

Wherein I complete [this email template](#) for my weekly email.

Email Newsletter Charter for “Reading by Nathanael Yellis”

Audience	We will send an email to ...	<i>I email my professional network</i>
Cadence	... every ...	<i>every Friday</i>
Theme/Topics	... on ...	<i>a set of 3-5 good links on marketing technology, politics, religion, or personal interests</i>
Tone/Approach	... with a sense of ...	<i>with an intro covering my thinking on the topics from the links</i>
Goal	... to help us ____.	<i>to help us stay connected and for my work at HubSpot to be top of mind for them.</i>

Audience

Who are the audience(s) that you want to reach?

People who know me from my work: Heritage/DC, SRG, and HubSpot consulting. They know my name and that I work on martech, politics, and related topics. They're more interested in staying connected with me than with any particular topic or approach. Most of them have job titles in politics/media, technology/marketing, or sales/fundraising.

Where will your subscribers be when they read the email?

These subscribers generally read my email at work, often on their phones. They often reply to the email, almost always within 24 hours.

Why do these audiences want this email? What need do they have that an email newsletter will serve?

They want to hear from me so original thoughts on the topics I present typically resonate best. They want a reason to email back to me.

Competitors

Where do your audiences hang out? Where else do they get similar news?

These people are generally on conservative Twitter or MarTech twitter or Substacks, so they see some of the same sources I do. I uniquely cross the threads, but often at least some will have seen the major links that I include. They likely see a ton of similar-ish stuff on LinkedIn or Twitter within their professional circles.

What other emails exist serving this audience?

Ben Evans on technology, Ben Thompson on strategy, Dispatch on Substack, other Substacks from conservative-ish writers. A few link aggregators likely are similar to me, like Eric Wilson's buildbetter digital effort.

What will differentiate my email from the others?

My voice as Nathanael is about the only differentiation. The unique spin is politics + technology + religion + Maine. It's an email for my people from me. I won't be faster to headlines than real journalists nor more insightful than real analysts. This email is my blog.

Theme / Topic Areas

Choose a building block: personality/voice is primary, but I aim for a need/want set of links too. Identify not helpful.

- Identity — Who you are, what you care about
- Service — Content and stories you want more of. These are typically tied to your interests or passions
- Utility — Content and stories you need more of. These are typically tied to where you live or the work you do
- Personality — Newsletters built around a specific voice

Given that building block, what one phrase would summarize the theme of your email?

Here's what Nathanael read and is thinking about this week.

What contents will your email typically cover?

current events + technology + marketing + religion + simplicity

Tone / Approach

What authorship model will best resonate with this audience?

Email from Nathanael. Needs to be in the first person and “signed” or at least from me.

What style or tone may work best for this audience?

Informal, but decent writing. It’s an email showing you the way to good reading, after all.

What visual format will best serve this audience and email?

Mostly words, limited design features. Showing off the links from others vs. writing from me is probably the key design thing.

Tactics

What is your goal for this email to accomplish?

Generate replies/inquiries to me from my professional network (and friends).

Where will you recruit new subscribers?

My website, my social profiles, and my email signature will promote this email with a basic “read Nathanael’s stuff” or “stay connected” value proposition. It’s more about my name and that I send the email than about the topics necessarily.

I’ll also mention it directly in those awkward professional conversations where I have nothing to say.

How will you measure success?

Opens—people reading, and replies/1:1 conversations with the group.

What does success look like in the first 90 days? After the first year?

If roughly a third of people open the email and maybe 3-5 hit reply each week, I’ll be happy.

Who will write the email? Who will edit it?

I will write this, usually after ideating for a few weeks or in a few conversations with people like Nat Ward.

How often will the email be sent?

Fridays around lunch. Right when professionals are winding down for the week.

What's the email's official name?

READING by Nathanael Yellis
