

What is this?

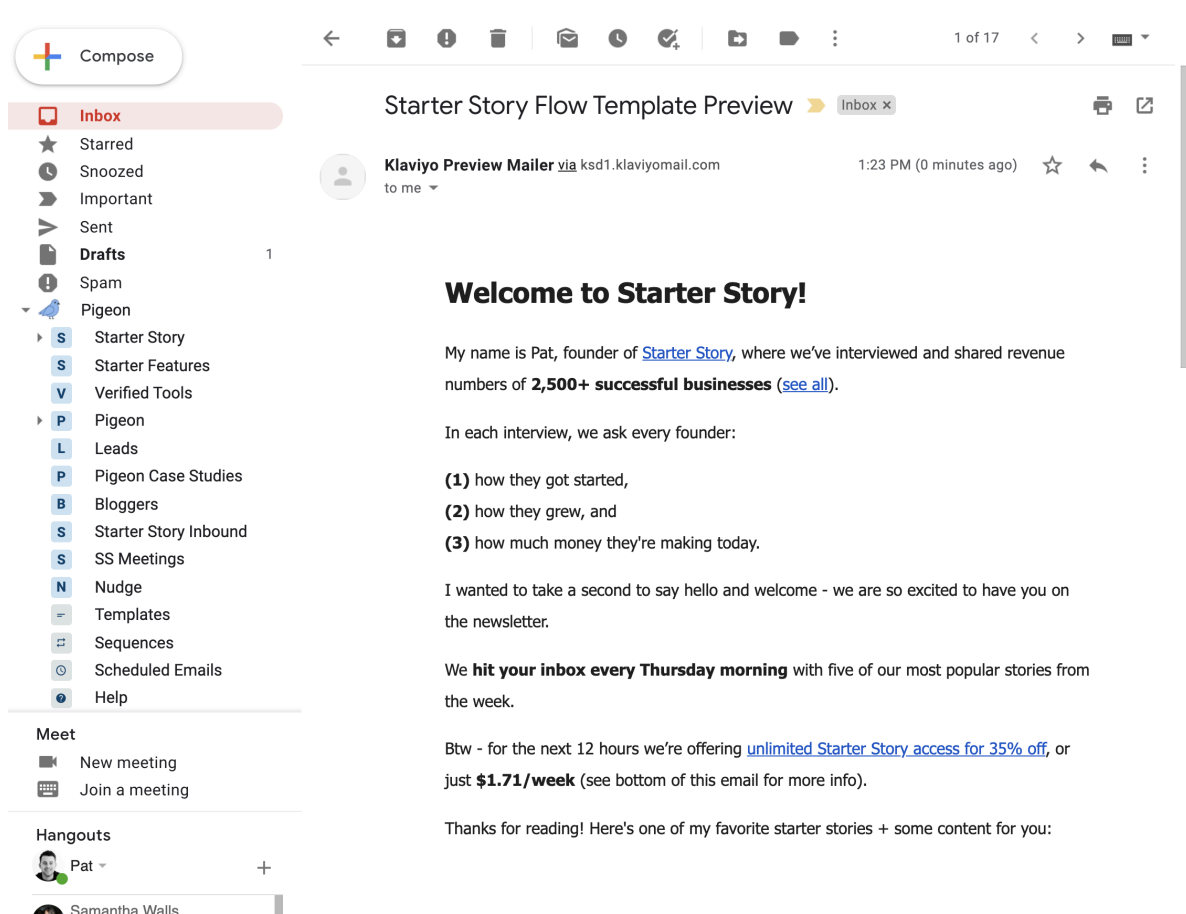
This is a very basic email style guide. All of our text marketing emails and newsletters should look like this.

As our list grows, it's important to be consistent, and this will lead to more sales.

Key links

- [Starter Story Flow Template](#)

Screenshot



Newsletter Styles

- [The 411](#)

Titles

This is a bit obvious, but it is much better to use a title that is:

- Descriptive
- Uses name brands (e.g. Jeff Bezos)

Here is a [real live AB test](#):

Campaigns > 411: 4 Business Ideas, 1 Tip, & 1 Acquisition Reports

Overview **A/B Test Results** Recipient Activity Link Activity Advanced Reports Watch Live

Test Results

WINNER Variation B 100% win confidence Statistically Significant	STATUS Completed	WINNING METRIC Open Rate Winner +1.37%	TEST SIZE 100% of total recipients (52805 recipients)
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Variation	Recipients	Opened	Clicked	Purchased Premium Membership
A 411: 4 Business Ideas, 1 Tip, & 1 Acquisition Preview Text: Dear starters, Today, I'll be highlighting FOUR business ideas that are... From: Pat @ Starter Story <pat@starterstory.com>	26144	16.8% 4386 recipients	1.69% 443 recipients	\$178 2 recipients / \$89.00 per recipient
B 411: 'The Hustle' acquisition, \$2M Apple watch biz, & one tip from Jeff Bez... Preview Text: Dear starters, Today, I'll be highlighting FOUR business ideas that are... From: Pat @ Starter Story <pat@starterstory.com>	26188	18.1% 4753 recipients	2.11% 553 recipients	\$534 6 recipients / \$89.00 per recipient

Formatting stuff

Our text emails should be consistent:

- The header is an H3 in Klaviyo
- We use numbers on newlines instead of a “bulleted” 1,2,3.
- Same for bullets

To get this exact formatting, we have a template in Klaviyo called [Starter Story Flow Template](#). We should keep that updated.

If you click Source on the template, you can see how we get the numbers to look “bunched together” by using
 tags.

KLAVIYO Starter Story Flow Template Save & Return to Templates

Text Block

Format: Bold, Italic, Underline, Text Color, Background Color, Link, Unlink, Source, Font, Size, Text Color, Background Color, Link, Unlink, Insert Tag, Insert Property

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1 <h3>Welcome to Starter Story!</h3>
2
3 <p><span style="font-size:8px;"></span></p>
4
5 <p>My name is Pat, founder of <a href="http://www.starterstory.com/">Starter Story</a>, where we've interviewed and shared revenue numbers of <strong>2,500</strong> successful businesses</strong> (<a href="https://starterstory.com/explore">see all</a>).<br></p>
6
7 <p>In each interview, we ask every founder:</p>
8
9 <p><strong>(1)</strong> how they got started,&br />
10 <strong>(2)</strong> how they grew, and<br />
11 <strong>(3)</strong> how much money they're making today.</p>
12
13 <p>I wanted to take a second to say hello and welcome - we are so excited to have you on the newsletter.</p>
14
15 <p>We <strong>hit your inbox every Thursday</strong> mornings</strong> with five of our most popular stories from the week.</p>
16
17 <p>Btw - for the next 12 hours we're offering<br><a href="https://www.starterstory.com/checkout?plan=premium&promo=2020">unlimited Starter Story access for 35% off</a>, or just<br><strong>$1.71/week</strong><br><strong></strong></p>
18
19 <p>Thanks for reading! Here's one of my favorite starter stories + some content for you:</p>
20
21 <p><br></p>
22

```

Welcome to Starter Story!

My name is Pat, founder of [Starter Story](http://www.starterstory.com/), where we've interviewed and shared revenue numbers of **2,500+ successful businesses** ([see all](#)).

In each interview, we ask every founder:

- (1)** how they got started,
- (2)** how they grew, and
- (3)** how much money they're making today.

I wanted to take a second to say hello and welcome - we are so excited to have you on the newsletter.

We **hit your inbox every Thursday morning** with five of our most popular stories from the week.

Btw - for the next 12 hours we're offering [unlimited Starter Story access for 35% off](#), or just **\$1.71/week** (see bottom of this email for more info).

Thanks for reading! Here's one of my favorite starter stories + some content for you:

#1: Dylan is making \$144M/year at 25 years old:

Remember our wildly popular interview a few years back with [BruMate](#), the boozy drinkware brand?

We just caught up with Dylan, and they've now grown their team to 20 employees and are projected to reach **\$144M/year in revenue**.

Images

If images are used in the body of content of a newsletter, they should:

- have a light purple padding like this (this is in the template linked above).
- Always have alt text (in case email clients block images)

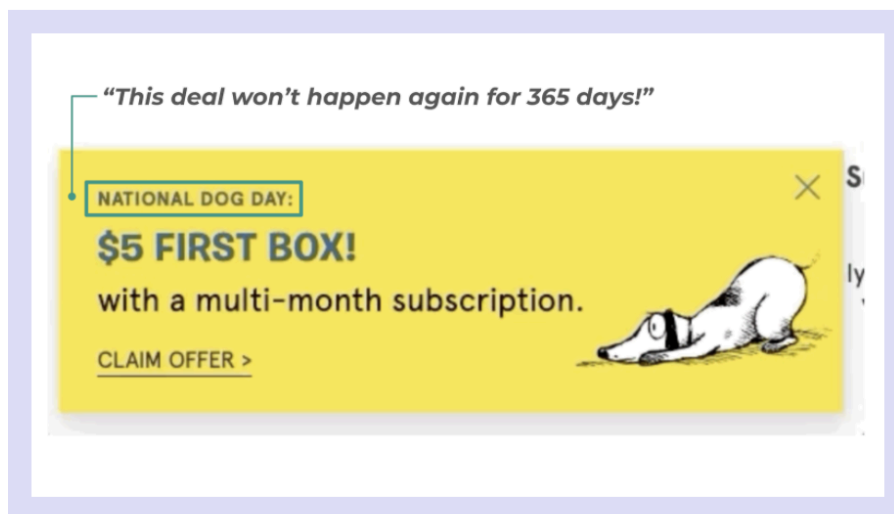
It is also saved under “Image With Padding Purple” in the saved blocks:

Add Saved Block ✕

Saved blocks allow you to store block settings and styles so you can easily copy blocks between templates.

Saved Block

Image With Padding Purple ▾



Cancel

Insert Block »