends out long email newsletters, but her use of headers allows her reader to quickly find sections they actually want to read.

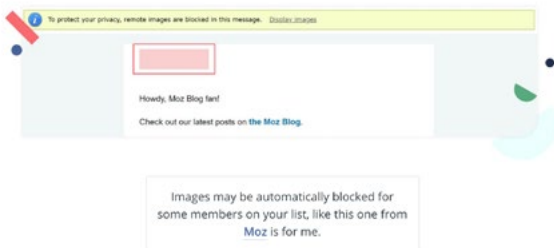


IMAGES

Then, there's images

Images can undoubtedly add flair to your newsletter design, but remember that all your readers may not see your pictures. Your images should especially never replace text.

Some email providers, like the one shown in this example, automatically blocks all images within emails unless you explicitly allow them.



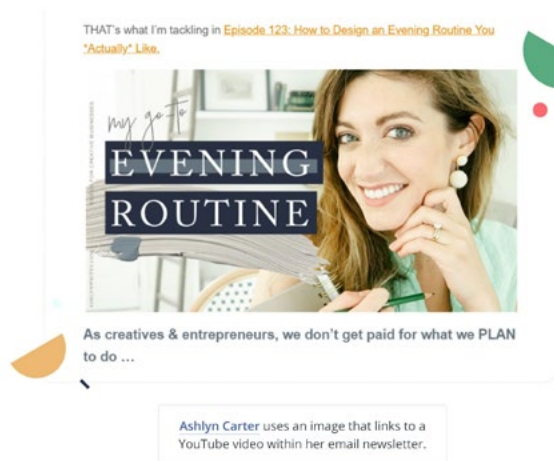
To make your images user-friendly for all, ask yourself: Are those who don't see my images missing out? If the answer is no, you're good to go!

You can also add [alt-text](#) to your images in the chance they don't load and for those who use screen readers.

VIDEO

Let's talk about videos when trying to make your newsletters skimmable

At ConvertKit, we're big with [email deliverability](#) and want to be sure your emails are landing in your subscribers' inboxes. Unfortunately, videos hamper email deliverability. If you need to send your readers to a video, we recommend adding a photo screenshot of the video to your email and link to where the video is hosted. This way, your readers will still be able to watch your video and your deliverability won't be affected, just as creator Ashlyn Carter did with hers. So you see, It's a win-win!



GIFS

GIFs are quite possibly the universal language of social media.

These eye-catching tidbits can add context to your content, grab your readers' attention and add emotion without additional words.

Luckily for us, GIFs are supported by most email providers. Just make sure you use them sparingly.

You can find free GIFs online in [this GIF library](#), also linked inside your course workbook

BOLD/ITALICIZED TEXT

Although your email newsletter design should be simple, you can still stylize your content through bold and italicized text.

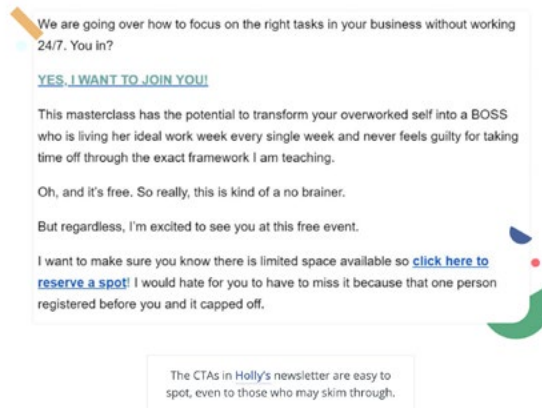
When you have an important call-to-action or key takeaway, the best way to make sure it stands out is to contrast it against the rest of your content.

CTAS

Moving on to Emphasize your call-to-action (CTA) You should give special care to your CTA. After all, it's the driving force behind your sales, website traffic, and promotion of your products/services within your newsletters.

To get your readers to engage with your CTA, you should place it within your content near the top of your email, as well as the bottom. If you only place a CTA near the bottom, you might lose your readers who don't read your email in its entirety.

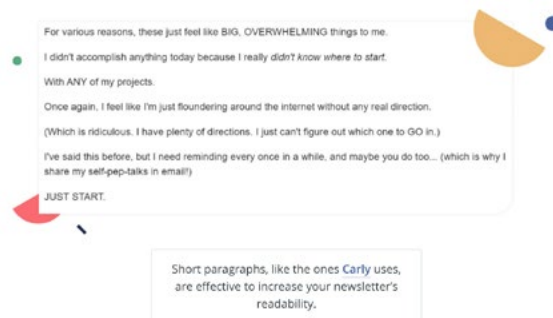
Holly, creator of [A Branch of Holly](#), has added her CTA multiple times in her email newsletter so readers can easily sign up for her masterclass.



PARAGRAPHS

When it comes to making your newsletter skimmable, we also recommend using short paragraphs

Never underestimate the power of white space. White space makes content much easier to read and digest. And when content is easier to read, more of it is actually read. Take a look at this newsletter excerpt from Carly with [Mommy on Purpose](#). Short paragraphs are much easier to read than chunky blocks of text!



4. REMEMBER TO OPTIMIZE FOR MOBILE

Forty-six percent of people open their emails on their phones, so when you design a newsletter, you will want to be sure it's going to look amazing on every device it's read on. So, how

do you design an email newsletter for mobile devices?

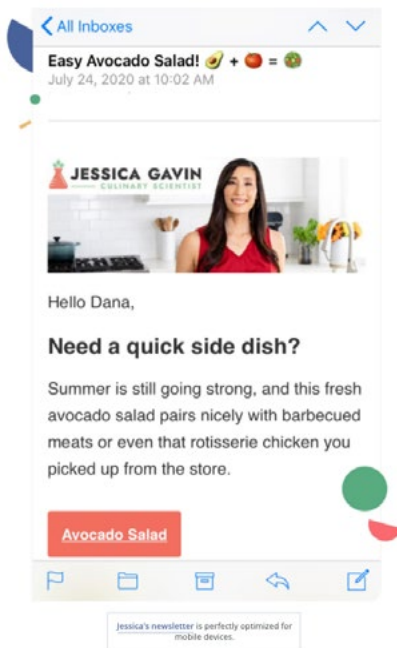
- **Use Clean fonts as we previously discussed**
- **Consider your Imagery**

It might look flawless on a desktop, but how does it look shrunk to scale on a mobile device?

- **Consider Subject lines**

Email newsletter design isn't just limited to the content within your newsletter. Your subject line is arguably the most important part of your newsletter! [A good subject line](#) will entice recipients to open the email so they get all the goodness you've packed inside your newsletter. More details on newsletter subject lines are coming up in module 4, so stay tuned.

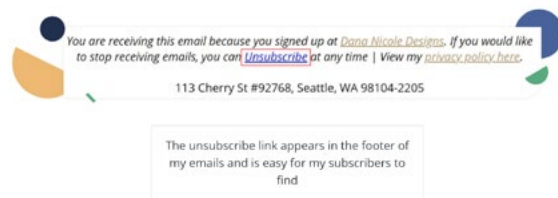
Let's take a look at [Jessica Gavin's](#) email newsletter To see all three of these points in action. She has clean fonts, solid imagery compatible with mobile devices, and a great subject line to reel her readers in.



5. KEEP THE UNSUBSCRIBE VISIBLE

Not only do email marketing laws require you to have an unsubscribe link, but those Unsubscribers are inevitable and also beneficial. When people unsubscribe, they make room for those who are engaged and excited to receive your emails.

Instead of trying to disguise and hide your unsubscribe link, keep it right in the open, just as Dana Nicole did at the bottom of her newsletter.



And that, my friend, completes our lesson on newsletter design tips. Let move forward into lesson 4 where we'll talk about what it looks like to deliver value in your newsletter to your audience. We'll see you soon!

LESSON 4:

Create your newsletter playbook

Creating a newsletter means that you're not just looking to communicate with your audience, but you're looking to deliver value to them too. So in this lesson, we're going to walk through the steps necessary to ensure that value deliverability as the amazing creator that you are.

- **Find your audience's pain points**
- **Find their solution through your work and write to them about it!**

- **Try and Tell**

You may get to a point where you feel as if you run out of things to write to your audience about. But you're a creator, which means you'll always be on a journey of creating. And with that journey, comes trial and error in every new thing you try or test for your business. A new sale, piece of content, new website, new brand, so on and so forth.

As you go about your journey of trying and testing, see what new information you're absorbing that STICKS. Information that has helped you succeed, and then share that same information with your audience. If it helped you, then it'll more than likely help them too. You can continue to deliver value through telling your audience about the things that worked well for YOU, the obstacles YOU overcame, and how you overcome them.

All in all, delivering value to your audience looks like a couple of things:

- **Resonating with your audience**
- **Taking a selfless and understanding approach in your newsletter content**
- **Providing results, transformations, or entertainment depending on your niche**

If you're reading your email and it doesn't hit on at least two of the three points, then ask yourself: is this worth sending?

Here's some value topics that you could consider writing about in your newsletter. Feel free to brainstorm deeper on these topics right within your course workbook as well. We will be diving into some essential copywriting tips later on in this course, too!

Value Topics

- Helpful tips
- Life updates + inspiration
- Your successes + inspiration
- Your downfalls + the solution
- A great experience you've had + shared insight
- Free gifts that'll bring quick results
- Promote free joint ventures (guests on podcast episodes, co-hosted workshops, etc.)

With these approaches in mind in regards to your newsletter playbook, you're on your way to creating a stellar, high-engaging email newsletter that benefits your audience.

Up next, we'll talk all about setting up your weekly newsletter schedule. We'll see you soon!

LESSON 5:

Set up your weekly newsletter schedule

So far, you've worked through your newsletter brand, design, and what you'd talk to your audience about in your newsletter. Now's the time to think through when you would actually SEND this incredible newsletter of yours.

Email timing is all about knowing your audience. And while there are some rules of thumb to help guide you with generalized audiences, specifics are better. The more you know about who you're targeting, where they live, and what they expect when they sign up, the more you'll master the art of timing.

Even with that said, it helps to have a foundation of what typically works. What days are best? What hours? Then, the more you learn about your audience, you'll know when to break these rules as well.

Before we dive into the specifics in this lesson, you can check out a quick newsletter timing checklist we built right inside your course workbook which you can access in the resource section. We'll be covering 6 of these steps in this video, as they're more specific to newsletter timing strategies. The others will be uncovered later on in this course.



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How to choose the best time to send your email newsletter:

1. Aim to send on a weekday
2. Aim to send early in the week
3. Aim to send in the mornings
4. Seasonal businesses should send emails at the beginning of the month
5. Don't forget to account for subscriber timezones
6. Remember the context and purpose of your newsletter
7. Prepare your newsletters a few days in advance
8. Think in terms of building email sequences
9. Measure and track your open and click rates
10. Always keep experimenting

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So Let's talk about the best days to send emails!

You might be sitting on the finest newsletter you've ever written. But if you send it out at 11 p.m. on a Saturday night to a demographic of 20-25-year-olds, there's a good chance it will get ignored. No matter who your audience is, there are some typical best days to send emails. And it always helps to know them before you ever click "send."

1. Aim to send your newsletter on a weekday

[According to a Hubspot report](#), earlier in the week is better, but weekdays are especially effective. Now, Why is that? Chances are, your customers are more likely to check their emails when they're awake, active, and in the middle of a workweek.

2. Aim to send your newsletter early in the week

As you can in this graph here, The first four weekdays perform the best in terms of driving email opening rates, while weekends are not so good of times to send out newsletters. The data indicates significant drop-offs on the weekends, when people are more likely to be outside and away from the inbox.



The first four weekdays perform the best in terms of driving email opening rates, while weekends are by far the worst times to send out newsletters. Data via HubSpot.

The Data also suggests that Tuesdays tend to have higher email click-through rates, while Thursdays are good for opening rates. In other words, people are most likely to take action on Tuesdays, and most likely to view an email on Thursdays.

The main takeaway here? Sending an email Mondays through Thursdays work best, but the earlier in the week the better.

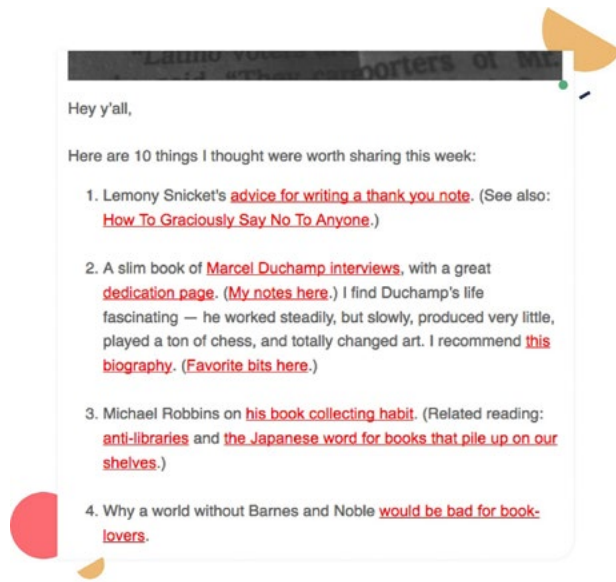
3. Send offers and product launch emails at the beginning of the month

Despite how the calendar may look, no two weeks are alike. [OmniSend found](#) that the first two weeks of the month tend to be better than the latter two weeks. Days 1-10 of the month saw opening rates of 18% and CTR (click-through rates) of 5.59%.

Later in the month tends to be worse for open rates and orders—particularly, data shows the 25th and 27th of the month as being difficult days.

So stick to the beginning and middle of the month when possible, especially if you're pitching a product or service in your newsletter. The beginning of the month is when the monthly budget is fresh, the credit card statements are paid for, and customers are looking for something new.

[Austin Kleon's](#) newsletter is often a treasure-trove of topics that are worth checking throughout the workweek—ideal for an early-weekday send.



4. Aim to send your newsletter in the mornings

Many of us work with a traditional nine-to-five schedule, which means that email opening rates tend to “funnel” into specific time periods.

For example, [mornings tend to be strong](#). Data found that the majority (58%) of customers will check their email right away in the morning.

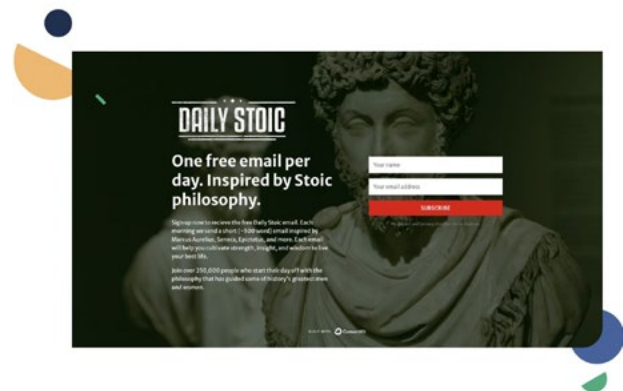
Sending your newsletter in the early hours is best, as it will ensure that the email is ready and waiting to start the day.

[OmniSend found this to be the case](#), mentioning that the best hour of the day to send emails was between 8-10am

But, Does this mean that you should only send emails between ghat time? Or only on certain days?

Keep in mind that emails should also be in line with what your audience expects.

A newsletter like [The Daily Stoic](#), currently powered by ConvertKit, tends to perform better when it's already in a customer's email inbox by morning. Many of its subscribers view it as a daily meditation. So in some cases, audience expectations can affect the timing of your newsletter



5. Prepare your newsletters a few days in advance

Let's say that you run a highly seasonal business or want to launch an effective campaign for [Thanksgiving through Cyber Monday](#). Some data suggests that the day before Thanksgiving is a great time to send out a newsletter that might promote a certain product that's about to be on sale.

So prepare for that product promotion or any other newsletter content ahead of time. This will help you be ahead of the game, and more on top of things.

6. Consider the time zone of your target demographics

Since email is a global business, you don't only have to think about when to send, but where to send. In other words, think about the time zone of your target demographics. You may not exclusively target one time zone at all. But in this case, it's a good idea to target the [most population-dense time zone in your audience](#). In the U.S., the Eastern time zone has the most population, which is why **an email sent at 8 a.m. EST may have optimal effects**, even if that means it goes out "earlier" in the other U.S. time zones.

Alright creator, you now understand what day and time you may want to shoot for when sending your email newsletters. But remember, your newsletter timing isn't just dependent on the data explained in this lesson. It also depends on a few other factors. your niche, your audience, the target demographics you keep, and what your newsletter promises.

That completes Module1 of this course, you are officially half of the way through...so let's keep going. In Module 2, we'll talk all about How to create a high-converting newsletter landing page, so you can begin gaining subscribers to that newsletter of yours.

We'll see you there!

MODULE 2: CREATE

Create your newsletter landing page in less than 24 hours

LESSON 1:

Essential elements to create your newsletter landing page

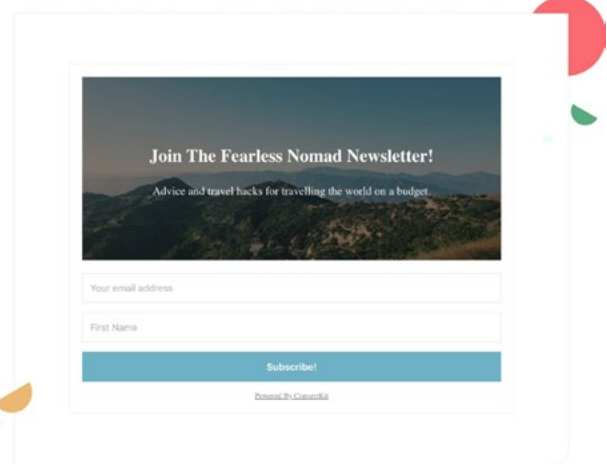
To start engaging with email subscribers, you'll want to create an eye-catching newsletter landing page with a [few key landing page elements](#). In summary, you'll need a clear **headline, short description copy, memorable imagery, and a call-to-action (CTA) button** that is easy to find. Let's break these down step by step so you know exactly what to do.

Headline

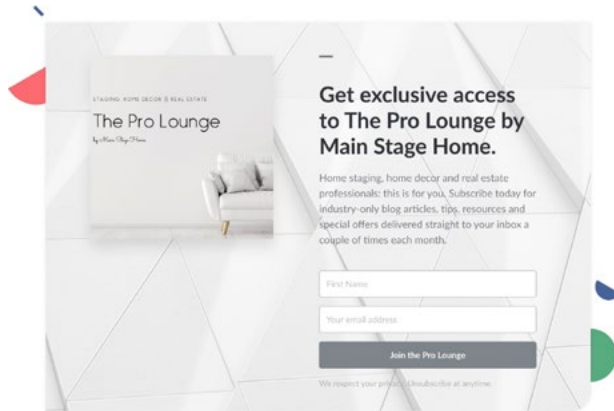
Your headline must make a statement and grab your audience's attention. It only needs to be a few words long, but you'll want to choose those words wisely.

Some of your audience members will make a decision whether or not they want to sign up for your newsletter based on your headline, so you might want to write down a few options before you choose a winner. I'll help you get started with a few headline formulas by showing a few examples from creators just like you.

One of the most simple headlines is *"Join the email newsletter,"* which you can customize to better fit your [brand messaging](#). Using an action word like "join" entices people to sign up while the word "newsletter" describes what your audience will be receiving. This headline works for many creators like The Fearless Nomad community with their [newsletter landing page](#).



Let's now take a look at how [Main Stage Home](#) created a headline that invites their subscribers to *"Get exclusive access."* You can personalize the headline to include the name of your brand, newsletter list, or both. Branding your email newsletter with a different name (like Main Stage Home did with "The Pro Lounge") might be a great option if you want to treat the newsletter like its own community. Then, any time you reference the newsletter, you'll be able to use its unique name and point people to the newsletter landing page to learn more.

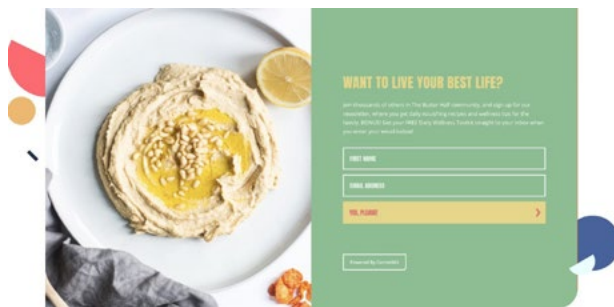


Your description copy can include:

- How often you send email newsletters (weekly, monthly, etc.)
- What topics you typically cover (related to your niche)
- What your audience can expect when signing up

Inside your description copy, you can also share more information about who you are.

If you want to lead with a question, you can follow the headline formula that [The Butter Half](#) used in [their newsletter landing page](#). They ask incoming subscribers if they want to live their best life, followed by descriptive copy that explains why they should sign up for the newsletter to accomplish that goal.



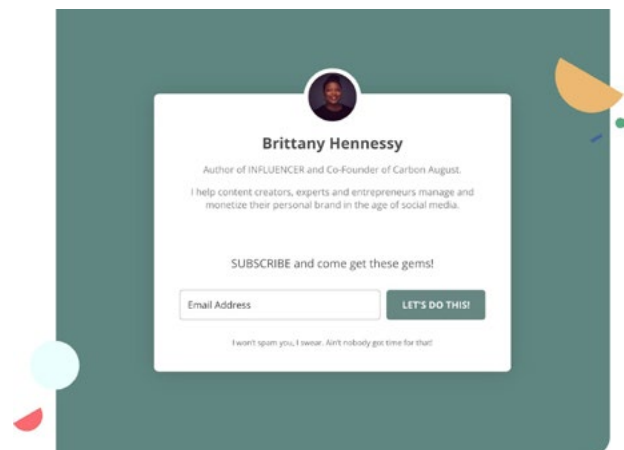
Visitors don't have to wonder how [Brittany Hennessy](#) helps people because she includes a short mission statement on [her newsletter landing page](#). This is done to ensure subscribers know more about who Brittany is, what topics she frequently talks about, and how she can help incoming subscribers. Her mission statement reads "I help content creators, experts, and entrepreneurs manage and monetize their personal brand in the age of social media." It is extremely clear and concise.

Speaking of descriptive copy, let's talk about that next.

Description copy

Your headline will capture your audience's initial interest, but your description copy needs to explain what your email newsletter is and why visitors should sign up for it.

Your description copy should have enough detail to clarify your offer but not too much detail. If you can keep your description copy to one or two sentences, that's ideal.



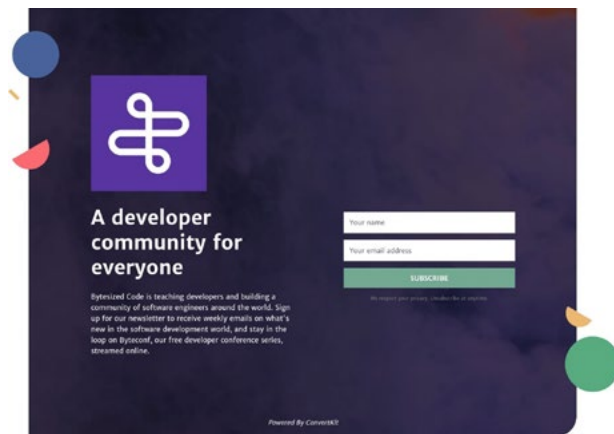
You can use the same formula to create your description copy, too. For example, start by filling in the parentheses in this sentence:

I help [target audience] with [what you teach or specialize in] through [your offerings].

Do this, and you'll be able to share who are with your potential subscribers and therefore kickstart the trust-building process with them. Remember, the more trust you have with your subscribers, the more likely they are to become true fans of your newsletter and future customers of your products and services.

[Bytesized Code](#) also created a [newsletter landing page](#) that highlights their shortened mission statement, which reads "Bytesized Code is teaching developers and building a community of software engineers around the world."

In addition to a mission statement that clarifies who you are, you could also explore what it might be like to explain how you'll send weekly emails. Just like how the Bytesized Code did with their newsletter landing page. They explain how they'll send those weekly emails with software development tips, updates, and news about their online conference series. People who land on this page know exactly what they'll receive when they sign up, eliminating confusion and [increasing conversions](#).



Let's transition into talking about the imagery on your newsletter landing page

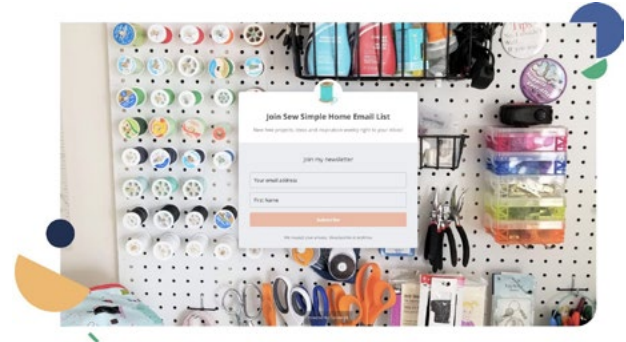
Imagery

Most of [our landing page design templates](#) in ConvertKit give you the option to include imagery to help you make a memorable impression on your audience.

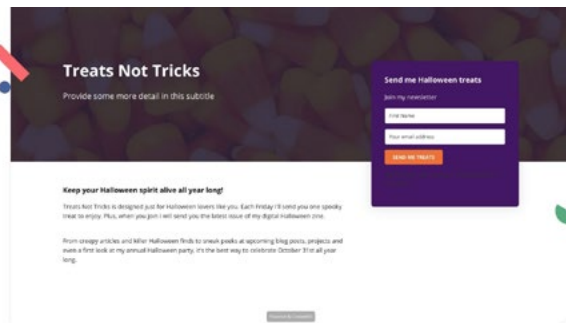
This imagery can include [stock photos](#), logos, brand photography, graphics, illustrations, and more.

To choose the right image, think about what you're offering through your email newsletter and how you can visually tell a story about this offer through an image or graphic.

For example, [Sew Simple Home](#) uses a landing page image with spools of thread and other sewing tools to communicate what her email newsletter is all about. It makes the [newsletter landing page](#) stand out and attract the RIGHT audience, especially with the bright colors and organized layout.



Here's another example by Miranda from [Spooky Little Halloween](#). Since candy corn is widely known as a Halloween treat, I love that she used the treat as her background image in [this newsletter landing page](#). Hoping to inspire her subscribers to celebrate Halloween all year long, she sends treat-related weekly emails which relates to the image she uses here. Also notice how the faded background image allows the landing page copy and [email sign-up form](#) to stand out.



Now let's talk about the last landing page element you need: a CTA button, or a call to action button!

CTA button

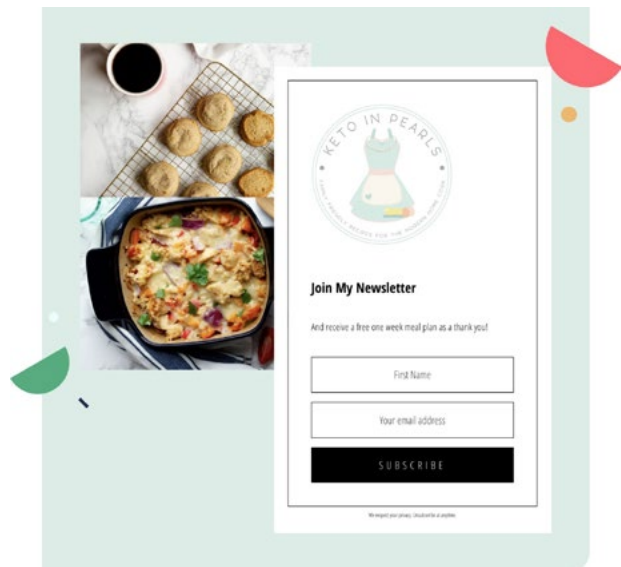
The primary goal of your CTA button copy is to inspire your audience to take action. In this case, the action would be to sign up for your email newsletter.

Most CTA buttons feature short copy with one to three words. Try to refrain from including full sentences on your CTA button that make it hard to read. This could end up hurting [your landing page conversions](#).

You can use any of these simple CTA button copy examples:

- Sign up / Sign me up
- Join us / Join the newsletter / Join the list
- Subscribe / Subscribe for updates / Subscribe now

After reviewing thousands of newsletter landing pages, we found that "Subscribe" was the most common CTA button copy. Just as you see here in the newsletter landing page by Keto and Pearls.



But we also saw traction with casual and approachable CTA button copy. Some of these examples included "Yes please," "I'm in," and "Send me the goods". So feel free to play around with the CTA that works the best for you.

Best practices for your newsletter landing page

Now that we understand the essential elements that newsletter landing pages need, let's walk through some quick landing page best practices to set you up for even more success.

SHORTEN YOUR LANDING PAGE LINK

To make your landing page easier to share on social media and other platforms, ConvertKit supplies you with a landing page link to use, but if you currently already have a custom domain you can easily add that to your ConvertKit account in order to customize your landing page link.

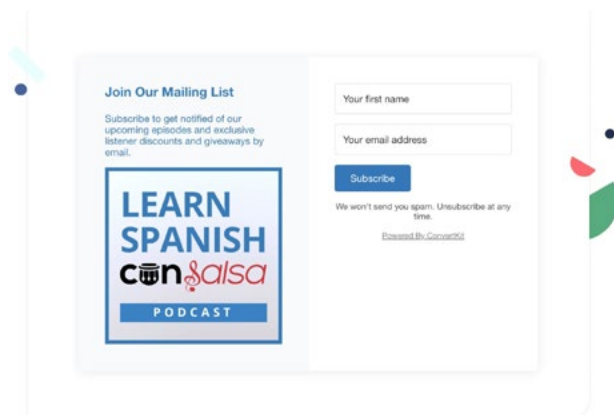
If you don't have a custom domain to personalize or shorten that landing page link, you can use our `ck.page` URLs with a custom Account Domain. More specifically, you're able to choose your

own subdomain (which is what shows before the ck.page). More details on how to do this in ConvertKit in lesson 3, so stay tuned.

KEEP YOUR FORM FIELDS SIMPLE

When someone is trying to decide whether or not they want to sign up for your newsletter, you don't want to overwhelm them by collecting too much information upfront. If you ask for their phone number, location, and other personal details, they might be turned off and exit out of your newsletter landing page.

Instead, we recommend only collecting the person's first name and email address, like [this newsletter landing page example](#) from the [Learn Spanish Con Salsa podcast](#) where they keep their form fields simple.



If you want more information from your subscribers, you can always ask them to fill out a voluntary survey after they sign up.

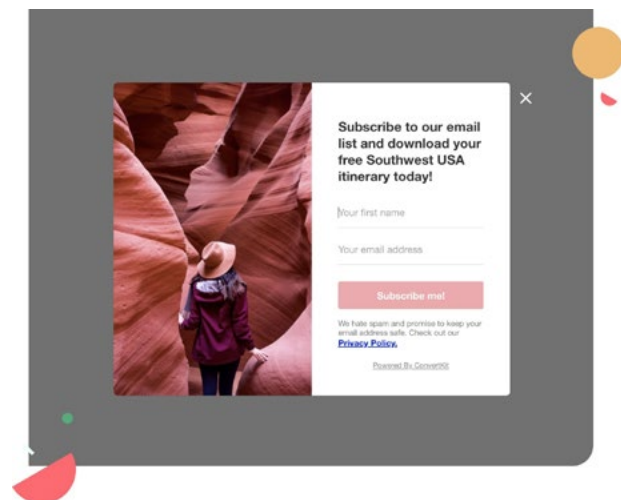
GIVE A FREEBIE FOR SIGNING UP

Who doesn't love getting something valuable for free? Offering a [free downloadable lead magnet](#) when they join your newsletter landing page might convince subscribers that much more to opt in to your email list.

Make sure what you're offering is something your subscribers would think about paying for. That's the best way to ensure you're giving them something they'll actually learn from or use.

It will also make them think about how much more value you give through your paid products and services, positioning you as an expert and helping you build trust when it comes time to sell.

Like this [newsletter landing page](#) from [The Wandering Suitcase](#) shows how subscribers can join the email newsletter and get instant access to a free Southwest USA itinerary downloadable too.



OPTIONAL: INCLUDE ADVANCED SEGMENTATION OPTIONS

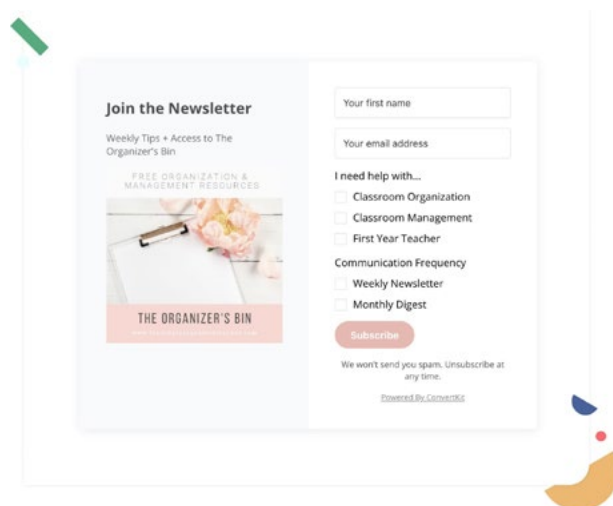
If you want to create more personalized email content for your ideal audience, you might want to create an [email segmentation strategy](#). Instead of putting all of your incoming subscribers into one "bucket," you can organize your audience members into multiple segments.

Your audience can be organized by their interests, skill level, stage of life or business, location, or other defining personality traits.

Depending on the types of products and services you sell or the content you provide, you'll determine what segmentation buckets make the most sense.



For example, Kelly of [The Simply Organized Teacher](#) created an email newsletter list called The Organizer's Bin. Inside her newsletter landing page, she gives new subscribers the opportunity to choose from three niche topics: classroom organization, classroom management, or first-year teacher. To top it off, Kelly also lets her audience select how often they want to receive emails from her. She offers a weekly newsletter along with a monthly digest. Kelly can offer highly personalized content her audience will love because of these segmentation and communication frequency options.



Now that you have everything you need to build your very own newsletter landing page, it's time to put it all into action.

Next up, we'll talk through how you can actually create this kind of [newsletter landing page](#) in ConvertKit. But first, let's talk about your newsletter landing page goals just so that you gain a deeper understanding on the direction you should be heading in.

In order, your landing page goals are to:

- Grow your email list
- Turn social media followers into email subscribers
- Communicate with your audience on a regular schedule
- Prime your audience for upcoming launch



With these steps in mind, you'll be on your way to not only creating a newsletter landing page to grow your email list, but to also build trust and nurture relationships in the email newsletters you send out, too.

Feel free to access that step by step newsletter landing page goals sheet in your course workbook, which you can grab in the resource section of this module.

I'll see you in the next lesson, where we'll walk through a demo of putting it all into action by creating a high-converting newsletter landing page right inside ConvertKit

LESSON 2:

Create a high-converting newsletter landing page in ConvertKit

Intro

Alright creator, we talked about the essential landing page elements to consider, now let's go ahead and walk through what it looks like to create that high-converting newsletter landing page right in ConvertKit.

Demo

First, let's head to the landing pages and forms tab so we can begin collecting newsletter subscribers. From here, we'll go ahead and choose the newsletter category option on the left hand side so we can get access to landing page templates specifically built for promoting a newsletter. From there, let's choose the template we'd like to use.

Next up, it's time to start customizing your landing page. So go ahead and name your landing page at the top left. You're going to do this so that you can easily head back to where you can see the landing page you created under the landing pages/forms tab. When you do this, you'll be able to track how well that landing page is performing, along with clicking on it to make any landing page edits down the road.

Alright, let's head back over to where we were editing our newsletter landing page. Remember those essential elements we talked about

in Lesson 1? This is where we put all of that into action. Let's give it a really strong high-converting headline, a subtitle to explain exactly what your potential subscribers would be opting in to, a high quality image that matches the messaging of your landing page - and by the way, if you don't have a high quality image...that's okay! Because you have the option to grab a hold of a great looking image using our unsplash right here. But I already have a photo ready to insert in here, so I'll just click on it and it'll upload right on that landing page.

You can also add additional content pieces to make your landing page stand out even more by heading to the plus button that'll appear on the left hand side in certain sections of the landing page. This allows you to add creative components like social media links for example. We can link in our IG profile link, twitter, Facebook, and any other social platforms we may want to add on here as well.

You can continuously head back into that plus button to add additional content to your landing page. One of my favorites in the case of creating a NEWSLETTER landing page is the ability to add a newsletter feed. Adding this allows you to show off your best content by visually showing potential subscribers the previous newsletters

you sent out. This will help give them a feel for the kind of things you'll talk to them about. Feel free to customize the order of the feeds, the display, and the text color of your newsletter feed, too.

If you like the idea of adding your newsletter feed, you'll just need to enable it to appear on landing pages and I'm going to show you really quickly how to do that. Just click into the broadcasts page in your account if you previously already sent emails out your list. Then click on one of those previous emails, head to the sidebar, and click the toggle next to 'Enable on public feeds'. You can even customize the image that you would want to appear on that landing page of yours, too.

When you're done, click save and publish and you my friend have just finished creating a high-converting landing page right in ConvertKit.

Outro

Now let's head into lesson 3 of this module where we'll walk through what it looks like to deliver an incentive to your newfound subscribers after they sign up on your newsletter landing page. This is a great way to increase those conversions of turning more landing page viewers into actual subscribers. See you in lesson 3!

LESSON 3:

Seamlessly deliver your incentive automatically

Intro

Hey creator, it's good to see you again inside ConvertKit's Newsletter For Creators course. Now, in the previous lesson we walked through what it looks like to create a high-converting landing page in ConvertKit. Now let's talk about adding an incentive to that landing page as a way to increase the number of people signing up.

One of the best ways to get viewers to take the action of subscribing, is to offer some sort of valuable free gift. People LOVE freebies. If you can entice them with a freebie, then that's you incentivizing them for joining your newsletter. So maybe alongside promoting this amazing newsletter they'll get access to, you can also mention a freebie that they'll get too.

So let's jump back into the landing page we created in the previous lesson.

Demo

Alright, so I'm back in ConvertKit here taking a look at our newly created landing page. In today's demo, let's talk about a free meditation guide they'll get right away IF they sign up for my newsletter.

We already customized the landing page, but let's go ahead and add the mention of a freebie in the subtitle, just to enhance the value. You

can even add an image of that freebie if you're wanting by clicking on that plus button again to add an additional image.

Now we need to connect that freebie to automatically deliver into that person's inbox the minute they sign up. You're a creator, you already have so much that you're thinking about and working on. Delivering a freebie to every new subscriber should be one of them. So you set it up automatically in your ConvertKit account.

All you're going to do is click on settings, incentive, head to download and upload the file you're wanting to give as your freebie. If your freebie is in the form of a link, rather than a PDF, then you'd simply copy and paste that link right here.

Then, you'll head up to the email, housing that freebie, to begin customizing it in your own words.

Notice how it'll already give you a "confirm your subscription" lingo in here, but they WILL be confirming their subscription by clicking on this button to get whatever PDF or link you connected in the incentive tab here. That's what we call a double opt in. They opt in first here, and then opt in second here. So feel free to customize the messaging of this email. Be yourself...show your personality...thank them

for signing up and joining your newsletter, and then let them know that they can access their freebie right here.

You can even customize the coloring of the button, and head to that familiar plus icon to add more creative components to your email too.

When you're done adding in your incentive and customizing the email, just head to save and then save and publish your landing page again to ensure your changes remain intact.

And when you're ready to share your landing page publicly, just click on "share", copy, and paste the landing page link anywhere you'd like to start gaining subscribers to your newsletter.

If you're currently on ConvertKit's paid plan - and therefore have access to automations and sequences - you have the ability to add a welcome sequence to all your new found subscribers. To do this, head to automations, click new automation, create automation, and then choose the landing page you just built. Once you do, click add event. Next, you'll click on the plus button to trigger the next step you're wanting to happen for your new newsletter subscribers.

In this case, let's create an email sequence. From here, you'll click on a sequence you may have already created in the past or just type in the name of a brand new sequence that you'll create here. Then, click add action. When you click on that email sequence inside of that automation, you can add as many emails as you want to your email series which will automatically send for you. After subscribers sign up for your newsletter on your newsletter landing page, this is a perfect, automated way to welcome subscribers to your newsletter, allow them to get to know you by sharing a story or experience,

educating them, pitching more free gifts, or even introducing a product or service.

Any email content in your series can be edited here, along with utilizing that familiar plus button to add more creative content to your email. Choose when you want each email to go out prior to the previous email or action that took place, and make sure the email in each series is switched from draft to publish.

When you're done, you can head back into your visual automation. If you want to add an additional form or landing page to filter subscribers into this same sequence, you can do so right here. You can also add additional events, actions, or conditions to your sequence here. More how-to articles on automations can be found in this lesson of your course workbook. But for now, let's keep our automation short and turn the automation from paused to on. Now, When you head back into your newsletter landing page that you connected to this automation, just click on "share", copy, and paste the landing page link anywhere you'd like to start gaining subscribers to your newsletter and filtering them into your automated email sequence.

Outro

We'll walk through all the different places you can share your newsletter landing page in Module 4, but for now congratulate yourself for now knowing not only how to create and customize your landing page, but how to connect that automated incentive email to it, too. Next up, we'll walk through what it looks like to share your landing page publicly so you can start gaining those newsletter subscribers. See you in lesson 4!

LESSON 4:

Set up your custom newsletter landing page link

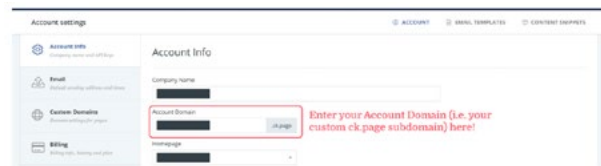
Intro

Many times, we find that when creators are ready to share their landing page links...they want to customize that URL. With ConvertKit, you have several options when configuring your Form & Landing Page URLs. Some require more technical steps than others, and some require none at all.

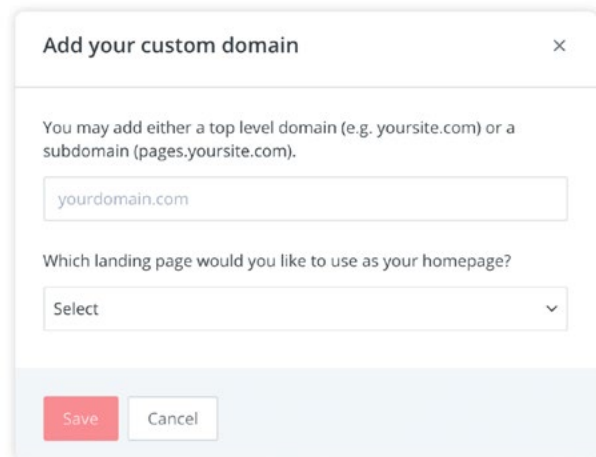
ConvertKit generates URLs for all of your Forms and Landing Pages that will work by default even if you don't adjust any of your account's default settings. In other words, if having a custom domain set up is NOT a priority for you, you can still have working URLs for all of your landing pages and forms!

So, let's start off by diving into the different domain definitions, just so you can get a full grasp on what we're teaching in this lesson.

An Account Domain is a subdomain on our ck.page URL, on which we host your opt-ins for you (this would be something like, your-business-name.ck.page).



A Custom Domain is a domain, or subdomain, that you own and want to use for your opt-ins (this would be something like, yourdomain.com or pages.yourdomain.com).



Now, let's cover what your options are with these by transitioning into a quick demo of how this works

Demo

Your first option is to use our default ck.page URLs - which there's no action required on your end to make this happen! This is because when you create a new account, it is assigned a unique [ck.page subdomain](#) by default — also known as your Account Domain — where we'll host your landing pages and forms.

So when you're ready to share your landing page, you'd just copy and past your default URL right here to begin sharing it publicly to gain subscribers.

Even though you don't have to change this subdomain, you will probably want to so that it's more relevant to your business! Luckily, that's easy to do, and brings us to option #2.

Your second option is to use our ck.page URLs with a custom Account Domain More specifically, you're able to choose your own subdomain (what shows before the ck.page) within [some guidelines](#) like no spaces or special characters, it can't have been claimed by another account already, things like that.

To see what your Account Domain currently is on, you'd just head to your account info right here to change it up and give it a homepage if you'd like.

Now the best thing about this, is that changing this won't break any links! Links using your previous subdomain will continue to work.

Now, your third option is to Configure a Custom Domain (which requires DNS changes)

This is the most technically advanced option and will allow you to put your Landing Page right on yourdomain.com or, more commonly, one of its subdomains - something like pages.yourdomain.com.

With this option, you wouldn't have to use your Account Domain (the .ck.page domain) at all if you didn't want to.

This option requires DNS changes on your hosting provider and is a little more complicated than the others, so I do have a separate tutorial on it given by one of ConvertKit's content specialists, Olivya Strilloff! Let's tune in.

Outro

It's as simple as that, my friend. Doing it the way Olivya just taught you will allow you to generate a custom URL for your landing pages. Otherwise, you can also explore the other two options we previously discussed as well.

Next up, we'll walk through what it looks like to share your landing page URL publicly so you can start gaining new subscribers. See you in the next module!

MODULE 3: LAUNCH

Share your newsletter landing page with the world

LESSON 1:

Share your newsletter on your website

Intro

There are many ways to share your newsletter landing page so you can start building a deeper connection with your community. In this lesson, we'll walk through a few different ways where you can begin sharing your newsletter landing page on your website. Let's dive in.

Demo

When we take a look at the newsletter landing page we were demoing back in Module 2, we'll want to head to the share button. As you can see, I already set up a custom domain by following the instruction in the demo from lesson 4 of the previous module. So what I'll do next, is copy this link to prepare it for sharing.

Now to share it on your website, there's a couple of ways you can do this. Keep in mind that if you don't have a website, we will walk through additional ways for sharing your newsletter landing page in the next couple of lessons.

For now, I'm actually going to demo what it looks like to share my newsletter landing page on my actual squarespace website here. Now the way in which you share your landing page on your site can differ depending on what provider you used, whether its squarespace, wordpress, godaddy, or other hosting providers.

The first way you can share your newsletter landing page on your website is by linking it as

a tab right in the **Menu Bar**. Your menu can be the first thing that website visitors look at, so you explore the option of promoting your newsletter right away by placing it as it's own separate tab.

To do this on squarespace, I'm just going to head to pages, click on the plus button next to the main navigation, and then I'm going to choose the "link" option.

I'll give it a title (something like "community", or even the name of your freebie you might be offering alongside your newsletter - like free workshop or something like that) and then paste that landing page right here.

I always like to change the setting to open up that link in a new window, so that my visitors won't be completely redirected away from my site, but rather would have my site they're visiting in one window, and the landing page link they clicked on in another.

And there you go, website visitors can opt in to your newsletter just by clicking on the tab right at the top.

Another way to share your newsletter landing page is on your website's **About Page**. Many of your visitors will head to the about page as their first step, because they want to know more about you, your story, and how you could help them whether it be for entertainment reasons or through results-based teachings.

In this example here, we'll click on our About Page, head to edit, and you can link your landing page by simply highlighting over the context mentioning it and linking in that landing page, OR you can click on the plus button if you maybe want to upload an image of your newsletter on here, choose the design of the image so you can add additional context next to it explaining what the newsletter and freebie is and how it'll be beneficial for your visitors to join, things of that nature.

When you're finished adding in your newsletter landing page on your website's About Page, just click on "done", and you're good to go. Now you have two places to share your newsletter landing page with all your site visitors.

Let's move on to the third way you'll be able to promote that newsletter of yours on your site, and that is to create a form.

A form is separate from your landing page, because it can be embedded on your site rather than a landing page that's linked on your site due to it having its own URL.

If you want to add a form, you'll head back into your ConvertKit account, click on landing pages and forms, create new, and instead of creating a landing page, you'd create a form to be embedded on your website. Now, you can choose the display format that you'd want to, also: just a side note - you can create more than one display to embed on your form. Some creators have an inline and modal, so have a sticky bar and slide in. It really depends on the direction you're wanting to head in with your site. So let's click on the modal example. Now, the modal is your pop-up form which means that this form will automatically pop up for your website visitor once it detects that that visitor is navigating away from your site, or after the

visitor has spent x amount of time on your site. So think of it as that last minute reminder to get people to take action and sign up.

Once you choose your display, you'll choose your template. Let's go ahead and click on the poplar form in this demo.

Now, this part looks pretty familiar doesn't it? Because it's the exact same look from when we customized the landing page back in Module 2 of this course.

So just as you did with the landing page, customize your form with a name: something like the "Soulful Serenity Form" so that you know what it is, an image...probably using the same one you used on your landing page, a title - like the name of your newsletter, a subtitle to explain the benefits, and whatever else you may want to customize.

You'll also want to make sure that for this specific form display, and choose when you want your visitors to see this form - and you can choose from 3 options here.

When you're done, click save and then head to embed to grab that embed link. In my case since I use Squarespace, I'll use the javascript option. But if you use a different website provider, like wordpress, you can choose the wordpress option too.

Next up, we'll take that embedded link and paste in the website by heading to edit - on our homepage, and since the form display I chose will just pop-up in the middle, I'm just going to click anywhere on my site to ADD a code. From here I past the embed form link.

Now, you'll see that it says "script disabled" when you're in admin, but if we open up a new,

incognito window, we can paste our site in the browser and get a feel for what the pop-up form will look like from a website visitor's perspective.

You see, when it detects that the visitor's intent is to exit off your site, the form will automatically appear - giving visitors the chance to sign up for that incredible newsletter of yours.

Outro

And there you go! 3 ways to promote your newsletter on your website to turn visitors into subscribers so you can build a deeper connection with your community.

In the next lesson, we'll dive into where you share your newsletter landing page on social media. See you soon!

LESSON 2:

Share your newsletter on social media

Intro

When it comes to social media, there are billions of people posting and engaging with each other. So, why not give your newsletter the chance to be in front of those people? In this lesson, we'll be walking through a few demos on how you can share your newsletter landing page on different social media platforms so you can grow your newsletter community even further. Let's get started!

Demo

The first thing I want to demonstrate, is the ability to easily share on Facebook and Twitter right within your ConvertKit account. When you click on that share button, notice that in addition to grabbing a hold of your landing page link, you can directly share it with these two options.

When I click on Facebook, it'll redirect to a Facebook post automatically linking my landing page, and gives me the option to write a caption with it too.

Same thing with Twitter. It redirects to a tweet that automatically links my landing page, and gives me the option to write whatever I may want to say about the landing page in a tweet to get my twitter followers to sign up.

You can also grab a hold of the landing page link and connect it to your Facebook Page's signup button when logged into your facebook account. Just click the edit button, choose sign up, and then paste your landing page link in the website section. That way, It'll give visitors to your business page the opportunity to sign up for your newsletter and get a freebie.

In the same way, you can share your newsletter landing page link In your Instagram bio, or on Linked in, too.

Feel free to simply paste that landing page link in the contact info section of your linkedin account. Or on Instagram, you can paste that link in your bio by heading to edit profile, website, and pasting your landing page link so that your profile visitors have the option to click on it.

You can also take advantage of creating a link page in ConvertKit that allows you to house more than 1 link, including the ability to promote your newsletter to your social followers. To do this, you'll head inside your ConvertKit account, choose landing pages and forms, create new, landing page, then instead of choosing the newsletter category that we chose when creating our newsletter landing page, we would instead choose the links category and decide on a template.

Now it's time for you to not only customize your links landing page, but to actually add in all the links that you want housed under your one landing page link to use in social media bio's. You'll also want to promote your newsletter right here to give your social following the option to opt in to your newsletter community.

Just as I did with mine here. Make sure you create your page's URL by choosing the domain name and what you'd like after the backslash. When you're ready to share, copy and paste your landing page link and drop it in your social media bios.

Whenever you have visitors on your profile, they now have the option to click on your bio's link and get access to your content - including signing up for your newsletter.

LESSON 3:

Share your newsletter with new audiences

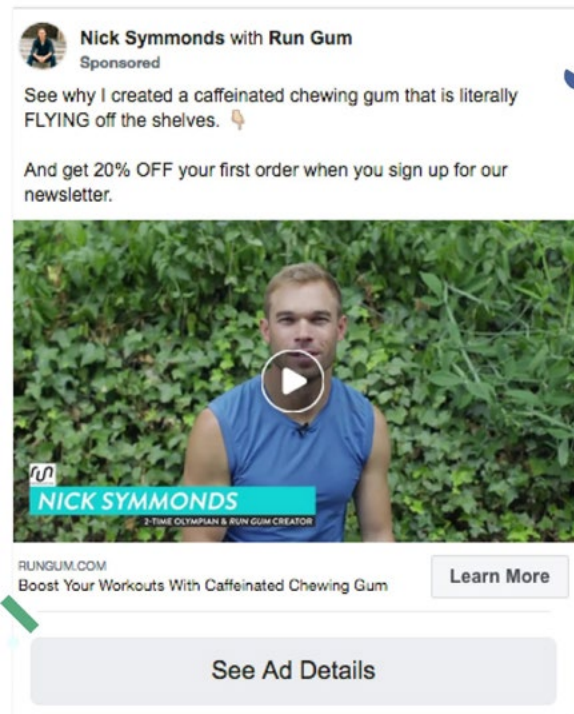
Most of the time we see influencers and creators promoting products....but why not use the influence these individuals have to increase the size of your email audience?

Doing this is fairly simple:

- Find partners who align with your newsletter theme and future products
- Team up for a sponsored social post, story, or joint venture that encourages audience members to sign up to your newsletter.

This way, you're expanding your call-to-action to someone else with an established audience that they've worked hard to build trust with. You get to piggyback off that hard work and tap into their highly engaged communities.

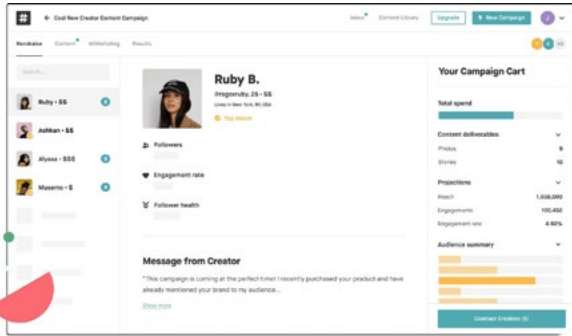
When it comes to partnering with social media influencers, Run Gum has a great example of this: Founded by two-time Olympian Nick Symmonds, [Run Gum](#) is an energy gum designed with elite athletes in mind (but created for anyone). Leveraging Nick's influencer status and large social following, he promotes a 20% off coupon in exchange for email signups to the Run Gum newsletter, which is a powerful incentive for curious shoppers.



The image shows a screenshot of a sponsored social media post. At the top, it says "Nick Symmonds with Run Gum" and "Sponsored". The text reads: "See why I created a caffeinated chewing gum that is literally FLYING off the shelves." followed by a hand icon. Below that, it says: "And get 20% OFF your first order when you sign up for our newsletter." The main image is a video thumbnail featuring Nick Symmonds, a man in a blue tank top, standing in front of green foliage. A play button icon is overlaid on the video. Below the video, there is a caption: "NICK SYMONDS 2-TIME OLYMPIAN & RUN GUM CREATOR". At the bottom left, it says "RUNGUM.COM Boost Your Workouts With Caffeinated Chewing Gum". At the bottom right, there is a "Learn More" button. Below the entire post, there is a "See Ad Details" button.

Now, How do you do this?

You want to make sure you focus on finding influencer partners that are relevant to your niche. Even though the goal is to get more newsletter signups, you're really focusing on attracting quality subscribers that would genuinely be interested in the digital products or services you offer. You can find relevant partners (that match your budget and needs) with a creator marketing platform like [Hashtagpaid](#). Creator marketing platforms make it easy to find and get matched with relevant influencers.



creator? For example: They get a great guest on their podcast, while you get to introduce yourself, your newsletter, and/or your freebie to a new audience. Take this example here where I was a guest on creator Vannesia Darby's podcast called and got to share my freebie during the podcast and in their podcast show notes in order to grow my newsletter subscribers.

In addition to working with influencers, you can also partner with other creators in your industry where you'd be featured as a guest and offer their community something of value, in exchange for getting in front of a new audience.

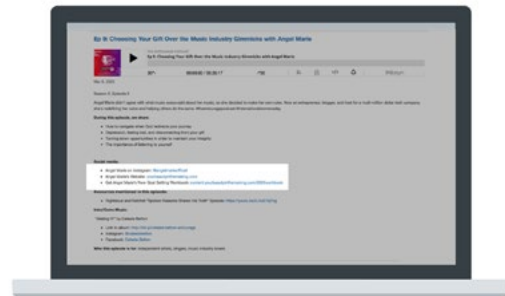
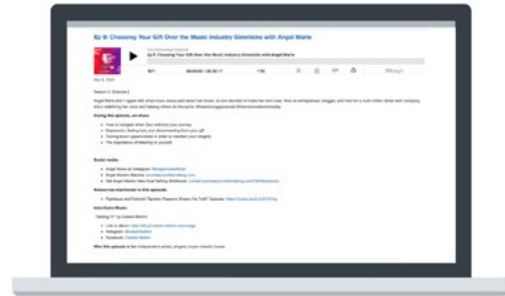
For example, you could be a guest on a:

- **Podcast**, and share your newsletter landing page or freebie with their listeners
- **Workshop** with another creator, and share your stuff with those that attend
- **Blog post**, where you write an article for them linking in your newsletter and freebie landing page inside that article
- Or even a **newsletter swap**, where you write a newsletter for their audience during one week and they do the same for you.

This gives you a chance to grow your newsletter community even further, just by taking the time to partner with other amazing creators out there.

Now, if you're wondering HOW you can go about this method? Start by doing your research. Look at the podcasts, blogs, or creators in your niche who host workshops or run their own online newsletters.

When you find the creators you'd be interested in partnering with, Develop a win-win situation - what makes it a win for both you AND that



Once you develop that win-win situation, Send them a pitch - that first initial contact on a potential partnership. Make sure that you're being your true, authentic self as you make the pitch. Mention what you respect about their craft, what you're currently working on that aligns with their current projects, and how you'd like to add value to their community.

Take this next image as an example sent to a creator's Instagram DM that reads:

*Hi [name of creator or influencer]!
Hope you're doing well!*

I'm [name] and I'm a [title and website]. I loved [something they posted or created recently]. It really aligns with something I recently created called [name and link to your newsletter or freebie]. I'd love to chat through the possibility of partnering on [project or medium] to talk about [topic] and offer this free value to your community. Let me know if you're interested!

Thanks so much, [name of creator or influencer]



When you get a subscriber's email address, then you have limitless opportunities to share your story. Go one step at a time.

Alright creator, that completes Module 3 of the Newsletters for creators course. We'll see you in Module 4 where we dive even deeper into getting your newsletter up and running. We'll see you there!

Eventually, you'll get to a point in your business where creators are reaching out to YOU with partnership opportunities rather than it being the other way around all of the time.

And remember...once you lock in any partnership, have a single call-to-action when you get in front of their audience. Even though you might be tempted to ask people to do all the things: Like sign up for your newsletter, visit your website, buy your products, and listen to your podcast...just focus on one thing.

MODULE 4: WRITE

Best practices for engaging email newsletters

LESSON 1:

How to write newsletter subject lines

Take a moment to imagine you're in your inbox, scrolling through unread messages. What makes you decide whether to click or not?

Besides your long-term reputation, your subject line is on the front line of driving high open rates. In the split second that people spend on deciding whether to open your email or not, your subject line is your advocate.

So if you want to start moving the needle on your newsletter open rates without jeopardizing your subscriber relationship, then stay tuned - because in this lesson we're going to walk you through the best subject lines across seven styles to transform you from reluctant subject line writer to an enticing copy extraordinaire.

So, a ton of really great points we'll be covering today.

But before jumping into the best newsletter subject lines, we need to cover your subject line's purpose. There are three things to keep in mind when writing subject lines that'll help you stick the landing:

Who is this newsletter for? Consider both your veteran readers that have been around for awhile along with your new subscribers

What action do you want your newsletter readers to take? Like promoting a new blog post to read or pitching your new course

What's your change driver? Every reader is hoping to achieve or change something. What exactly is it, and how can you pull that into the subject line?

By taking a moment to think about what your subject line needs to accomplish, it's easier to find a subject line style to match. So let's go ahead and walk through those.

1. Ask a question

If you take a look at your inbox right now, you'd probably see your fair share of subject lines [asking a question](#). This newsletter subject line formula is one of the most popular, and for a good reason. It can make people curious about your answer to a unique inquiry. Some question subject lines might prompt a reader to respond in their mind, and then open to see if you had the same answer.

Creator Jenell Stewart used this exact same formula for one of her email subject lines. If she found success in it, then you can too.

Jenell | Digital Co. | Inbox: What's a CTA Any Way? - | Jenell B Stewart - Your Coach | Unsubscribe | <https://unsubscribe>

2. Share a how-to guide

While a little intrigue does wonders for your open rates, you should never mislead readers. "How to" subject lines work well because they set very [clear expectations about what's inside](#). Use this type of newsletter subject line if you're

sending content that responds to a question you often receive or solves a problem you know your audience has.

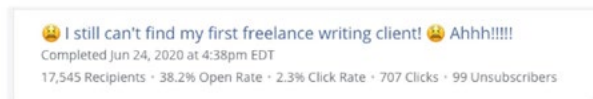
Just like Superpath, a career resource for content marketers, did in ConvertKit with one of their descriptive email subject lines. You can also see how great of an email open rate they have. Much of that open rate performance can be dedicated to the subject line they chose to write.



3. Pique their curiosity

These subject lines are powerful and particularly useful if you're covering a random mix of topics in an email or want to [build anticipation for something new](#).

Check out how creator Elna Cain uses curiosity in many of her subject lines, this one in particular amplifying an emotional impact.



Elna even explained her thought process behind her most successful newsletter subject lines.

The subject line, "I Still Can't Find My Freelance Writing Client!!!! Ahh!" used emojis to boost the emotional feeling this headline evokes. But, the underlying thought is curiosity. Is this email a personal story of mine? Did I suddenly have trouble finding clients? Or, is this a saying I hear most new freelance writers make when they message me? That email received 707 clicks and had one of my highest open rates of 38.2% when sent to over 17,000 subscribers.



Elna Cain

If Elna can have high-performing email open rates, just by being more intentional with her subject lines, you can too.

4. Include a relatable statement

As mentioned in previous lessons in this course, newsletters are a great way to build relationships with your audience. Relatable statement subject lines can help enhance that relationship by telling a personal story or letting readers know you understand their challenges. You can also use this subject line style to share an opinion that goes against the status quo. Let's take a look at some of our favorite relatable statement subject lines written by creators just like you.

- Why having "enough" feels so elusive – [Khe Hy](#)
- Are you an "I'm not sure I'm an artist" artist? – [Angela Fehr](#)
- Overwhelmed? When good thing + good thing + good thing = bad thing – [Jessica Abel](#)
- Kale chips are not as good as potato chips. – [Randi at Bohemian Vegan Kitchen](#)

All these subjects are relatable and can resonate with what your subscriber may be currently feeling or thinking.

5. Preview the desired outcome

A desired outcome newsletter subject line is all about the daydream that readers keep coming back to, or the pot of gold at the end of a rainbow. Use these statements to get a reader excited about what they could achieve, and then follow it up with a tactical solution. These subject lines are perfect for [introducing a new training video](#) or promoting a step-by-step article.

Just like these incredible examples here:

- A handbook that grows your online shop? Get it here! – [Chaitra from Pinkpot Studio](#)
- Utilising Instagram to Gain Leads For Your Biz – [Amanda Campeanu](#)
- Build Your Writing Team – [John Fox](#)
- There IS a way to stop the power struggles – [Nina Garcia](#)
- [5 min video] 5 KEYS to reaching your next level in business – [Kimberly Wenya](#)

- Posts from swissmiss from 10/31/2020 – [Tina Roth Eisenberg](#)
- Your Design Freebie + October Recap! – [Teela from Every Tuesday](#)
- Here's Your Download [Organized Home Checklist] – [Heather at A Simple Southern Life](#)
- FAQ about Your Home Dairy course – [Thrifty Homesteader](#)
- Sunday Brunch with Allen – [Allen Gannett](#)

6. Tell the time limits

When the pressure is on, people might be more likely to act. Some creators use time limits in their newsletter subject lines for the same reason retailers launch “limited time offers” and special collaborations—scarcity drives decisions.

Just like Pat Flynn, from Smart Passive, Income did. Your “time limit” subject line should include the product name and deadline.

Pat Flynn | Inbox: Free access to Smart from Scratch Ends Monday! - Cheers, Pat Unsubscribe (https://unsubscribe.co...)

It's important not to overuse time limit subject lines due to words that may trigger spam filters. Only use them when necessary to create a sense of urgency.

7. State it plainly

Sometimes simple is best. You don't need all the bells and whistles when you're welcoming new subscribers, confirming downloads, or giving an update. Plus, including your [newsletter name in your subject lines](#) could help readers recognize your content,

just like these examples here - If you find that straightforward subject lines resonate with your audience, embrace it and use it.

While these 7 different approaches to creating subject lines matter, don't stress about hitting it out of the park every single time. Your goal is to improve open rates by learning what resonates with your audience.

That means the ones that flop stand to teach you just as much as the ones that fly.

So, be sure to Check your subject lines before you hit send

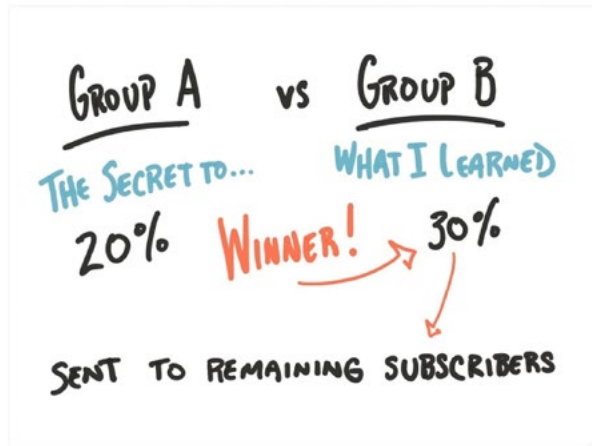
Testing helps you make the most of every ounce of subject line writing effort you put into your business. Before you hit send, [test your subject lines](#) for length and content.

CoSchedule is a useful reference tool, and an email subject line score over 70 is pretty ideal. Using tools like coschedule can help you edit your copy before sending.

You can also Run an A/B test

Another way to perfect your subject line right out of the gate is with A/B testing in ConvertKit.

Normally, running an A/B test of any kind requires some planning and calculating. ConvertKit helps you find top-performing subject lines, and then [automatically send the winner](#) to your list.



Examples of variations to make in your A/B subject line tests include:

- Sentence case vs. Title Case
- Emoji vs. no emoji
- Differing subject line styles
- [Personalizing with a first name](#) vs. generic subject line

I also encourage you to learn from past performance

Analyzing your past performance is a great way to improve your future writing. Look for recurring trends between your highest and lowest performing subject lines.

As you send more newsletters and try new subject lines, you'll have more data to compare what a "good" open rate is for your list. An **open rate of 20-30% is a good benchmark**, but the best comparison of performance over time is always to yourself, not others. If you'd like a copy of this subject line visual we're showing here, you can easily find it in this lesson of your course workbook.

In the next lesson, we'll walk through the essential copywriting tips to turn subscribers into buyers. We'll see you there!

ConvertKit

How to write newsletter subject lines like your favorite creators

#1: ASK A QUESTION

- Is it still worth launching a podcast?
- What's your next step?
- Life will go on. What's your plan?

#2: SHARE A HOW-TO GUIDE

- How to Design A System to Maximize Your Creative Output
- How to gain peace and productivity...
- How to lead a 70-person marketing team

#3: PIQUE THEIR CURIOSITY

- Been itching to tell you about this...
- Why You Should Never Read This Article Again
- Practically all writing niches are lucrative if you know this one thing

#4: INCLUDE A RELATABLE STATEMENT

- Why having "enough" feels so elusive
- Are you an "I'm not sure I'm an artist" artist?
- Overwhelmed? When good thing + good thing + good thing = bad thing

#5: PREVIEW THE DESIRED OUTCOME

- Utilising Instagram to Gain Leads For Your Biz
- Build Your Writing Team
- There IS a way to stop the power struggles

#6: TELL THE TIME LIMITS

- Last Chance to Get 30% off Same Side Discipline
- Just 2 days left to enter my October Anniversary Giveaway!
- Free access to Smart from Scratch ends Monday!

#7: STATE IT PLAINLY

- Your Design Freebie + October Recap!
- Here's Your Download [Organized Home Checklist]
- FAQ about Your Home Dairy course

convertkit.com

LESSON 2:

Essential copywriting tips to turn subscribers into buyers

The average American worker sends and receives [126 emails per day](#). As a creator, it's your job to write an email that is enjoyable to read and prompts the reader to stick around, and eventually, convert. I want to help you build confidence to send value-packed emails that convert. So in this lesson, we'll help you understand email copywriting best practices so you can deliver top-notch newsletters every single time!

These tips will help you strengthen not only your email marketing but every digital marketing effort in the future. So let's dive in!

1. Have a distinct and memorable brand voice

We talked about the importance of building your newsletter brand in lesson 2 of module 1. And we're going to touch base on it here as well because one of the first things your readers and subscribers will notice is the tone and style of your brand voice.

Your spelling, grammar, slang, and text formatting have a lot to say about your brand and the type of content you produce. Your brand voice is most successful when it stays consistent on every marketing channel, but it's hard to reach that consistency if you aren't sure what your brand voice sounds like now.

We recommend starting the brand voice process by creating a [brand voice style guide](#) with your [ideal client](#) or customer in mind. The brand voice style guide is a valuable resource that defines the most important elements of your brand voice and brand story.

It's common for a brand voice style guide to include:

- **The mission and purpose of your brand**
- **The core values of your brand**
- **A clear picture of who your ideal audience is**
- **Descriptive words that describe the tone and personality of your brand**
- **A branded list of vocabulary words or catchphrases**
- **Communication or customer service guidelines**

Just make sure to always keep your ideal audience top-of-mind whenever you make edits to enhance your brand voice.

2. Learn the basics of conversion copywriting

So far, we've mostly talked about email content creation, but how does content writing differ from conversion copywriting?

The main difference is that content writing is primarily done to educate or entertain your audience while conversion copywriting is meant to convert your subscribers into buyers.

Content Writing

Meant to educate or entertain your audience

Conversion Copywriting

Meant to convert your subscribers into buyers

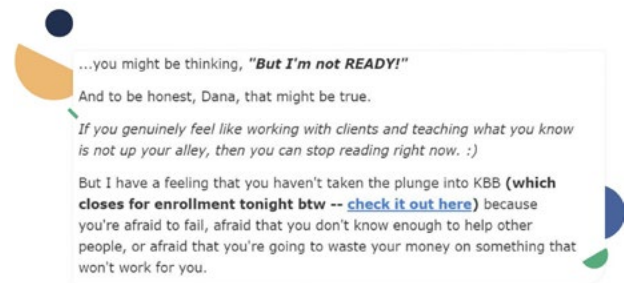
When you write an educational email, you won't be using many conversion copywriting tactics because you aren't focused on selling in that email. Instead, you want to provide a lot of upfront value. When you are ready to [create a soft-sell or hard-sell email](#), conversion copywriting techniques become really important in order to [make the sale](#).

Email copywriting is more about your reader than it is about you. Make sure you keep your readers' needs and pain points in mind as you write your newsletter.

3. Make your writing relevant and personal

Think back to the last email you got from a friend or coworker. Did the email address you by name? Did it mention something specific that is relevant to your daily life? Your email newsletters should be the same! Personalized emails result in [higher conversions](#). It doesn't matter if you are writing to 100 people or 10,000 people. Write your email marketing content as if you are writing to one person, and as if you deeply understand them.

Here's a great example of personalized content from creator [Melyssa Griffin](#). It's not too markety or salesy, but has just enough personalization to make me feel like she understands my pain points, fears, and ambitions.



4. Use "you" to keep your writing personal

The concept is simple: your copy needs to clearly outline why your reader should care about your newsletter.

The quickest way to achieve this is by replacing "I" statements with "you" statements. Let's take a look at a few examples.

"I wrote a new ebook detailing how..." → "My new ebook will help you learn how..."

"I'm going to show you how..." → "You're going to learn how..."

"I have a 50% off sale right now" → "You can save 50% off right now"

You see how those "you" statements aren't self-serving? You'll want to do the same thing inside your newsletter. This is a simple tip, but it can make a world of a difference.

5. Focus on the benefits before the features

One of the biggest mistakes new copywriters make is focusing too much on the features

when they should be highlighting the benefits. For example, if you're writing an email to gauge interest in your [new group coaching program](#), you'll want to focus on benefits like the confidence your clients will gain after your sessions and how it will improve their most important relationships rather than the number of worksheet exercises you'll give them.

Benefits are often more successful in making the sale because they create more of an emotional tie to your ideal customers.

Let's take a look at this newsletter snippet from ConvertKit creator, [A Branch of Holly](#). Holly uses her email copy to explain the benefits of her new program. Keep in mind, that the features are still important to include in your conversion copywriting, but they aren't as crucial as the benefits. Always lead with the benefits of anything you are selling and follow up that emotion-driven information with attractive features to help you seal the deal.

Give me 20 minutes a day for 4 days and I'll teach you how to prioritise your money making tasks so you can have consistent monthly income without working 24/7.

In these 4 days, I'll share with you how I was able to build a business to fit around my lifestyle, not the other way around. I'll teach you the exact steps that allowed me to have multiple successful launches and booked out programs, without being chained to my desk 24/7.

6. Tell a story

You can still craft a relatable, personal story as you write copy for conversions. If you make it all about the sale, your email will just feel like a long, drawn-out pitch. Instead, you can add stories from your own experiences or stories from past clients or students. These can be turned into case studies, testimonials, and so much more.

Check out at how creator [Joel Klettke](#) weaves stories into his email newsletter to engage his

readers. Keep in mind, that your goal when telling a story within your email is to make your reader FEEL something. That emotion will often translate into more trust because your audience member will feel heard, seen, or understood.

On Sept. 17, 1859 a failed businessman living in a flop house declared himself Emperor of the United States in a letter to San Francisco newspapers.

But here's the *really* insane part: next thing you know...

- + Bars began accepting his self-printed currency
- + Restaurants fed him on the house
- + Theaters held coveted box seats for him
- + City transport refused to charge him
- + When his military uniform got grubby, the city bought him a new one
- + When he died, his funeral was attended by 10,000+ people

And when he was arrested for 'lunacy' the outcry was so massive that the police issued a public apology and began saluting him in the streets.

To make it official, the 1870 census listed his occupation as "Emperor."

7. Write emails with great readability

Most readers [skim your content](#) and won't read every word. As a creator, your job is to make your newsletter as easy to digest as possible, highlighting key points and making your CTAs (meaning call to actions) hard to ignore.

You can improve your readability by:

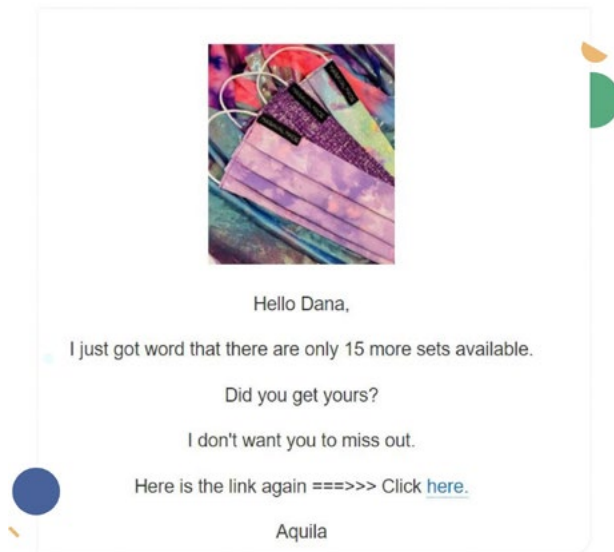
- Using short paragraphs
- Bolding or italicizing key information
- Breaking up long lists into bullet points
- Organizing longer emails with headers and sections

Your ultimate goal is to guide your readers easily through your content as they consume it on any device.

8. Use sales psychology

When you're diving into conversion copywriting, understanding [sales psychology](#) will be important. Knowing the "why" behind someone pressing your buy button is crucial. And the more you know about how your ideal client or customer's brain works, the more you can optimize your conversion copywriting.

ConvertKit creator, [Aquila](#), uses sales psychology in one of her emails to increase conversions to her products. You can definitely take that same approach as well.

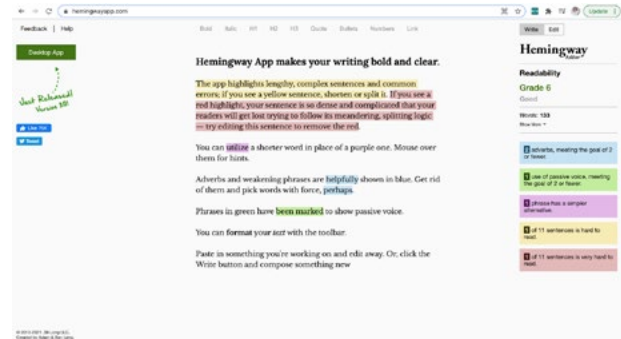


9. Don't forget to edit your email newsletter

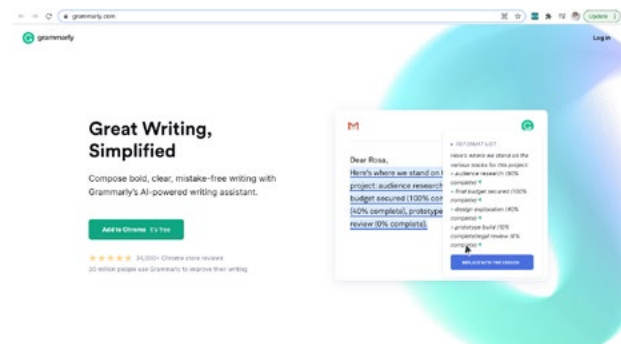
An often overlooked email copywriting best practice is editing. Forgetting to edit your emails could produce embarrassing moments if your grammar is incorrect or you accidentally misspell a word in your email.

If you don't have the budget to hire a dedicated editor for your content, you can use tools that will help you edit your work beyond the normal Word or Google Doc grammar and spell check tools.

[The Hemingway App](#) is one of our favorite editing tools because of its ability to go beyond correcting your spelling and grammar. It also counts how many adverbs you're using and how many sentences are hard to read and locates when you are speaking in a passive voice.



Another editing tool is [Grammarly](#), a free Google Chrome extension that will check your grammar. The tool calls itself your "writing assistant," which fits its capabilities perfectly. It will help you fix spelling, grammar, and punctuation errors.



Alright creator, you now not only know how to write newsletter subject lines, but you also have the knowledge to create the kind of email copy for engaging newsletters. In the next lesson, we'll walk through a demo of putting it all into action by first creating your newsletter template in ConvertKit.

We'll see you inside!

LESSON 3:

Create a personalized newsletter template

Intro

Hey creator, in this lesson we're going to walk you through two snippets of pre-recorded demos on the different approaches of either choosing one of ConvertKit's email templates for your newsletter, or creating a custom template of your own so you can start creating and sending those engaging email newsletters.

Let's go ahead and take a look at the first demo, taught by me, where I walk you through what it looks like to choose and brand your email newsletter template.

Demo 1

[Watch the demo here](#)

We'll dive into what it looks like to write your email within that template in the next lesson, but for now that's all you need to do to choose and brand a newsletter template in ConvertKit.

For the next demo, Olivya, our content specialist, will walk you through how to create a custom ConvertKit email template. Keep in mind, this is more of an advanced tutorial for those who are already comfortable working with custom HTML & CSS. If coding isn't your forte, then I recommend following the previous tutorial you just watched. Let's now head right on over to Olivya's quick training.

Demo 2

[Watch the demo here](#)

And there you go! You have your newsletter template ready to go no matter which tutorial you decide to follow. In the next lesson, we'll dive into what it looks to run those A/B tests, create your email content, and send that engaging email newsletter at a time of our choice.

We'll see you soon!

LESSON 4:

Create and send your email newsletter

Intro

In the previous lesson, we left off at creating our newsletter template right in ConvertKit. Now, we need to actually write out the content that will be in our newsletter. Basically taking what we spoke on so far in this course, and putting it all into action. Starting with running an A/B test for your subject lines.

Demo

SUBJECT LINES

With ConvertKit, all you need to do is click on A/B and enter two subject line options. a small section of your list will receive one, another small section of your list will receive the other, and ConvertKit finds which one is performing best. Then, it automatically sends the winner to the rest of your list.

- *Free access inside the Prosperous Mind Course!*
- *The number one thought should you never have*

Take this for example taken from a previous newsletter I sent out (Life update email performance). Subject line B performed better due to it's higher open rate and click rate than subject line A - hence why subject line B was the winner and therefore was sent to the rest of my subscribers.

EMAIL BODY COPY

Going back to our demo of today's email newsletter, we now want to create our email copy after writing in our subject lines. You have two options to create and edit your email copy. Our new email editor, which is what we're on now - or our legacy email editor which you can switch to if you prefer to have the email content toolbar.

For this example, let's stick with the new email editor.

Notice that when you click in the email body, a plus button will appear - which probably looks pretty familiar to you since a similar button appeared back when you created a newsletter landing page.

This content block button will allow you to add different pieces of content to your email. Like adding in personalization where the subscribers first name can be inserted in the email, and therefore addressing them in a more personalized way.

You can also add imagery, where you choose the image you wish to upload to your email, along with giving that image a specific size, a link or the specific alignment of your choice.

Let's say you want to add a button to your email, you can easily do that as well by inserting it, customizing the copy, giving it a color, and a link too.

Utilizing the content snippet is a great way to add reusable content to each newsletter you create. For example, back in lesson 3 of module 1 of this course, we spoke about adding your signature in every newsletter as a means of branded imagery.

To do this, let's save our newsletter work so far, and then head to the drop down menu and click "content snippets". Then click "new content snippet". Give your snippet a name and then start creating what you want that reusable content to be by utilizing that familiar content block. Just as I did with my email signature here. So let's go back to the broadcast tab where we were originally creating our newsletter copy to add in that signature.

Click back on the content block in your email body copy, and choose the content snippet to upload your email signature or any other snippet you previously created.

Feel free to play around with all the creative components you may want to add to your email in between your copy - from headers, to a bulleted list, or a testimonial. Remember, everything we previously discussed regarding email copywriting and creating engaging email newsletters will be implemented through the content you place in here.

When you're done creating your newsletter copy, we recommend previewing what it will look like from your subscriber's point of view. You can preview it in a tab, by clicking here. OR you can email it to yourself as well.

When finished, simply click save and next step. You'll notice how ConvertKit explains what will happen to your subject lines on the left along with giving you another preview of your email. On the right, you can simply send your newsletter to your subscribers right here.

If you want to schedule your newsletter to automatically send out for you, just click on the pencil icon, choose the day, time, and even the minute that you prefer this newsletter to go out.

And that's it my friend! Remember, the best newsletter creators stick to the same schedule day in and day out, so do your best to do the same when sending your newsletters, too.

Once you've sent your newsletter, you'll be able to see how well it performed back in the broadcasts tab. Head to the newsletter you recently sent, and I'm just going to choose one that I sent from a few weeks ago to show you what that looks like. When you click on it, you'll see what your open and click rates were. If you want to get more specific, you can view what subscribers opened the email, and what subscribers clicked the links IN the email.

You'll want to shoot for an average of a 20-30% email open rate, and an average click through rate of about 2-3%. The more you get into the habit of writing and sending newsletters to your subscribers, the more you'll be able to get a feel of the kind of subject lines and email copy your subscribers want the most, and thus you creating high-performing newsletters on a consistent basis.

Outro

Well creator, congratulations! Because so far in this course, you learned everything you need to know to start building a connection with your audience.

In our last and final course module, we'll be talking about how you can take this a step further by launching a paid email newsletter to help you build a new income stream for your business.

We'll see you inside!

MODULE 5: SELL

Launch your paid newsletter

LESSON 1:

Paid newsletters 101

Everything we talked about so far revolved around building a direct connection with your audience. But what we have yet to talk about in detail, is the fact that there are two different types of newsletters. **Free newsletters and paid newsletters.**

1. Free newsletters. Free newsletters give your subscribers free access to your content. They typically include more general content and are often used to drive sales in the future.

2. Paid newsletters. Known as a “subscription newsletter” or a “premium newsletter,” is where subscribers pay a monthly fee to a creator or company for exclusive content via email. The majority of paid newsletters arrive on a weekly cadence with a focus on a particular audience, topic, or industry.

So why would you shift from a free to a paid newsletter structure?

1. Growing demand for paid newsletters

The reality is there’s a growing demand for paid newsletter subscriptions. What’s more: consumers are willing to go the extra mile to support creators. Between the rise of platforms like [Patreon](#) or [Podia](#), creators have an incredible opportunity to give their audience exclusive access and get financial backing from their biggest supporters month-to-month.

2. Higher engagement rate

Another reason to shift to a paid newsletter model is the engagement rate. Your audience is already engaging with your content and showing interest in what you do. So why not allow them to support you financially?

With email, you have a higher opportunity for engagement with your audience. Even better news: engaged readers are up to [8 times more likely to convert](#) into paid subscribers.

So it’s worth a shot, right?

3. Easy way to scale your business

Paid newsletters are also an easy way to grow. Whether you have 1,000 subscribers or 10,000, having a paid newsletters provides an added revenue stream.

I know, sharing new content every week might sound intimidating, but it’s not as time-consuming as it sounds.

In fact, [Josh Spector](#) spends about 30-45 minutes writing each piece (not so bad, right?). He curates articles and shares a summary for each one. But, most of the summaries he creates are in the same format; he’s more or less filling in the blanks from his template. (His template is so subtle that even one of his team members had no idea he used one).

This Is How I Do It



I feel like a magician who's about to reveal one of his tricks.

After you read what I'm about to tell you, you're going to see my For The Interested newsletter in a whole new light and be able to employ a similar approach in your own newsletter, blog, or social media posts.

Following is an overview of how I summarize articles in my newsletter...

First, A Quick Note About My Newsletter

If for some reason you're not familiar yet with my For The Interested newsletter, I should probably start with a quick explanation of its format.

[Here's a recent issue](#) if you want to check it out.

Each issue features a curated collection of ideas to help creators produce, promote, and profit from their creations and those ideas are links to other articles, videos, or podcasts.

For each one I share, I include a brief summary designed to give readers a sense of what the article I'm linking to is about and why they should care.

Each issue features five summarized links and takes me about 30-45 minutes to write (not counting the time I spend finding things to curate).

The reason I'm able to compose the newsletter so quickly is because every article summary is essentially the same - I'm basically filling in the blanks on a format even though it doesn't feel that way.

(Side note: The person who works for me and helps me with the newsletter had no idea I was following the same format with each summary until I recently revealed it to her, so I assume most regular readers haven't picked up on it either).

Each summary contains a few basic elements - a headline, quote excerpt from the article, summary of the article (typically two or three sentences with each sentence as its own paragraph), and a related link to something I've previously shared (typically one of my own blog posts).

Now here's an in-depth look at how I craft those elements...

How I Write The Headlines

Just like with blog posts, newsletter article summary headlines are important because most readers will skim the headlines first and only read the summary if the headline catches their attention.

In some cases my headline is the same as the headline of the content I link to, but

Getting in the mindset to shift from free to paid

It's important to get into the right mindset when shifting from free to paid, or adding on a paid newsletter alongside the free newsletter you

offer. You might feel weird asking your amazing audience to pay for something you've been providing for free. Or maybe you're feeling like you're in the "sleazy sales" boat for asking for money from your loyal subscribers or new subscribers.

But think about it this way: getting paid for higher-value content means you'll be able to serve your audience even better, creating more content for the audience members who care about your work the most.

Give your audience more ways to support your work. For the audience members who are genuinely invested in the content and stories you share, chances are, offering another way for them to support will be exciting. Plus, if you already have a sizable audience, a small percentage of paying subscribers could make an incredible impact on your bottom line.

Dave Gerhart, Founder of the [DGMG newsletter](#) shares:

“

Today there is such an amazing opportunity to build a real business as a creator, and there are so many tools that make it easy to monetize. If you already have a sizable audience, what if 10-20% of your current audience became paying subscribers? Would that be meaningful to you? In most cases, the answer is yes.

”

- Dave Gerhart, DGMG newsletter

Serve your audience first and foremost.

Serve your audience first and foremost. If you're worried about whether customers will come to your paid list, keep one thing in mind: value. Andrea Hernandez, Founder of the [Snaxshot](#), also knows the value of serving your audience.

“

With my newsletter, I've always had a utility-first mentality. I ask myself, 'How is this helpful for my audience?' versus 'Here's something I have to say.'

”

– Andrea Hernandez, Snaxshot

Above all else, make your content about your readers, not about you. Not only will it help you serve your audience better, but it will remind you of why you're offering a paid newsletter, to begin with.

With a paid newsletter, you get to share your creativity, attract a devoted following, and have the opportunity to generate a healthy revenue. Put your audience first, and you'll go far.

Next up, we'll talk about the 5 steps to starting a paid newsletter. See you in lesson two!

LESSON 2:

5 steps to starting a paid newsletter

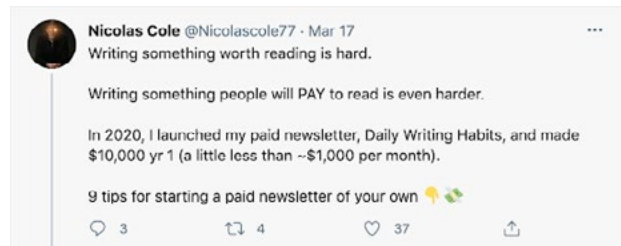
Most premium or paid newsletters arrive in subscribers' inboxes at least once a week. This is a pretty standard way to consistently provide value without being too overwhelming for your audience.

Sound like a lot of work?

Don't worry. Newsletters are actually pretty easy to launch and maintain, even when you're an independent creator or only have a small editorial team. Once you have a workflow or system in place, content creation can become more like a well-oiled machine so you can easily share consistent, high-quality content in your paid newsletter.

And yes, it's entirely possible to make a healthy living from newsletter revenue alone. Journalist Heather Cox Richardson, for example, brings in about [a million dollars a year on her paid newsletter](#).

Even creators that are new to the game, like [Nicolas Cole](#)—who just launched his paid newsletter last year—are bringing in just under \$1,000 a month.



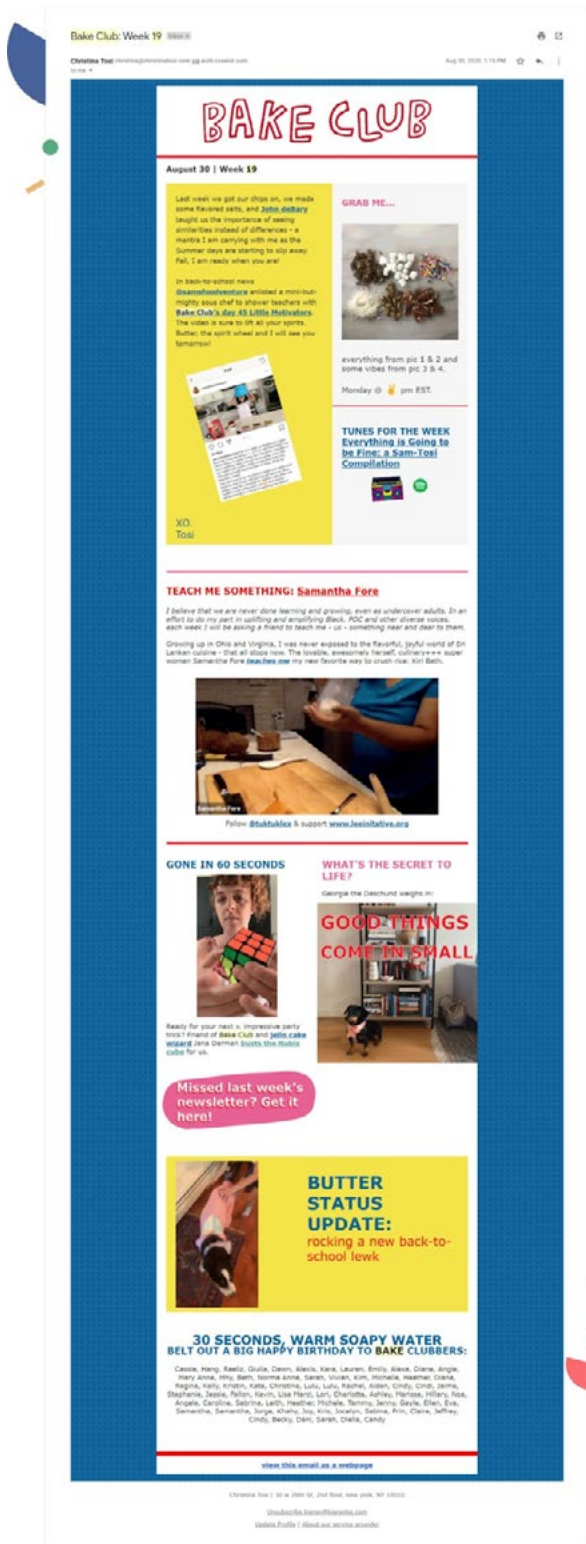
Or you could just bring in an additional stream of income for your business through a paid newsletter.

So, how do you start one?

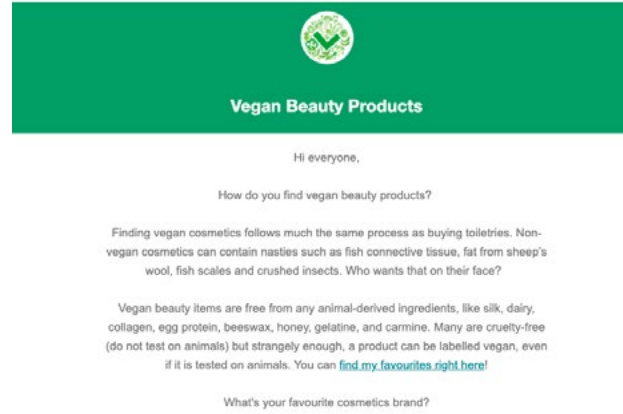
Step 1: Choose your topic

When planning and launching a successful premium newsletter, focus on a niche. The more specific your topic, the more of a passionate audience you'll draw.

[Christina Tosi](#) shares a weekly newsletter called the Bake Club, with weekly recipes for her subscribers.



Or In the Learner Vegan newsletter, [Katy Malkin](#) shares tips, recipes, and product recommendations for subscribers passionate about learning about all things vegan.



You can create a newsletter about almost any topic, industry, or interest. Best of all, you get to tell stories, write about topics you love, or share valuable lessons—all without editors, clients, or advertisers looking over your shoulder.

Step 2: Pick the right platform

[ConvertKit Commerce](#) is one option that makes paid newsletter subscriptions easy. If you use ConvertKit for your email marketing, adding a paid newsletter option only takes a few clicks. If you don't currently use ConvertKit, you can sign up for our free plan to start selling your paid newsletter. More details on how to use ConvertKit to sell your paid newsletter is coming in the next lesson, so stay tuned.

Step 3: Choose your content

You have to decide what your paid newsletter content will look like.

How do you decide what specific content to put in your paid newsletter? What content is worth paying for vs. your free newsletter content?

You'll want to pinpoint what kind of content gets the most traction with your audience.

- **Look at the data:** Check your open rate and click-through rates for your free newsletter and determine which emails and links get opened most often. Look for patterns in your data and start to build your content based on those trends.
- **Share on social:** Post snippets of content on LinkedIn, Twitter, or in your free newsletter to gauge how your audience interacts with your content.
- **Ask your audience to start a conversation:** Create a poll on Twitter or ask your existing subscribers what they think about your newsletter content (go straight to the source, rather than taking a guess)

[Brian Speronello](#) does a great job of this. He asks new subscribers what some of their challenges are and invites them to hit reply. What's great about this method is you're helping your audience feel valued, and then you can use any responses you get as inspiration for future paid newsletter content. It's definitely a Win-Win!



Brian Speronello brian@freelancelikeapro.com x1a.kartra.net
to me

Now that you've seen a few of my best freelance business tips and resources, I want to know...

What's the #1 question or challenge you have when it comes to freelancing right now?

In other words, if you could wave a magic wand to change just one thing about your freelance business right now...what would it be?

Hit reply and let me know. I read every email. And I respond to as many as I can.

Can't wait to hear from you!

-Brian

Step 4: Nail down your content strategy

There are tons of options to consider when planning your newsletter content. Here are a few routes you can take:

- You could **save the best content for your paid newsletter and use repurposed or limited versions in your free newsletter**, driving folks from free to paid through a conversion funnel
- Or You could **only offer a paid newsletter**. Turn your free newsletter into a paid newsletter and give your audience the ability to support you by purchasing access to your newsletter content.
- Or, you could do a **blended approach**: offer a free newsletter and give subscribers the option to support you in any amount they want.

Step 5: Figure out your pricing

You're running a business, so that means charging the right amount for your premium newsletter content.

But pricing your newsletter might not be as cut and dry as it sounds.

Paid newsletters have plenty of pricing models that are affordable for subscribers—and profitable for you too!

- You could **charge a small fee** (even \$3 per month) to help you kickstart your audience.
- You might **offer multiple content access levels** at different tiers. For example, \$29 per month gets you exclusive insider content.
- You could give your audience the option to **pay annually at a discounted rate**, just like Anne Helen Petersen does with her paid newsletter Culture Study. Her subscription

also gives subscribers the option to become a founding member—providing extra content at a higher price point.

You can read the long version of what this newsletter will be (and who I am) on [the fancy new "About" page](#). **Culture Study** will come out two to three times a week, and will include a mix of features, recommendations, interviews, discussion threads, and good old fashioned blogging. Paid subscribers get it all. Free subscribers get one newsletter a week. You can click the button below to change your current subscription to a paid one — or to subscribe (even unpaid) for the first time.

In general, you can decide to price your newsletter with what you feel is best. And remember: you can always change your pricing model later on, too.

Next up, we'll walk through a full demo on how to create your paid newsletter in ConvertKit so you can begin generating subscriptions. we'll See you soon!

LESSON 3:

Create a paid newsletter product page in less than 10 minutes

Demo

Step 1 in the newsletter creation process, is to first decide how you want to gather emails onto your newsletter. Let's begin by building a landing page to accomplish this. Choose the newsletter category option on the left hand side to get access to landing page templates specifically built for promoting a newsletter. From there, choose the template you'd like to use.

Next, you'll customize your landing page. Name your landing page at the top left, give it a strong headline, a subtitle, a high quality image, and add additional content pieces to make your landing page stand out even more. You can even add newsletter feeds to show off your best content by visually showing viewers the previous newsletters you sent out. Feel free to customize the order, display, and the text color, too. To enable your newsletter feed to appear on your landing page, just click into it from the [broadcasts page](#) in your account. Then from the sidebar, click the toggle next to 'Enable on public feeds'.

When your done creating your newsletter landing page, click save and publish, and then head to "share" so you can begin sharing your

landing page to attract subscribers to your newsletter

Now comes the time to actually send out your newsletter to those newfound subscribers.

First, you'll want to create a newsletter template. Head to the drop down menu in the upper right corner, and click email templates. Then, click new email template. From here, choose the template that you prefer to use on a consistent basis.

Next, you'll start customizing what you want this template to look like.

In this case, we'll give our template a name, a headline - which is the name of our newsletter, a subtitle, a branded background color, link color, and button color as well.

When you're done customizing, click save.

Then, head to the broadcasts tab and click on new broadcast to send out your newsletter. From here, choose who you want to receive this newsletter. Will it go out to all of your subscribers? Or maybe you'd like to filter it down to a specific group. When you're done specifying, click next.

From here, choose the newsletter template you just created.

Then, start writing your email! Give it a subject line, write the content you'd like to go inside this email, and you can even use that familiar plus button to add more creative components to your newsletter, too.

When you're done writing your email, click save, next step, and then you can send your newsletter immediately to your subscribers. Or schedule it to automatically send for you on a specific day, time, and minute.

And that's how you can easily create and send your beautiful newsletter in ConvertKit.

LESSON 4:

Promote your paid newsletter

Alright creator, so in this lesson I'm going to do a visual slide presentation to help you get a better feel for what it looks like to promote your paid newsletter, which is another essential component.

Paid newsletters are inherently less shareable. Your most valuable content is only shared with paying subscribers, so you need to work harder to get the message out about why people should subscribe.

First, Tip #1, 2 and 3: we're going to reference back to a previous lesson where you learned where you should share your free newsletter landing page. And those 3 tips are to share your paid newsletter on social media, with other influencers or creators via partnerships, and sharing on your website, too.

For example, to share your paid newsletter on your website - Share snippets of paid content for free, and prompt readers to unlock the full post by joining the subscription.

[Cleaning the Glass](#) is a great example of how to do this well. It shares enough content to make readers see the quality and prompts them to unlock the full article with a subscription button:



The Celtic Surprise

Boston has won 16 games in a row and has the best record in the NBA. How have they done it? And can they possibly keep it up?

NOVEMBER 22, 2017

It was hard to know what to expect from the Celtics coming into this season. They had added Gordon Hayward and Kyrie Irving, two offensive stars, but they had lost their offensive focal point, Isaiah Thomas, and had to mine their depth in order to pull off those acquisitions. The Vegas win totals and statistical projections mostly

55 win team, right in line with last year's version. But

Along with including snippets on your website, you could also include an entire section for your paid newsletter. Journalist [Sonia Weiser](#) links to her paid newsletter signup page in the navigation bar, so that it's front and center. Here, she includes how often subscribers will get a newsletter (two newsletters per week), the cost (\$3/month), and goes over some frequently asked questions about the newsletter, too.

Opportunities of the Week Newsletter

Interested in hearing about freelance pitching opportunities? Sign up for my **\$3/month 2x per week newsletter**.

Why do you do this? When I first became a full time freelancer, I added the hunt for calls for pitches and writing opportunities into my nightly routine, and at this point, I have it down to a science. Originally, I would just retweet all the ones I saw on Twitter, however, in July 2018, I decided that I would turn my findings into a newsletter to help spread the word to people who don't have the time to spend going through social media with a microscope.

I can't afford **\$3/month**. **\$3** is the suggested rate. If you can't afford that, you pay what you can. If you can't afford anything, sign up and select the "sponsored slot" checkbox on the form. No need to email me. I trust that you're asking because you need it. No one is turned away.

In addition to sharing your paid newsletter on social media and your website, you'll also want to...

4. Cross-post

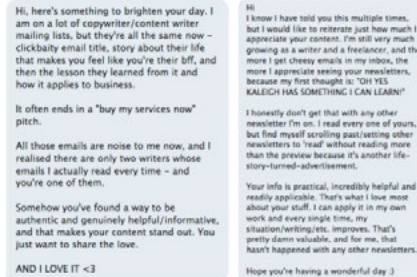
Share snippets of your best content on online communities like [IndieHackers](#), [Reddit](#), or the [ConvertKit Community](#) like in the image shown here. There is never any harm in giving away some of your paid content for free to encourage more newsletter signups. To access the convertkit community, you can head to the question mark in the upper right corner of your ConvertKit account, or head to the drop down menu and click on community. From here, you'll be redirected to our community where you can join groups, topics, AND cross-post just as we talked about earlier.

5. Share testimonials

You could ask what your audience thinks about your content and share their testimonials on your website, social, and the free newsletter, like writer [Kaleigh Moore](#) did in order to gain traction towards her paid newsletter.

No fluff, no garbage.
Bi-weekly since 2015.

Here's what subscribers are saying about this newsletter:



"When Kaleigh's newsletter shows up in your inbox and it tackles the VERY thing you're struggling with...you know it's good."

— Sasha Hull

6. Give your audience options

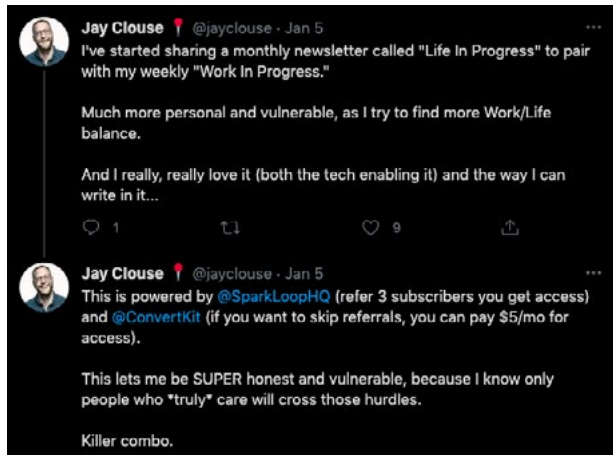
If you're looking for a way to serve your audience at different price points, offer suggested rates or allow subscribers to pay what they can.

Or, you could even give your audience the option to refer people to your newsletter to gain access to the paid content for free.

Using ConvertKit Commerce and the SparkLoop integration, which by the way: Sparkloop is a referral tool for newsletters that allows you to incentivize signups to your email list. So Jay Clouse used both ConvertKit and Sparkloop to promote his newsletter with two options:

- **Number one:** Refer three friends and get free access to newsletter content.
- **Number two:** Skip the referral option, and the audience pays \$5/month with ConvertKit Commerce.

And you can see how Jay promotes his paid newsletter in this email snippet here, where he gives his subscribers two options towards the bottom of this email to choose from.



Alex Cattoni is a copywriter, marketer, and the founder of The Copy Posse, where she teaches people to become freelance copywriters.

In 2008, she put law school on hold and moved to Malaysia to accept a gig at Mindvalley, one of the world's leading online personal growth publishers. Since 2011, Alex has launched several successful brands and have proudly partnered with many transformational authors and businesses, writing high-converting sales copy, scaling multi-million dollar brands, and crafting iconic promotional campaigns.

In 2017, Alex started her YouTube channel where she now has 75,000 subscribers and more than 1.5M views.

In 2019, Alex launched the Copy Posse Academy, her paid program for helping people learn the copywriting essentials that today's businesses are looking for.

In this episode we talk about Alex's start at Mindvalley, her decision to freelance, the connection between marketing and copywriting, the massively successful launch of her coaching program, and why thinking about what she values has helped her push the boundaries of her comfort zone.

[Click here to listen](#)

Thanks for reading this slightly-longer-than-usual edition of Work In Progress! I hope you had a restful weekend, and you're gearing up for a big week ahead. Reply to this email and let me know what you've been "padding" on lately.

Cheers,
Jay

PS: If you grew up in the 90s you'll probably [like this](#) as much as I did.

Get Access to Life In Progress

You only need 3 more referral(s) to start receiving **Life In Progress**.

Life In Progress is a private, monthly newsletter that shares a deeper look at the life side of work-life balance. While Work In Progress will continue to document what I'm learning about work, Life In Progress will give a transparent look into what I'm learning about living and becoming a better human.

Just share your unique link below to refer subscribers and gain access to the next update.

[Share on Twitter](#) - [Share on Facebook](#) - [Share on LinkedIn](#) - [Share via Email](#)

Or copy and paste your unique referral link: https://jayclouse.com/emails/7rh_ref=79a5dc11

Want to skip the referrals? [Subscribe and support my work for \\$5/mo.](#)

If you're wanting to try Jay Clouse's method, go for it! You will, however, need access to ConvertKit's sparkloop integration which is available in our creator pro plan. If you're new to ConvertKit and would like to check this method out for yourself, I've linked in where you can access your free trial of creator pro along with a few additional articles on how the sparkloop integration works.

And last but not least...



7. Leverage the power of giveaways

Who doesn't love a good giveaway? Giveaways are a great way to convert a "rented" audience of social media followers into an "owned" audience of email subscribers. The followers you have on social media channels are already interested in the work you do, so giving them a reason to sign up for a newsletter with a fun giveaway can help spur that action. Running a giveaway is also a lot cheaper than other promotion methods (like, say, social media ads).

The creators behind [Yeah Write Club](#) hosted a giveaway on Instagram to boost their newsletter subscribers. They offered a few free copies of interviewees' books—a giveaway that cost under \$100—and it resulted in 350 new subscribers.



Always Remember: being yourself pays off. Most paid newsletters aren't an overnight success for most creators. The best premium newsletters took years of nurturing an audience to reach where they are today.

So Start small, be patient, and before you know it, you'll have a thriving newsletter subscription business that supports you financially while letting you share what you love.

In the next lesson, we'll dive into how you can grow your paid newsletter subscriptions to 1,000 and beyond. See you there!

LESSON 5:


Grow your paid newsletter subscriptions to 1,000 and beyond

A common question you might have at this point in the course, is how can you get more people to subscribe to your newsletter, let alone purchase a newsletter subscription? In this lesson, I'll be providing you with some tips for growing your paid newsletter subscriptions to 1,000 and beyond.

1. Be generous

When it comes to promoting your newsletter, generosity goes a long way. Writer Nicolas Cole [launched his paid newsletter](#), called Daily Writing Habits, in 2020 and made \$10,000 in his first year (which comes out to a little less than \$1,000 per month). His strategy? He gave most of his content away for free. He says: "Most writers treat their paid newsletters as 99% paid, 1% free. Do the opposite. Make your paid newsletter your Greatest Hits. But keep creating free & compelling content elsewhere."

All in all, make sure you're focused on GIVING, before monetizing.



Nicolas Cole @Nicolasco77 · Mar 17
1/ Give 99% away for free / monetize the last 1%
Most writers treat their paid newsletter as 99% paid, 1% free.
Do the opposite.
Make your paid newsletter your Greatest Hits. But keep creating free & compelling content elsewhere.

2. Consistently share high-quality content

Consistency is critical when you're sharing a paid newsletter; it's just as important as maintaining a high bar for quality.

Consistently sharing high-quality content has worked well for journalist [Sonia Weiser](#). In her [Opportunities of the Week Newsletter](#), Sonia curates a roundup of freelance opportunities, which ultimately reduces the legwork for people who don't have time to search through social media for freelance job opportunities. Delivering consistent content is what moved the needle for Sonia. Her advice: "Be the nicest person in the room and consistently create a quality product. People will recommend your newsletter if they know you constantly deliver."

[Sonia Weiser](#) [About/Contact](#) [Published Clips](#) [Opportunities of the Week Newsletter](#) [Public Places Where We've Cried](#)

Opportunities of the Week Newsletter

Interested in hearing about freelance pitching opportunities? Sign up for my \$3/month 2x per week newsletter.

Why do you do this? When I first became a full time freelancer, I added the hunt for calls for pitches and writing opportunities into my nightly routine, and at this point, I have it down to a science. Originally, I would just retweet all the ones I saw on Twitter, however, in July 2018, I decided that I would turn my findings into a newsletter to help spread the word to people who don't have the time to spend going through social media with a microscope.

As long as you provide actionable advice that results in the ROI for paying for the newsletter subscription, your content will validate the subscription cost.

3. Think “different” not “more”

Once you start getting paid for your newsletter, it's tempting to think getting more money means generating more content. After all, you want to meet (or even surpass) your subscribers' expectations.

But, as creator [Josh Spector](#) says, no one actually wants “more”—they want *different*:

“Rather than charge for extra issues or bonus content, create a newsletter that offers a different take on a complementary or related subject that your free subscribers will want to access. For example, rather than offer two additional editions of your free newsletter each week to justify the paid subscription cost, you can offer one edition of this new, different paid newsletter. This approach can also reduce your workload.”



Most Paid Newsletters Fail Because They Offer More Instead Of Different

7 months ago In Articles

My first paid newsletter flopped because I made the same mistake most writers make.

I tried to sell my audience more.

For tech and media journalist [Simon Owens](#), he learned the hard way just how important being different was: “In the early days, I just sent out an extra newsletter each week to paying subscribers, and it didn't do much more than round up some industry news with a bit of added analysis added in. Then, one of my subscribers reached out and offered advice: If you want people to pay, you can't just offer more of the same. You need to offer something different, something with more value.”



After that valuable feedback and reality-check from one of his audience members, Simon started doing interviews with his network of successful media entrepreneurs. He formatted his interviews as case studies for paid subscribers, including many valuable insights for his readers.

Here, Simon walks through an in-depth, reporting-style interview—weaving in fresh quotes and perspectives from media entrepreneur Jonathan Rick:

Once he shifted from “more” to “different,” his paid newsletter really took off. In fact, in the words of Simon, “the response has been incredible.” We want that to be the same for you, too.



Not many people know what it's like to have their hopes and dreams crushed over the course of a single lunch meeting, but **Jonathan Rick** experienced it firsthand in 2004. That's the year he got an internship at Time Magazine, a dream role for someone who wrote for his college newspaper and had long wanted to break into journalism.

One day Priscilla Painton, who was then an assistant managing editor at the magazine, took Rick out to lunch. "She asked me about my goals, and I told her that I wanted to be the next Joe Klein," a veteran Time columnist. "And she said, 'That's great. Come see me in 30 years.' And she was serious."

Painton explained that you didn't just wake up one day and become a magazine columnist. Most of the top opinion writers first spent years as reporters, performing the kind of meat-and-potatoes journalism that can be found in virtually every newspaper, from your local weekly all the way up to The New York Times. "But I didn't really want to become a reporter," Rick told me. "I wanted to become a columnist."

4. Share exclusive content

How can you share exclusive content? One way is with interviews, case studies, and reports.

Use **interviews and reports** as a way to go above and beyond to offer exclusive content members want to pay for.

For example, Alicia Kennedy's [paid newsletter](#) includes interviews every Friday.



From the Desk of Alicia Kennedy

I'm a writer based in San Juan, Puerto Rico. I send out a weekly essay on issues in food, from politics and climate change to culture and labor. Paid subscribers also participate in Wednesday discussions and receive the Friday interviews.

[Subscribe](#)

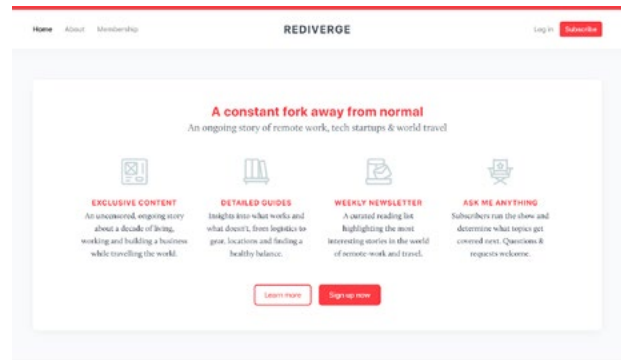
Let me read it first >

Another thing Alicia Kennedy offers as a perk for newsletter subscribers is weekly Wednesday discussions, which brings us to...

5. Providing unique experiences

Getting access to special events or discussions gives your audience a new way to engage with you. Think beyond what you normally do for your audience. What's a unique way you can keep readers engaged and excited about what you produce?

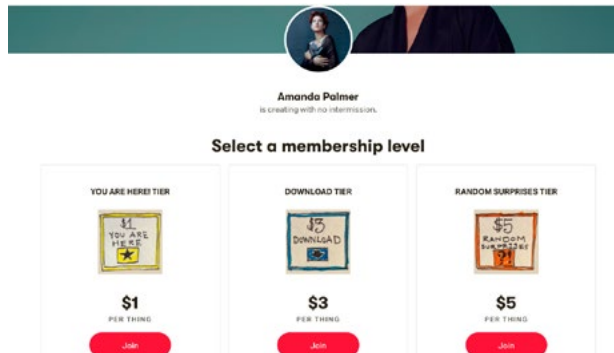
Beyond full access to private stories, Rediverge subscribers also get access to a members-only Q & A with founder [John O'Nolan](#). This "Ask Me Anything" style of audience engagement allows subscribers to choose what topics are covered next.



You could also provide bonus material and resources, which is tip #6.

With these, the options are endless. There are countless ways to create and share bonus materials and resources for your paying subscribers. Give access to in-depth lessons, videos, podcast recordings, and more.

Musician [Amanda Palmer](#) is a great example of how to serve your audience at different levels. She offers everything from special downloadable songs to sending wall art in the mail.

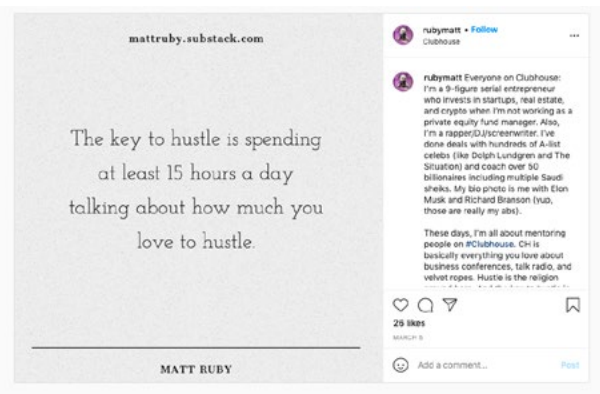


Now that we understand the different kinds of content you can offer in your paid newsletter, let's go ahead and transition into some long-term methods of promoting so you can continue taking your paid newsletter subscriptions to 1,000 and beyond.

Now, We did talk a bit about promoting in lesson two, but we're going to dig a little deeper here.

The first step is to **reach out to your existing audience across all your channels** and let people know why they should join your paid newsletter: share your signup page far and wide (and make sure the signup link is in your social media bio, too!).

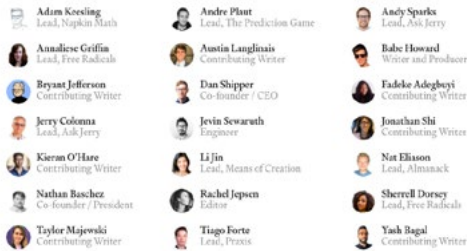
As you can see in this image here, Comedian and writer [Matt Ruby](#) posts clips of his newsletter across all of his accounts: He even shares: "I use social media as lead gen for the newsletter and post clips from it to all my accounts. I also gather testimonials for it to use on my opt-in page, put an opt-in to it in my email; signature, and make regular requests for people to share my newsletter as well."



Beyond sharing on your social media channels, look for opportunities to partner with other paid newsletter creators. This way, you get to scale both your audiences together—a win-win for both of you.

A great example is the Everything Bundle. [Nathan Baschez partnered with Dan Shipper and Tiago Forte to create the Everything bundle](#), combining their newsletter subscriptions like a magazine to expand their reach (and bottom line).

The Collective



There are so many ways to promote your paid newsletter and provide value for your audience.

Your unique perspective on a topic is what keeps readers coming back for more. Keep showing up and sharing high-quality content, and your referrals will spread the word for you.

Course Completion:

Well creator, you've officially completed Module 5 of the Newsletters For Creators course. Major congrats to you for sticking through it! In the next module, you'll find the course's bonus material containing a joint webinar with a creator who will show you how he put all the pieces together to launch not just any newsletter, but a successful one.

In the meantime, congratulate yourself for taking this course. We believe that the future belongs to creators like you. And one of the biggest moves you can make as a creator is to consistently and authentically connect with your audience through a newsletter. And you now have the blueprint on how to do just that. The time is now, my friend. Just take it one step at a time, and you'll be on your way to discovering your true fans and future buyers.

Until next time, keep creating!

MODULE 6: BONUS

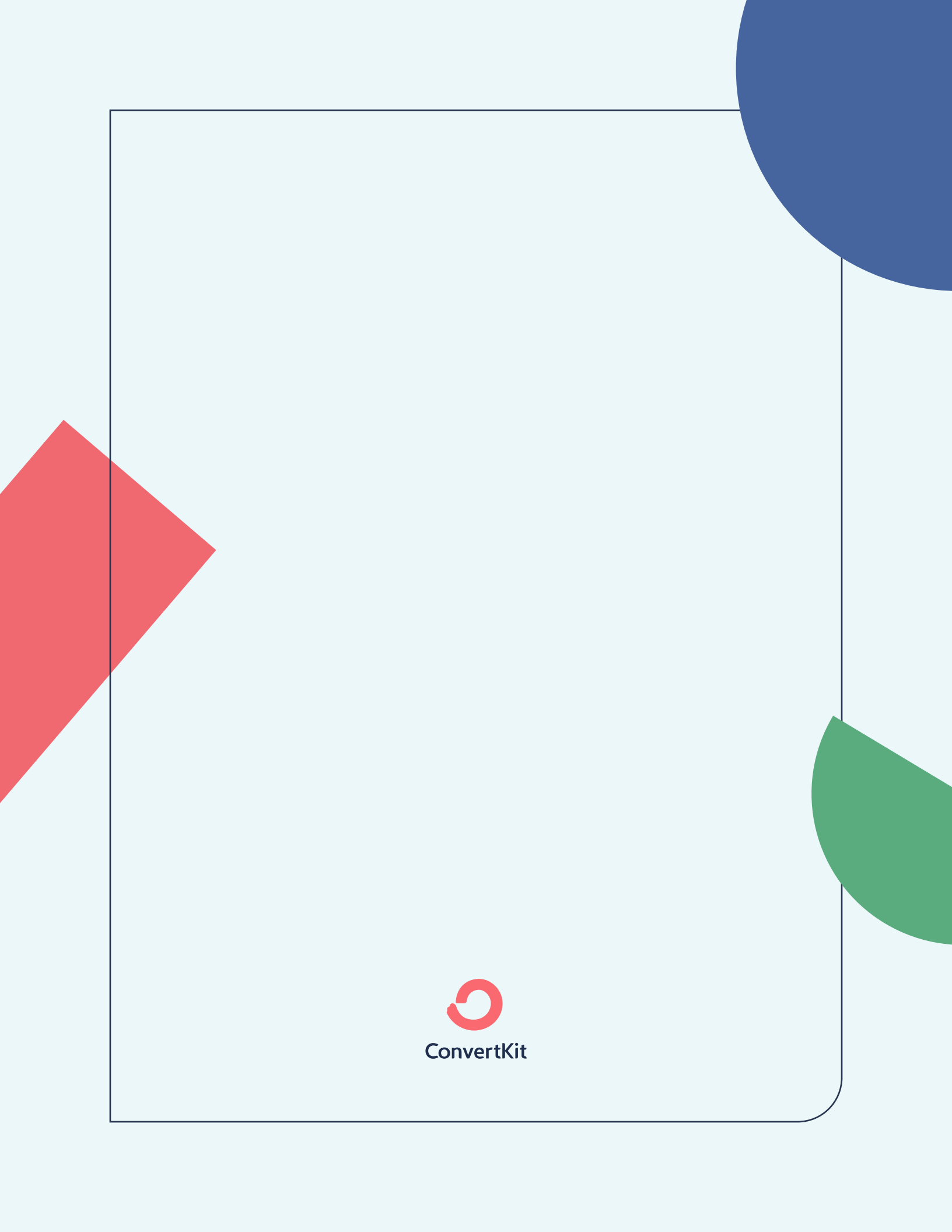
Joint workshop with newsletter creator Khe Hy

This module includes bonus material containing a joint workshop with creator [Khe Hy](#) who will show you how he put all the pieces together to launch not just any newsletter, but a successful one. Learn from Khe Hy's personal strategies by accessing the workshop in the course or by clicking on the link down below!

[Click here](#) to access your bonus of the workshop

[Click here](#) to read Khe Hy's creator story

[Click here](#) to discover how Khe Hy grew his newsletter subscriptions to 27,000+



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