

# 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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## Tools:

### 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 Chilvers's thoughts on newsletters:

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

## Dan Oshinsky's Not a newsletter archive:

[https://docs.google.com/document/d/15L8w1bxS3T\\_3bM0W-gOd4sp-XWnz1TUFZQHOU3BjFIU/edit](https://docs.google.com/document/d/15L8w1bxS3T_3bM0W-gOd4sp-XWnz1TUFZQHOU3BjFIU/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/>

## ★ Very Good Copy's form that he includes to collect reviews:

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/1FAIpQLSdTp9lh8tUxdX-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>