Hey, I'm Michael Eckstein 👋 👋

I'm an accountant, business advisor, and a mediocre runner. I write a weekly newsletter called Resting Business Face. Check the reviews and join here -> https://restingbusinessface.com/

If we aren't LinkedIn friends, add me here -> https://www.linkedin.com/in/michael-eckstein/

Feel free to bookmark this page because I'll constantly add my favorite resources here. And, I'll eventually flesh out short summaries and explanations of why I like these resources.

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Email Marketing: Convertkit

I use Convertkit to manage my weekly newsletter. It's a very low-tech, text-forward newsletter. I send out one full-list (aka, no fancy segmentation)

email blast each Saturday. And, a very simple intro sequence runs for new subscribers. Convertkit has been wonderful.

What I like:

- dead simple Convertkit is significantly simpler than any other email marketing software I've tested. The forms are easy to set up. And, you don't have to click thru a million steps to send out a broadcast (aka an email). I just duplicate my last email, type up a new email, and hit send.
- robust free tier You can run a <1,000 subscriber newsletter for free (no automation on the free plan tho, which is a bummer)
- subscriber form builder You'd think every email marketing software would include a form builder, but they don't. Thankfully, Convertkit does.
- landing page builder I personally don't use it because I have subscription forms embedded into my website. But, if you just wanted a simple landing page without the hassle of building a website, their page builder would be super useful.

What I don't like:

- credit card upcharge The 'Products' feature charges you a 3.5% credit card fee and runs on Stripe which only charges 2.9% fees. It's not a huge difference if you're getting started, but it rubs me the wrong way.
- 'Products' uses their Stripe account A much more serious issue is that 'Products' appears to run all transactions thru THEIR Stripe account and pay out on Fridays. That's an internal control nightmare.
- sucks on mobile There's no app and it constantly logs you out on mobile. It's almost impossible to use on mobile, other than for checking stats.
- Grammarly doesn't work For whatever reason, Grammarly doesn't work in their new email editor. It bugs me, but my spelling and grammar is pretty decent, so I type up my email in Convertkit, quickly copy/paste it somewhere else to check for errors with Grammarly, then hit send.

Setup a free Convertkit account – 💸 This is an affiliate link 💸

Email Marketing Runner-up: Drip

Drip is ever-so-slightly cheaper than Convertkit and is more robust. I considered Drip for a few reasons:

- cheaper I'm an accountant, what more can I say.
- Facebook ads integration Drip's Facebook ad integration is included in their base plan. Convertkit's is included in their most expensive plan.
- Page tracking Drip can track which pages your newsletter subscribers use and include it in their subscriber profile. It can also send emails based on which pages they've viewed.

Why I didn't use it:

- more complicated than Convertkit I'm spoiled by Convertkit's email editor. It's really super simple. Drip's isn't complicated, but required so many extra clicks and fiddling to get the same thing done.
- no subscription form builder You have no idea how frustrating their forms were when I demo-ed the software. There's no form builder and Drip didn't integrate into any form builder I already owned. I'm relatively tech-savvy (I built my website, for example). But, building a clean-looking form that integrated with their system was a nightmare for me.

If you have a lead capture software that natively integrates or need a frugal Facebook ad integration, Drip is a great option.

Setup a Drip trial – 💸 This is an affiliate link 💸

Other options: Ghost & Beehiv

It's been a while since I researched the options. You may also want to check out Ghost and Beehiv

Articles:

★Anatomy of a Six Figure email course:

Brennan Dunn article about how his free email course drives his business: https://growthlab.com/anatomy-of-a-six-figure-email-course/ (I'm a sucker for free email courses and plan to write one for my business but haven't settled on a topic yet)

Autoresponders:

Pat Flynn article on autoresponders: https://www.smartpassiveincome.com/autoresponder-series/

★CJ Chilver's thoughts on newsletters:

https://www.cjchilvers.com/blog/daily-posts-newsletters

Dan Oshinksy's Not a newsletter archive:

https://docs.google.com/document/d/15L8w1bxS3T_3bM0W-gOd4sp-XWnz1TUFZQHOU3BjFI_U/edit

★Bryan Harris's guide to getting the first 1000 subs:

This is the very best article I found about building an email list from scratch without an established audience. It will still be an absolute slog, but these tips will help.

https://videofruit.com/blog/how-to-build-an-email-list/

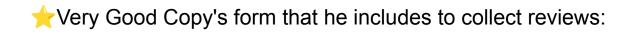
Another Bryan Harris article: https://videofruit.com/blog/email-list-from-scratch/

Local News Lab Article:

https://localnewslab.org/guide/newsletters/

Newsletter guide:

https://newsletterguide.org/



I absolutely LOVE this idea and use it myself. You should definitely include your own version of this somewhere because it works!

https://docs.google.com/forms/d/e/1FAlpQLSdTp9lh8tUxrdX-w4bvlG5KpHYQ1CxLUyLkV63aTiQlsyL-Tw/viewform

Ann Handley on 17 things your newsletter needs:

https://annhandley.com/2020-newsletters/

Newsletterfest:

https://www.notion.so/Newsletter-Fest-April-12-16-2021-249233099d6e45c6b5254f701defd48d (just ended, but there's a YouTube playlist of the events. If you can't find it thru that link, ping me later and I'll find it)

★Morning Brew's referral strategy:

https://medium.com/the-mission/how-morning-brews-referral-program-built-an-audience-of-1-5-million-subscribers-3315482c1aa5