

Acquire The Web Content Template

Subject Line:

- **Purpose:** Grab the reader's attention and summarize the newsletter's key offering.
- **Example:** "Digital Media Listings (Date): X New Listings + One Major Acquisition News"
- **Best Practice:** Keep it concise and engaging by featuring a number (e.g., 15 listings) or highlighting something new or special (e.g., acquisition news).

Introduction:

Purpose: Provide an engaging welcome and introduce the main focus of the newsletter (e.g., new media listings and acquisition news). This section sets the tone and provides context.

Tone: Friendly, casual, and professional.

Length: 2-3 sentences.

Content: Greeting, brief mention of the key content, and sign-off.

Example:

Hey there 🙌,

This week we have 15 media listings across the major marketplaces,

Plus feature one recent media acquisition.

Cheers!

[Name]

Main Feature - Media Listings Overview:

Purpose: Highlight the main news, i.e., media listings, sorted by pricing tiers. This section allows readers to quickly scan opportunities in their price range.

Tone: Informative and concise.

Format: Bullet-point list or table.

Content Structure:

Category breakdown (e.g., "From \$1K-\$30K", "From \$35K-\$200K", etc.)

Key details for each listing (niche, subscriber count, revenue, asking price, marketplace).

Use icons to categorize listings (e.g., 🌐 for websites, ✉️ for newsletters).

Example:

MEDIA LISTINGS

FROM \$1K- \$30K

Crypto | ✉️ 10,063 subs | Ask: \$11,500 | on Duce

Football | ✉️ 1,286 subs | \$200/month | Ask: \$2,900 | on Duce

BDSM | 🌐 3 Years Old | \$726/month revenue | Ask: \$8K | on DotMarket

Secondary Feature - Special Listings/Deals:

Purpose: Highlight urgent or notable listings. These listings are likely to grab attention due to significant discounts or unique attributes.

Tone: Promotional, encouraging urgency.

Format: Short descriptive sentences.

Content: Emphasize the value of these deals (e.g., price reductions, unique niches, or high-quality assets).

Example:

Sellers in a hurry to sell!

Investing | ✉️ 90,000 subs | \$5,000/month revenue | Ask: \$100K → NOW \$50K | on Duce

DIY HUGE Community | 🧑🧑 700k members, 100,000 subscribers | Ask: \$490K → NOW \$350K | on Duce

Sponsored Content:

Purpose: Provide space for advertisements or sponsored promotions. This section usually highlights services related to the newsletter audience.

Tone: Persuasive but informative.

Length: Brief and concise, typically 2-4 sentences.

Content: Highlight benefits or features of the sponsored service.

Example:

Web3-enabled payroll and compliance for the modern workforce

Rise is the fastest and most flexible way to hire, onboard, and pay globally distributed teams in cash or crypto, all from one place.

Acquisition News:

Purpose: Share recent media or industry acquisition news to keep readers informed of major developments.

Tone: Neutral, with slight commentary.

Format: Summary followed by external commentary (e.g., from social media).

Content: Briefly summarize the acquisition and add perspectives or reactions from key figures.

Example:

 ACQUISITION NEWS

This week, Stripe acquired Lemon Squeezy, sparking a debate over its impact on competition in the digital marketplace.

Classifieds/Promotions:


Purpose: Promote related services, resources, or other newsletters. This section serves as a call to action for readers interested in additional resources.

Tone: Casual and inviting.

Format: Bullet points or short paragraphs.

Content: Showcase offers, classifieds, or cross-promotions with direct links.

Example:

 Classifieds

Newsletter Creator: Get the latest info about newsletters and monetize your own! Join us here.

Lettergrowth: Cross-promote with 1300+ newsletters for FREE! Check it out.

Call to Action (CTA):

Purpose: Encourage reader interaction with the newsletter, whether through sponsorships, partnerships, or further engagement with the content.

Tone: Direct and action-oriented.

Length: 1-2 sentences.

Content: Provide contact information and a brief description of the opportunity.

Example:

Interested in sharing your brand with 4,350+ investors? Contact aurelie@duuce.com for sponsorship opportunities.

Closing/Sign-Off:

Purpose: Provide legal disclaimers, unsubscribe links, and reinforce brand identity.

Tone: Professional and neutral.

Length: 2-3 sentences.

Content: Disclaimer, unsubscribe options, company details.

Example:

Important Disclaimer: This newsletter is strictly for information and education purposes. Some links are affiliate links.

Update your email preferences or unsubscribe here.

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Instructions for Using the Template:

Introduction/Opening: Keep the tone casual but informative. Mention the number of listings and any special features to hook the reader.

Main Content Sections: Organize media listings by price range and highlight key attributes for quick scanning. Use clear formatting and visual icons to aid readability.

Sponsored Content: Keep sponsored content brief and ensure it aligns with the newsletter's audience.

Secondary Features: Highlight noteworthy deals or urgent listings separately to emphasize value.

Acquisition News: Provide a concise summary followed by community reactions to keep the content engaging.

Classifieds/Promotions: Use bullet points to display additional resources clearly and concisely.

CTA and Closing: Close with a clear call to action, legal disclaimer, and options for the reader to manage their subscription.