

OPTIMAL EMAIL SECRETS



The ultimate guide for creators

SWANAGAN RAY



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What to expect from this guide

This guide is a combination of all the questions that keep coming up in the last couple of years writing emails.

You'll find in this guide:

- The way to craft a perfect welcome email
- How to make a landing page for your email list/newsletter
- How to make sure your emails get to the inbox every time
- How to grow your list with social media
- And much more...

What this guide ISN'T:

- A course on HOW to write a newsletter
- The silver bullet for telling you WHAT to write about

However, if you need a place to start, I created a quiz for you! If you have 2-3 minutes check out swanagan.xyz/quiz-enter to find out exactly what kind of newsletter you should write.

So, on to the big question...

Why is email important for creators?

In the past 2 years I've ghostwritten newsletters for 3 businesses, consulted for 5-6, and built my own email list to over 100 (with an audience of 700).

Here are the top 12 reasons I've found to start building an email list as a creator:

1\ Make more money

Watch the Social Network.

Mark Zuckerberg got VC funds because he had an email list.

In fact, most online sales come through email.

With a newsletter, you can offer paid subscriptions, sponsored content, or sell your own merchandise.



All at once.

Once you build a sizable audience, the sky's the limit.

And if it doesn't suck, it can be a highly lucrative piece of your personal brand/holding co.

2\ You can start for \$0

We are in the golden age of email.

With any of the big platforms (beehiiv, ConvertKit, etc), you can get started for free.

It is super simple. Just sign up and start writing.

3\ They can scale like crazy

Newsletters have super high leverage.

It takes the same amount of time to write and send an email whether you have 10 subscribers or 100,000.

Unless you aren't utilizing a platform and trying to send emails manually.

In that case, good luck.

4\ Platform freedom

You own your list.

As long as people give you permission to send them emails.

The only way to lose subscribers is if they unsubscribe.

On any social media platform, a huge multiplier for your success is their algorithm. The data and followers still belong to the platform.

If the platform changes its rules or you get banned, audience access is gone, unless you do something with those emails.



With email, your content gets delivered when you hit send. And you don't have to follow the terms of engagement set by a publicly traded company. On social, most of the time ~5-10% of your audience gets to see your content in their for-you feed.

Really good newsletters get 50-60% open rates.

It's a no-brainer.

5\ Become a better writer

If you want to be a better writer, you have to write.

Committing to a weekly, or even better, daily email gives you an amazing reason to get the reps in.

And writing an email that other people can understand forces you to understand topics on a much deeper level. It's a version of Dr. Feynman's learning technique.

You're not just soaking up info, you're deciphering it for others.

Another benefit of consistent writing is better speaking skills. Neil deGrasse Tyson says that all of the stories and analogies he uses in interviews are written down first.

So if you want to command a stadium's worth of people hanging onto your every word like NDT, start writing a newsletter.

Even if my newsletter had 0 subscribers, I wouldn't stop sending because of all the other benefits.

6\ It is the best format for creator curation

A newsletter's purpose in life is so creators (YOU) can curate and dispense information in a way that your audience can't.

Curation is tough on social media.

Sure you can pin posts and save bookmarks, but the real value is on the other side of that link in your bio.



Newsletters provide a means to maintain consistent contact with your audience without being overly intrusive, keeping you at the top of their minds.

It's always more expensive to get new customers than it is to retain an existing one. Newsletters are a tool for retention. They keep your brand and products fresh in the minds of past customers.

And consistent branding in newsletters reinforces your brand identity.

Over time, subscribers recognize and associate the look and feel of the newsletter with your brand.

7\ Segment your audience

The big email platforms allow you to segment your audience.

You can then target communication and content with precision, as opposed to a broadcast with social media, or 1-on-1 via DMs. And people in your email list can serve as a feedback loop if you use them that way. They can respond directly to you, providing insights, comments, and suggestions.

This is super valuable. And free.

The content can then be as personalized and segmented based as your user behavior needs. For instance, if you gather emails from a giveaway, you can create a segment that is separate from the opt-in on your landing page.

Segmentation makes this super easy.

8\ Build a community

Email can be a great way to build community among your subscribers.

Consistent communication is so powerful and builds loyalty and connection. Many newsletters offer access to subscriber-only forums or comment sections, all spaces where your audience can connect.

Also, many creators offer newsletter-only content, discounts, or early access to new products, services, or information.



Tim Ferriss does this with products and content like his NFT project, C~~o~~ckpunch. Only subscribers to the newsletter get access.

This builds exclusivity and a feeling of belonging. And part of the community is that it builds a deep connection with your readers to you.

Email readers get a peek inside your mind, as you show your personality, and share interesting stories about your life. This is hard to do with a 30 second reel or a 280 character post.

And if it resonates, your readers can forward it to their contacts super easily, which can increase your reach and potentially grow your subscriber base organically.

With this deeper connection it can be a hugely powerful way to get someone to take an action if that is your goal.

9\ They are online leverage

With automations, your email can work for you while you sleep.

Mailbox money, baby.

With automations, you can set, forget, and they will run forever.

Automation can be used to sell products, keep subscribers warm, etc.

Including links and snippets of information can lead readers back to your website, increasing the number of visitors and potential interactions with your content and other products.

10\ Help your audience focus

Emails force focus.

When you are reading a long form post on X, it is so easy to just scroll down mid-read for that next dopamine hit.

I've found I'm more engaged and read longer when the content is in my email.



Unlike social media where your updates can get lost in a sea of information, newsletters go directly to your subscribers' inboxes, ensuring higher visibility.

They are more intimate, and it's harder to just scroll to the next piece of content.

11\ Progress is measurable

The big platforms (Beehiiv, ConvertKit, and Substack) have ways to track metrics such as open rates, click-through rates, and unsubscribe rates.

These metrics give you the ability to gauge the effectiveness of your content and refine your approach.

Most social platforms don't have this level of analytical measurement. You have to pay for an expensive subscription platform.

Newsletter platforms have this built in. Even on free tiers.

What gets measured gets better.

12\ They are flexible

You can put every type of content in your newsletter that your little heart desires.

Articles, posts, videos, memes, super cool Pinterest recipes, etc.

And they can go in any order.

The only limit is your imagination.

The best time to start a newsletter was 10 years ago.

The second best time is right now.

Let's find out how.

Welcome Sequences

Everyone should have a welcome email auto-sending to newsletter subscribers.



The problem? Most don't know what to say.

It's the first exposure you have to a new subscriber and is one of the most important emails you will ever send.

Here are the 8 components you need to make an absolute atomic welcome email with examples:

1 - Subject line

With any email subject line, the goal is to get your audience to open the email.

You do this by selling the ability to achieve success, reach a goal, or just read another sentence.

But in the case of your welcome email, it is (hopefully) the start of a meaningful, authentic relationship. So you don't have to use a clickbait title.

Simple is better here and defaulting to gratitude is never a bad move.

2 - Intro

This is where you showcase the vibes you'll be curating. Be creative.

You know that thing you say to your friends when you see them? Write it here.

This is another chance to thank subscribers for allowing you into their inbox. Keep it relatively short. The longer section is next.

3 - Clearly state what subscribers will be getting

If you used a lead magnet to get emails, subscribers might not know what they are in for.

This is your chance to keep them from unsubscribing. But this is also the spot to let them know that they can unsubscribe if they want to. Make sure that you provide a button for that too.

But don't spend too much time on that. Your goal is to showcase all the reasons why they should stick around.

Sell your value proposition and be super clear about what you are sending.

4 - Promotion



This is your billboard area.

- Sell your product
- Promote your socials
- Talk more about something you love

Anything goes here. You can also opt to leave this section out.

5 - Email deliverability message

Pick any newsletter. One of the top 3 metrics will always be open rate. The last thing you want is for a technical issue to block eyeballs from your emails.

It's super common for new emails to go either to the Promotions or Updates tabs in Gmail, or the Spam folder in any other inbox.

To avoid that, prompt the subscriber to respond to the welcome email, add you to their contact list, and/or move it to the inbox tab. This ensures that the next email from you ends up in the inbox and doesn't go to die in the other folders.

6 - Restate the value add

Once you get the boring admin stuff out of the way, restate why they should keep getting your emails.

Similar to a conclusion section in an article, wrap it up and keep it succinct.

7 - Sign off

Use your catchphrase. Make it personal.

8 - P.S.

The P.S. section is a must. It's a pattern interrupt and is the best place to put information that will catch the reader's attention.

- Sell stuff here
- Link to your website
- Or, just ask for a reply

If you want your subscribers to take action, put the CTA here.

And that's it! Here are some of the best examples I've run across that tie it all together:



Subject Lines



[Please confirm] A Quick Thank You ➤ |

Dan Koe dan@thedankoe.com [via](#) kartra.net
to me ▼



Ben Settle email & web marketing tips

Ben Settle <ben@bensettle.com>
to me ▼

Wed, Oct 18,



HAPPY BIRTHDAY 🎉 ➤ Inbox x

Lara Acosta <thatsliterallyit@mail.beehiiv.com> [Unsubscribe](#)
to me ▼



Welcome - Justin Welsh ➤ Inbox x

Justin Welsh <hello@justinwelsh.me> [Unsubscribe](#)
to me ▼



Important: Confirm your Subscription to the You, Inc
Newsletter ➤ Inbox x

Eddy Quan eddy@eddyquan.com [via](#) n.convertkit.com
to me ▼

Fri, Jul 21, 1:49 PM ☆



intro



Welcome, my friend!

Your friend Dan Koe here... and I wanted to personally thank you for your confidence in joining this list.

(That is exactly why you are receiving this email. You either downloaded a product or joined my newsletter directly).



Thank you for joining my daily email tips.



HAPPY BIRTHDAY 🎉🎂👑🍰

Oh... wait wrong date..

HHHHHHHHHHHH I'm so glad you're here.



Hi there 🙌. I'm Justin Welsh.

Thanks for signing up for The Saturday Solopreneur!



What's up

Eddy Quan here.

First off, welcome to my newsletter where I share daily tips on writing words that turn to internet cash.

For years, I've managed to travel around the world, live out of hotels and AirBnbs, wake up without an alarm and enjoy life on my terms without a fixed routine or boss....

All because I learned the magical business of turning my words into internet money.

But I know you didn't join to hear me toot my own horn.



state expectations



I usually send 1 newsletter per week, but on a rare occasion, I will email you 2-3x in a week.

The newsletter is called **The Koe Letter**.

It is where I let everything out and give you a fresh (hopefully mind-blowing) perspective on entrepreneurship and human potential.



Every day you'll get a tip sent to your inbox.

This is a **daily** email newsletter, and I mail a LOT.

Sometimes even 2-3 times (or many more, in some cases) per day.



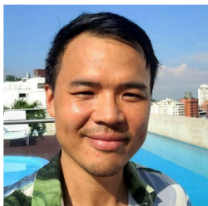
Through clear, simple and entertaining ~~emails~~ letters I'll be helping you transform your current self into your ideal future self and build a \$\$\$ personal brand in the process.

The newsletter is called: That's literally it.



In this first email, I want to tell you 3 things:

- 1. Get helpful reminders**
- 2. Make sure my emails can reach your inbox**
- 3. Read my free growth guides**



Sound good?

A fair warning...

This is a daily email newsletter and I email a LOT.

If you ever want to leave, just click the "unsubscribe" link at the bottom of any email.

Cool?



promotion



3 - You can read all previous [Koe Letters here](#). These build off of each other, so reading the latest letter will prepare you and set the foundation for the next.

If you have any further questions, just let me know.



Every day you'll get a tip sent to your inbox. You can grab your complimentary digital version of my hard copy "Email Players" newsletter here:

<https://www.EmailPlayers.com/free/players>



So much so that I mapped out **everything** that got me from 0-80k LinkedIn followers in 15 months. Like Literally EVERYTHING.

[Click here](#) for exclusive access to the most complete A-Z LinkedIn Personal Branding there is.



I've created 4 free guides that address some of my audience's most pressing questions.

You can [head here](#) to start reading them for free.



First off, I am going to link you to my free "Special Report: How to build a \$10,000/month one person business" which breaks down my entire business model.

(It includes a case study which breaks down step by step exactly how one creator used this exact system to generate \$1 Million dollars in digital product sales so you can see how it's applied).

>>>>>> [Click Here to Download the Special Report: How to Make \\$10,000 per month online with Twitter + Email](#)



email deliverability



1 - Can you hit the "reply" button to let me know that you received this email?

Why? I clean out my email list often. I need to make sure you aren't a spam bot that automatically filled out the form on my site (Why do people create those bots in the first place? Beats me).

All you gotta do is reply with "Got it."

That's it.

2 - Drag this email to your inbox if it ended up on the Spam/Promotions tab.



Before I can begin sending you content however, I must first confirm that this is a valid email address and that you intended to subscribe.

Please [click here to confirm](#) your email.



1. Can you hit the "reply" button to let me know that you received this email?

2. Drag this email to your inbox if it ended up in your Spam or Promotions tab.



Take a few quick steps to ensure my emails are sent to the right place and reach your inbox every time.

Gmail users – Add these emails to your Primary inbox.

If you use another platform – [This page](#) has simple instructions (with screenshots) for several other popular email clients.



Here's what you need to do to be 100% positive you get these emails:

1/ Add "Eddy Quan" as a contact.

If you're on mobile, click the icon to the left of my name, then click the little button with the "+" symbol.

If you're on desktop, hover your mouse over my name and click the button with the "+" symbol.

If you use Gmail and this one landed in your Promotions folder, DRAG it to your Inbox NOW. Like this:



sign-off



If you have any further questions, just let me know.

I'm glad to have you here.

— Dan Koe



If you ever want to leave, simply use the opt-out link at the bottom of any email.

Ben Settle



Any questions, suggestions, etc let me know.

That's literally it.

Lots of Love, Lara x



Thanks for reading. I'm glad you're here.

Cheers,

Justin



That's all for now.

That's it for today.

Have a great one!

Your man

Eddy Quan



p.s.



P.S. You will receive 2 more emails over the coming week.

The first will include my backstory (my life and entrepreneurial journey).

The second will be my unique business philosophy (one that will help you thrive in the future of the digital economy).

Nothing to sell in those emails. Just setting the scene for the weekly newsletters you will receive.



P.S. If you're looking for an email broadcasting/autoresponder service or are frustrated with the one you use now:

You can get a free test drive (no credit card needed) of the platform I co-created with a former Navy Nuclear engineer & Encyclopedia Britannica Director of Technology (who ran their \$12 million department of developers), and who's also the #1 email automation specialist on the planet, here:

<https://www.EmailPlayers.com/berserker>



PS: Tomorrow, we're starting off strong... Ladies and gentlemen:

My origin story (You'll never believe it).



P.S. Reply back to this email with a newsletter idea, and I'll add it to my growing list!



P.S: I know you've read 100 variations of this "welcome email" but it's truly important.

So if you read this email, please take action.

I've got some insanely valuable things coming your way in our next email and there's a 99% chance you'll miss them if you sleep on this.



Thank you page

Once someone has opted into your list (congrats!!), you want to do 2 things:

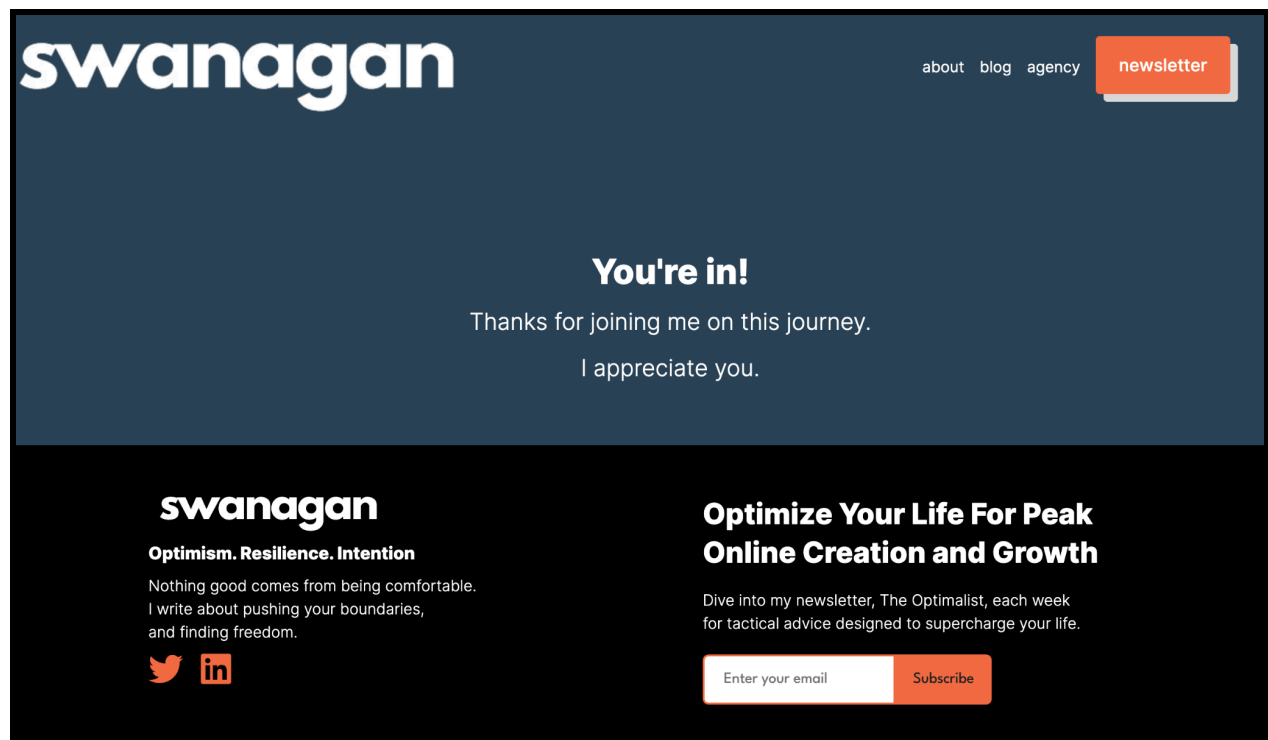
1. Let them know their email was accepted
2. Be grateful

It doesn't have to be complicated. Just say thanks.

Lead with gratitude, and stick with a simple vibe.

You can also sell stuff here with a CTA, if you prefer. But that's totally optional.

Here is my simple example:





Growing a List with Social Media

Stop f*cking around. If you are writing a newsletter, get eyes on it!

One of the best ways to do this is to plug it at the end of your social media posts.

A good frequency is 5x/week under a well performing post.

I've also seen a few creator's do this under EVERY post. It seems to work for them, but feels spammy to me.

Here are the 4 great examples to use for inspiration.

1 - Justin Welsh's Saturday Solopreneur

Justin Welsh @thejustinwelsh · 38m

I write about solopreneurship every Saturday.

175,000+ people read it for practical guidance to start and scale their one-person internet business.

Join free here:

The
**Saturday
Solopreneur**

Practical guidance to help you
start and scale your one-person
internet business.

justinwelsh.me

Subscribe to The Saturday Solopreneur | Justin Welsh

Subscribe to get 1 actionable tip to launch, grow, and monetize your internet business in less than 4 minutes every Saturday morning.



Justin lets everyone know in no uncertain terms what they are in for, who it's for, when to expect it, and why they should sign up. Social proof (175,000+ people are subscribed) helps too, if you have it.

2 - Dakota Robertson's Capital Creators

Dakota Robertson ✓
@WrongsToWrite


Want to build a high-paying creative business online?

Join 10,000+ people and subscribe to my newsletter.

Each week I break down lessons I'm learning in:

- Writing
- Business
- Social media

Click here:

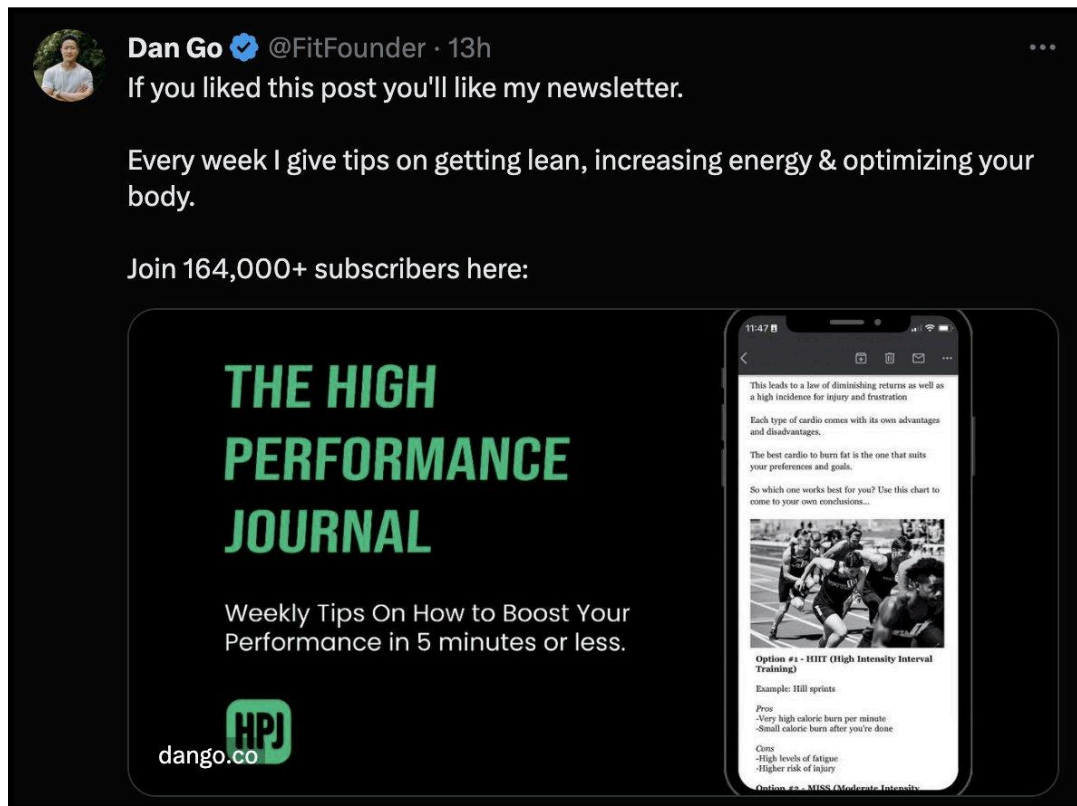

Capital Creators
dakota.beehiiv.com
Subscribe | Capital Creators
Actionable tips on business, writing, and audience building so you can build a high-paying creative business doing what you love

Dakota hooks you by addressing a desire right off the bat: “Want to build a high-paying creative business online?” Then pivots to social proof and a CTA. And that’s as complicated as it needs to be.



KISS - keep it simple st*pid.

3 - Dan Go's High Performance Journal



Dan's is another great example of minimum essential copy. He uses the rule of 3 by listing the top potential benefits of subscribing (getting lean, increasing energy, and optimizing your body).

And, again, the social proof is listed which is a proxy for high-quality content.

4 - Amanda Goetz's Life's a Game



Amanda's post gets right to the point. It lists the top benefits of joining (teaches you how to grow and succeed personally and professionally) as well as some pain aversion at the end (without sacrifice or burnout).

So, if you are going to do this for yourself:

- Keep it simple. 3 sentences seem to be the sweet spot.
- Include a high quality image that matches your brand style.
- Be super clear about what subscribers will be getting.

Happy posting!



Landing Page Design

Instead of telling you how to make a good landing page for your newsletter, we'll use an anti-list. Let's talk about what NOT to do with your landing page.

Here are 8 basic landing page not-to-dos each newsletter operator should know:

1 - A banner or hero image is useless

Create a compelling offer instead. It should pass the squint test.

Slowly close your eyes until your vision is slightly blurred.

The stuff that stands out is where your offer should be. Not a random, yellow rhombus or Canva design.

2 - Your header text shouldn't be more than 10 words

Make your offer super clear.

Don't make your audience do the work of filtering through your words to understand the value prop. This is called "Wrongful Delegation." And all it does is ensure they bail before taking you up on the CTA.

Keep the cognitive load as low as you can. Your job here is to make people's decisions stupid easy.

3 - Don't create a clusterf*ck

Landing page elements and text should be spaced out. Don't cluster everything together.

Use a UX concept called the Law of Proximity: Only things that are related should be grouped together.

4 - Don't talk about what's in your newsletter

Sell the ride. People want an experience, not just boring text that can come from ChatGPT.

Talk about the emotions they'll feel when reading your stuff. Talking about what is in your newsletter is like the band explaining what the song is about before singing it.

5 - Stop using stock photos



Use imagery that makes sense. Ideally, use pictures of yourself, especially if you are the brand. Or, just something that adds to the brand identity like designed graphics with your logo.

Stock photos are the equivalent of blank space to an audience. They don't do your page any favors.

6 - Generic sucks

Show your personality. People buy from people. And the best way to build relationships with people is to be your authentic self.

Stay away from meaningless phrases and words like "Start your journey." Write like you talk.

7 - Use social proof

Results are super powerful. They have even more sauce when real people are talking about their results.

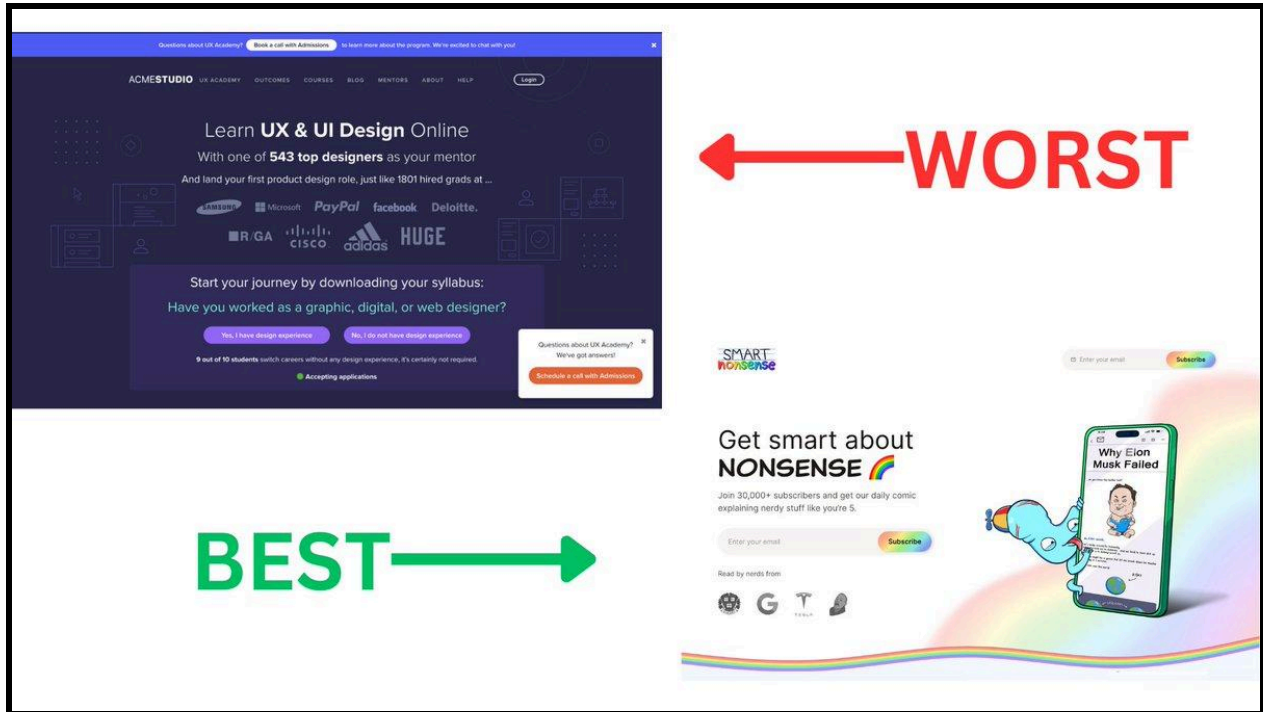
Don't make it complicated, it can just be screenshots of happy customers and clients talking about your newsletter. Bonus points for video.

8 - Never have more than 1 CTA

Simplicity sells. Remember the KISS framework: keep it simple, stupid.

A confused customer doesn't buy stuff. So, create a guided flow towards the only option for action on the page. Eliminate the guesswork.

Here is one of the worst landing pages that don't follow these principles and one of the best landing pages that does.

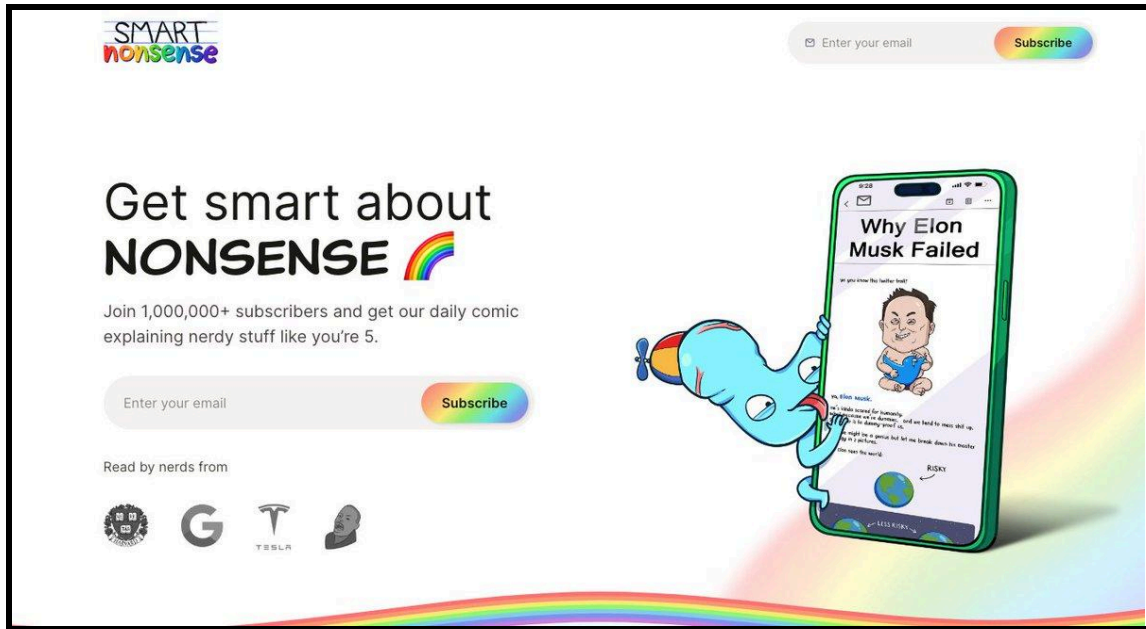


The good example is from the best newsletter landing page I've ever seen: Smart Nonsense.

They just launched a newsletter. It's "South Park for nerds". And the tactics they used are a master class in landing page design for digital entrepreneurs. Here's the breakdown:

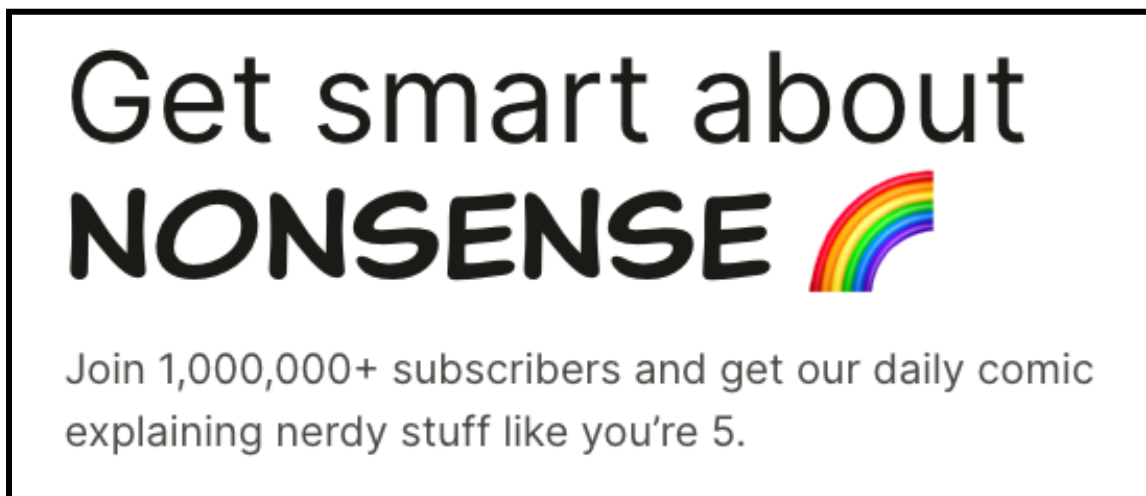
Overall design

They use the same color palate, fonts, and style of imagery throughout the landing page. It's consistent. A cohesive visual experience. And there's a ton of white space, which makes it easy to read. The brand's weird sense of humor is apparent.



Powerful headline

Nonsense highlights important words and phrases on the landing page. This draws your attention to them and makes the copy pop. And they back up their competence with stats. 1,000,000 subscribers, now that triggers some FOMO.



Trust badges

Here we see people from Harvard, Google, Tesla, and even the Deez Nuts guy (very on-brand) read this newsletter. This adds instant credibility to the newsletter. And, it triggers the psychological desire to belong to a community of people we admire.



Read by nerds from



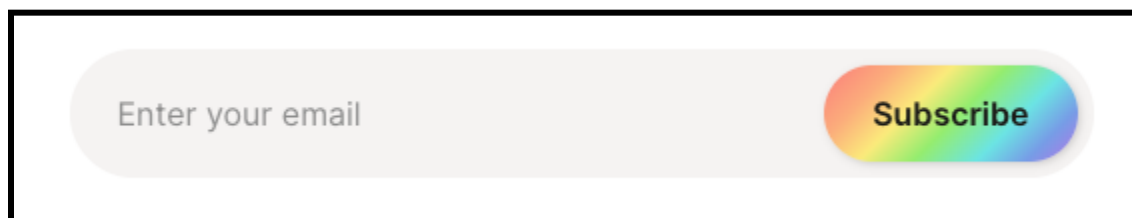
4 - Keep the navigation bar minimalist

Nonsense only includes two things in the navigation bar on this landing page: The CTA and the brand logo. One for instant recognition and the other for clicks.



One CTA

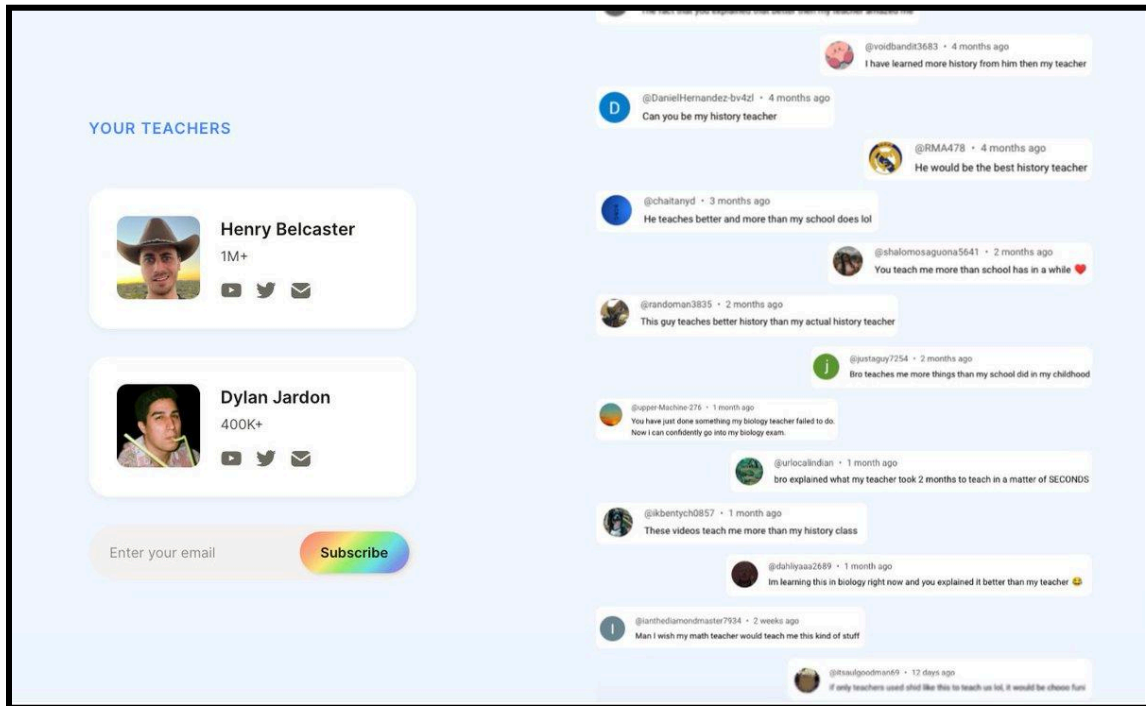
Speaking of call to action, Nonsense only features a single CTA throughout this page. A subscription link. Nothing else. They don't confuse visitors with options. The page leads you down a funnel to one option.



List of current clients

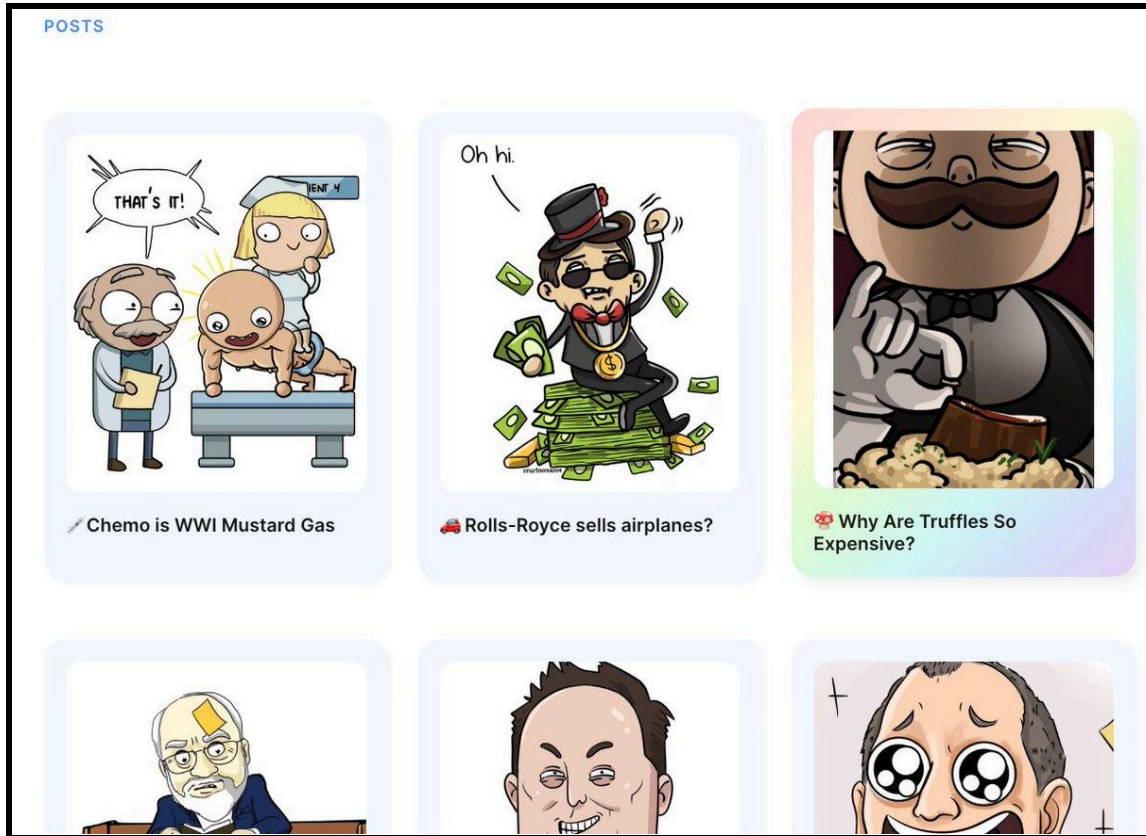


Double down on social proof. Social proof is powerful. This is why Nonsense highlights a scrolling wheel of existing subscriber posts. If you have testimonials from the right people then they'll do the hard work of selling for you.



Eye catching images

Nonsense immediately engages users with imagery to build an instant connection. This cartoon style is consistent and goofy. They capitalize on the power of visuals to draw readers in by producing a dopamine hit.

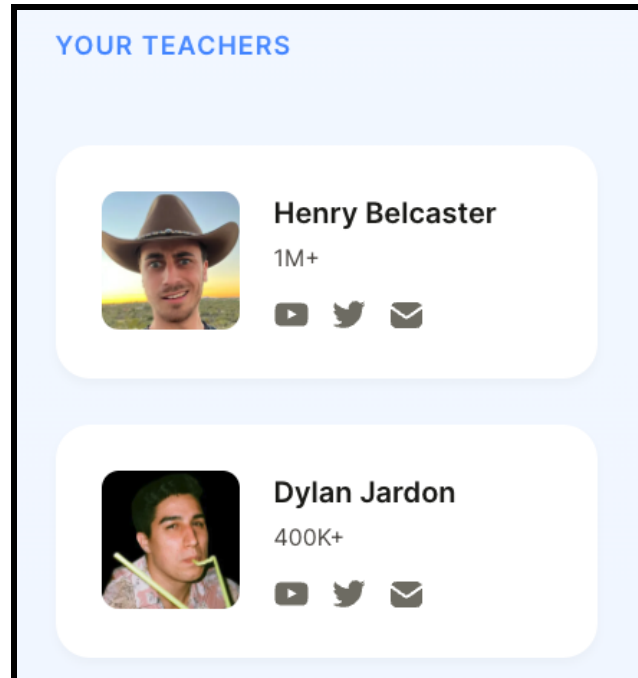


Uses multiple instances of the same CTA

Landing pages can be long, so Nonsense scatters theirs with CTAs throughout most sections. There's a total of four on this page, giving users every opportunity to convert.

Personal connection

Nonsense shows you two pictures of the guys that run the newsletter right under the fold. This helps build trust and personal connection right off the bat. Also, it shows how many followers each have, another show of social proof.



Monetization

The monetization landscape for newsletters

Here are the top 7 strategies you can use to monetize your newsletter.

1 - Sponsored Content

This is the OG of newsletter monetization. Other companies will pay to have their content featured in your newsletter.

They can feature content like articles, interviews, reviews, or simple ads. If you do this, definitely make sure it is 100% transparent to your readers where this sponsored content starts and ends.

2 - Affiliate Marketing

This is similar to sponsorships but it is more personalized content shaped by your company.

AM works by promoting the other company's products or services in your newsletter. It is written from your perspective.



It's set up using affiliate links that the person selling the product will provide you (the affiliate). Each time a reader clicks on an AM link and makes a purchase, it's tracked, and you receive a percentage of the proceeds.

It's important that any products you promote align with your newsletter's content and are valuable to your readers.

This is my favorite way to monetize.

Number 1, you can sell stuff you like for people that you like. It's a win-win.

Second, if you are good at it and make people money, they will be more apt to be an affiliate for your offer later on down the line.

3 - Premium Subscriptions

If your newsletter offers high-value content (hint: it should), consider offering a premium subscription tier.

Annual subscription level at a discount from the monthly level rate is usually a good idea.

Use this in addition to a free tier. Free subscribers get the basic content, while premium subscribers get additional resources, such as in-depth articles, industry reports, discounts on products or services, etc.

4 - Sell Your Own Products or Services

Use your newsletter as a platform to promote and sell your own products or services. This could be anything from consulting services, online courses, to software tools like SaaS.

5 - Partner with Other Businesses

You can partner with other businesses for special promotions, events, or exclusive offers for your subscribers.

This can be a win-win situation as it brings value to your readers and potential customers to the partnered business.

6 - Job Boards

If your newsletter reaches a specific industry or professional group, businesses may be willing to pay to list job openings.



Set up a job board website with your payment vendor of choice integrated and charge per job listed.

Sahil Bloom is a creator that did this for a while.

7 - Events and Webinars

You can host industry-relevant paid webinars or events for your subscribers.

These can offer exclusive content, industry insights, or networking opportunities.

I'm seeing more and more of these pop up.

Love to see it.



Newsletter sponsorships lead to serious revenue growth. But most newsletter operators don't know how to get sponsors.

Here are 5 ways to get qualified sponsor leads:

1 - Research

Compile a list of 10-15 newsletters that are similar to yours and find out who's sponsoring them.

Use websites like <http://whosponsorsstuff.com> or find directories and lists where the target sponsors may be. This can be hit or miss though.

2 - Platforms

These are subscription-based sites that use automation and a sponsor network to connect clients. Some of the top platforms:

- <http://paved.com>
- <http://swapstack.co>
- <http://getsponsorleads.com>

3 - Agencies

There are businesses that get sponsorships for newsletters using the agency model where each client has unique needs.



Here are a few of the top agencies:

- <http://growletter.co>
- <http://inkwellagency.com>
- <http://adastramedia.biz>

4 - Network

Attend industry events, webinars, and conferences. Connect with potential sponsors on LinkedIn.

Sponsorship comes through relationships.

5 - Leverage your subscribers

Use referral programs so your subscribers share your newsletter with their networks. This increases your reach and visibility, attracting potential sponsors.



Once you've the perfect fit, reach out.

Here is a DM template you can use:

- Hey [name],
- My name's [your name] and I'm the founder of [your newsletter's name]. We're a [niche explanation] newsletter written for a [niche] audience.
- We have a readership of over [number of subs] [niche] readers and each email gets an average open rate of [your open rate].
- Would love to chat about how we can help you acquire more [brand] customers.
- Can we set up 15 minutes to chat later this week?
- Thanks, [your name]

Getting advertisers on the phone increases conversion because it puts a face to the email.

On the calls, talk to clients about your background, tell them the story of your newsletter and then explain why your readers align so well with their audience.

It'll work.



Automation

Now let's get nuts.

Self-segmentation

For many of the automations we are going to talk about, tag-based separation of subscribers and content is extremely important.

You need to make a new form that is separate from the normal subscribe form. This is so the right automation is triggered.

Here is a list of my personal newsletter sign-up forms:

Subscribe Forms

Create customizable and embeddable email subscribe forms for your other websites.

Create new form

NAME	
email course form	View Edit
ghostletter quiz form	View Edit
main site landing page form	View Edit


Once you have the forms, you can create automated segments based on those individual funnels.

This will lay the base you will use to create the rest of the trigger-based automations.

This example is from Beehiiv, but the steps will be similar for any major platform.

Select Segments under Audience:



 Audience ^

Subscribers

Segments

Polls

Custom Fields

Surveys

Subscribe Forms

After adding a new segment, naming it, and adding a description, select “Static” segment type. Then select, “Define conditions.”

New Segment


Name *

Email course segment

Description


Segment of the subscribers that entered through the email course funnel

Segment type *




Static

Set conditions to create a segmented group of subscribers that will NOT be automatically updated after creating.



Dynamic

Set conditions to create a segmented group of subscribers that ARE automatically updated daily.



Manual

Upload a list of subscribers that are NOT automatically updated.

Define conditions →

Add a new condition under “All” and select **Attribute** under “Subscriber data”



Select the **Embed Source** attribute.

Then select the subscriber form you want to use for segmentation.

Here is a completed example for one of my funnels in Beehiiv:



Define conditions

All (AND) ▾

Subscriber data → Attribute

Embed Source ▾ was ▾ email course form ▾

+ Condition + Condition group

This segment currently includes inactive and/or pending subscribers. [Filter by active subscribers](#)

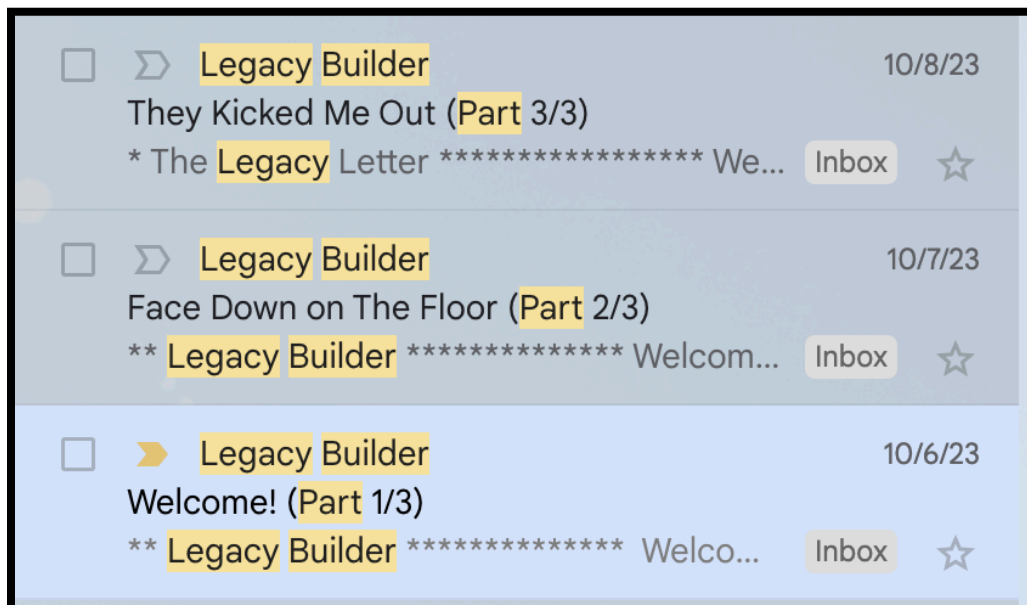
Welcome sequence

In Chapter 3, we talked about how everyone should have a welcome email auto-sending to newsletter subscribers.

A welcome sequence is similar and can be used instead of a single welcome email. Like the name implies, it is a sequence of 1-7 emails upon subscription.

Some creators use these sequences to tell a series of stories, describe different steps of a process, or just talk about different aspects of their community or program.

Here is a 3-step welcome email sequence from Legacy Builder (Clifton) where he talks about his journey from job to full-time creator:



Now, for the most part I don't recommend this for most newsletters. Typically, 1 welcome email is just fine. Most people don't open later welcome emails past the first one.



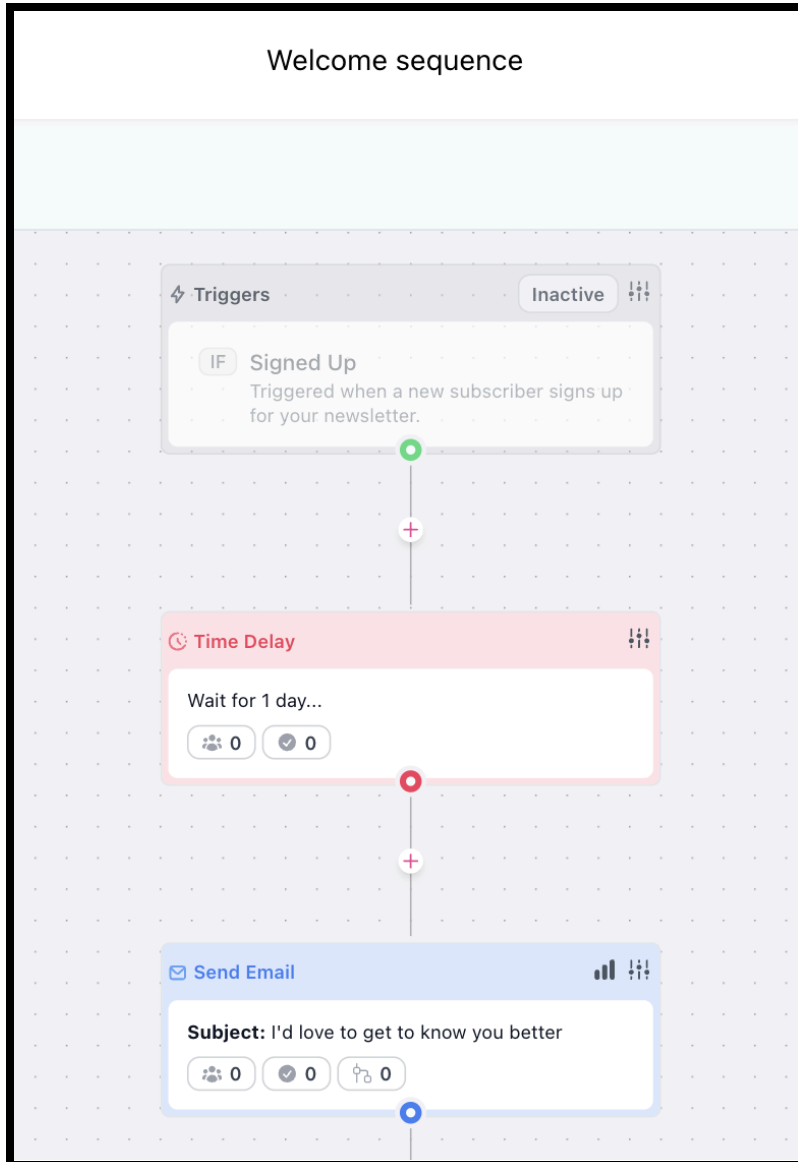
Here's the process:

1. Set up a trigger that activates on a new subscriber sign up
2. Send a welcome email
3. Wait for 1 day
4. Send a follow up email with survey attached for more information gleaning

Shown below is my follow-up email I use to get subscriber's first name:

The screenshot displays an email configuration interface. On the left, a preview of the email content is shown. It features a black header with a white logo of a mountain range and a sun/moon. The body text reads: "Hey!", "I just wanted to say thank you so much for signing up for my email list, and welcome to the community!", "If the spirit moves you, take the survey below; it'll help me make your experience more personalized:", a pink button labeled "Take the survey here!", "Thanks!", and "Swanagan". On the right, the configuration panel is visible, showing tabs for "Configure", "Preview", and "Test". The "Configure" tab is active, displaying fields for "Subject Line *" with the value "I'd love to get to know you better" and "Preview Text *" with the value "Will literally take 15 seconds".

And here is an example of the welcome email automation steps in Beehiiv. Please note, the steps and theory will be roughly the same no matter what software you use.



Course sequence

Functionally, an email course is EXACTLY the same as a welcome sequence. The content is just different.

With an email course, the series of emails teaches readers about a specific topic. Each individual email usually has one lesson, and all of the emails together make up the course. The time period between each email is usually 1 day.

You'll typically see these used as a lead magnet for email list building.

This one has the same type of structure:



1. Trigger on subscriber/person signing up for the email course.
2. Send the “Welcome to the course” email
3. Wait for 1 day
4. Send 1st email with the [Name of course - Topic #1] subject line
5. Wait for 1 day
6. Send next email with the [Name of course - Topic #2] subject line
7. Wait for 1 day
8. Send next email with the [Name of course - Topic #3] subject line
9. Wait for 1 day
10. Send the last email with a CTA for testimonials

Your course can have as many emails as you feel it needs. However, once you hit double digits that may be too much. 3-5 days seems to be a sweet spot in my experience.

Lead magnet automation

There’s a lot of ways to skin this cat.

But if you are offering a product in exchange for email addresses, here is a proven method.

You need 3 different components:

- a landing page (Carrd)
- host for your product (Gumroad)
- an email list management tool (Beehiiv)

I’ll walk you through an example for this book/course.

Let’s get it!



First, you’ll want to create a subscriber form and automated segment (see [here](#)) for the lead magnet email sign ups.



Publication - The Optimalist

General Domains Premium RSS Feed Import Subscribers Import Content Export Data **Subscribe Forms** Widgets

Subscribe Forms

Create customizable and embeddable email subscribe forms for your other websites.

[Create new form](#)

NAME	
inbox empire lead magnet	View Edit
email course form	View Edit
ghostletter quiz form	View Edit
main site landing page form	View Edit

Stricter Security on Signups
To prevent spam submissions on your website and Embed Forms, you can enable stricter security via Turnstile, Cloudflare's CAPTCHA.
Website: It will be invisible on the page so user experience will not be impacted. ☐

I called this one the “inbox empire lead magnet.”

Then grab the embed form by copying the code snippet:

Slim Embed

This offers the most control with placement without providing a background, header, or description.

```
<iframe src="https://embeds.beehiiv.com/b9cd7f68-6952-4a1"
```

◀ ▶

Enter your email [Subscribe](#)

We'll need this later for the landing page.



And speaking of the landing page, let's do that next.

Carrd is a really nice, free, and quick platform for standing up landing pages. The holy trifecta.

Here is a quick one that I threw together for this example:



Note: to actually embed the subscription form code snippet, you'll need to pay for Carrd premium. However, it's only \$9/yr. Super affordable.

Now we have the segmented email list form, and a landing page!

Let's get to the actual product.

To host your digital product, there's a ton of options. I like to use Gumroad. It's free and the UI is great.



Once you've created your new Gumroad account, click on **Products** -> **Digital Product** and name it.


Put \$0 for price (unless you are charging for it), upload your files (product and visuals), describe what your customers will be getting, then hit **Publish**.

Voila! You now have a hosted product page.

At this point, we have all the component pieces built and in place. We just need to tie it all together.



Head back over to Gumroad, select your product, and then copy the URL, as shown below highlighted in yellow:

Products			
All products Discover Affiliated Collabs			
Products			
	Name	Sales	Revenue
	Inbox Empire eewatchguy1.gumroad.com/l/inboxempire	0	\$0
Totals		0	\$0

Once you've copied that, navigate to Beehiiv and go to your subscription form that we created for this product.

Click edit, then scroll down to the bottom till you see the **“Or, redirect to an external page”** field.

Then, just paste your Gumroad URL into the field:



Subscribe Forms
Create customizable and embeddable email subscribe forms for your websites.

Create new form

NAME

inbox empire lead magnet

email course form

ghostletter quiz form

main site landing page form

Stricter Security on Signups
To prevent spam submissions on your website and Embed, you can enable stricter security via Turnstile, Cloudflare's CAPTCHA, or reCAPTCHA. Website: It will be invisible on the page so user experience is not impacted.

Body Font

Open Sans

Button Font

Open Sans

After Submission

When a visitor subscribes via the form.

Show a success message

Or, redirect to an external page

<https://eewatchguy1.gumroad.com/l/inboxempire>

Save

Click **Save** and then you're done.

Now, once someone enters their email on your landing page, it'll redirect to your Gumroad page automatically.

Easy peasy.



Here's another quick use case.

Say you don't want to use a dedicated landing page for your product...

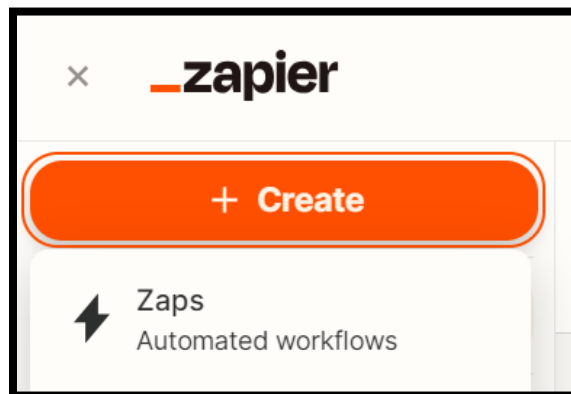
How do you get email addresses from Gumroad to another ESP like Beehiiv? Well, we'd use something like Zapier.

Now, just like the other tools we've talked about, there are plenty of options for automation software like Zapier (Make, etc.). But it's widely used and you can set this particular automation up for free.

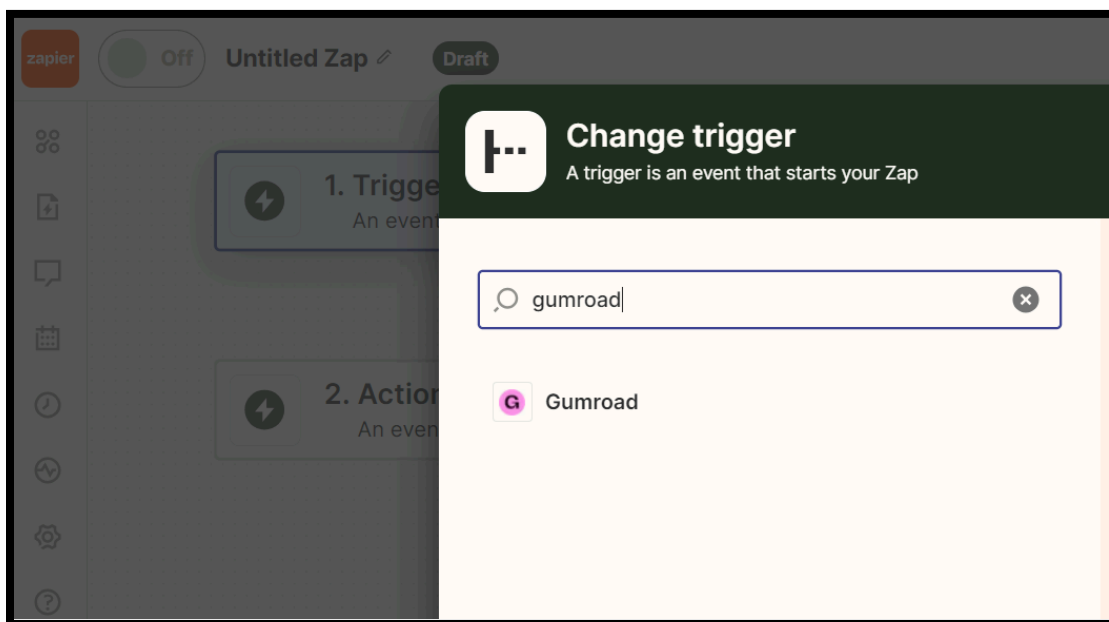
So, taking the landing page out of the mix, we just have the Gumroad page, and an email list in Beehiiv.



If we head over to Zapier, create an account, then select + **Create** and then **Zaps**.



Automatically, a Trigger and Action will auto populate. Click on the Trigger, then do a quick search for **Gumroad**.






Click on the pre-populated Gumroad icon.



You will then be prompted to enter your Gumroad account info. Once you've signed into the same account you created your product in, move on to **Events**.


Choose the **Sale** event from the dropdown:



 1. Gumroad



 

 App & event 

 Gumroad

[Change](#)

* Event (required)


 Choose an event 

Cancellation
This Trigger fires every time a cancellation of a subscription occurs.
Instant

New Product
Triggers when you add a new product to your Gumroad account.

Refund
This Trigger fires every time a sale is refunded.
Instant

Sale
This Trigger fires every time a sale occurs.
Instant



Save this then select the product you created (will show up if you're signed into the same account):



G

1. Sale in Gumroad

^ Trigger

Product

Choose value...

Product

Custom

Search

Type to search

You can search only within loaded results. Load more to search for more items. Results may contain shared and personal items.

i

Loaded 1 results.

Inbox Empire

k_09uMjEgBy_yEdL4JrXfA==

+ Load m...

↻ Refresh resu...

✕ Clear selecti...

Save and then move to the **Action** portion of the automation.

Do a search for **Beehiiv** and click into the Action menu. Sign in to your Beehiiv account (similar to the Gumroad step).

Select **“Create a subscriber”** from the dropdown:



The screenshot shows a window titled "2. beehiiv" with a home icon and edit/delete buttons. It features a Beehiiv logo and a "Change" button. A required field for "Event" is shown with a dropdown menu currently displaying "Choose an event". Below this, a "CREATE" section contains a button labeled "Create a Subscriber" with the description "Creates a subscriber in your beehiiv account."

Once you confirm this selection, you'll be prompted to select the relevant data you want inserted into the Beehiiv platform from the Gumroad trigger event.

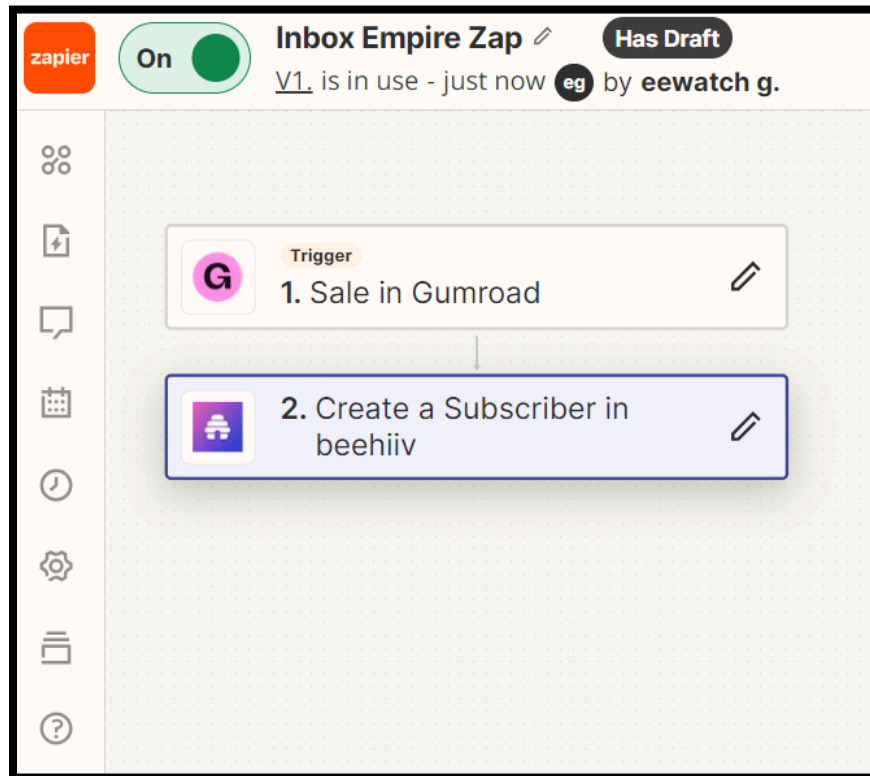
Here, we'll select **Email**:

The screenshot shows a window titled "2. Create a Subscriber in beehiiv" with a home icon and edit/delete buttons. A required field for "Email" is shown with a text input placeholder "Enter text or insert data...". An "Insert Data ..." dialog is open, showing a search bar "Search all available fields" and a list of available data fields from the "1. Sale in Gumroad" event. The fields listed are "Email john_doe@example.com" and "Full Name John Doe".

And that's it!



You now have a fully functioning Zap automation that is linked to both your Gumroad product page and you Beehiiv email list.



Now, when someone grabs your digital product, it'll automatically add their email to your email list.

Awesome!

Cold subscriber re-engagement

People stop opening your emails. This is a fact of life.

And there is an important reason to keep track of these emails. If your list accrues too many subscribers that don't open your emails, bad things happen.

For instance, your deliverability will go down (which means emails will end up in spam or worse, not even delivered), and your reputation with your email platform (ESP) will degrade as a result. More on this later.

The long and the short of it is, you have to “clean” your list, ie, remove email addresses that aren't opening your stuff anymore.



But those cold subscribers don't have to stay that way. If they haven't unsubscribed, there's still a chance to pick up where you left off.

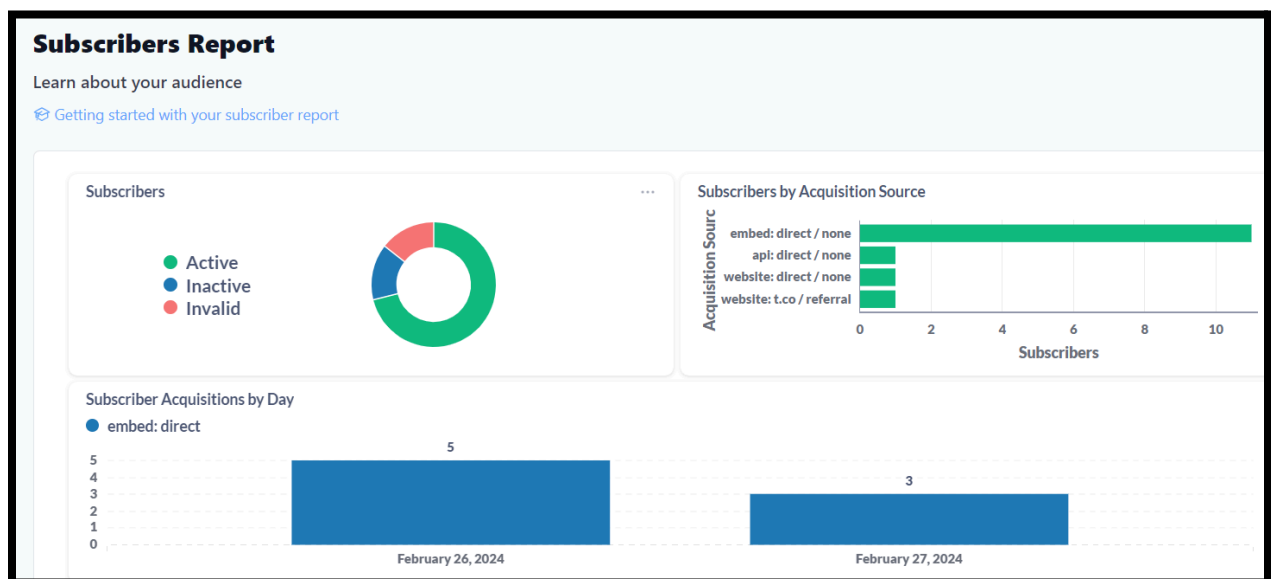
So, always try that first.

Here's how:



1 - analyze and segment your list

Navigate to your analytics page for your ESP. Here's an example from Beehiiv:



Once there, you can identify all of the emails that show up as **unengaged** or **inactive**.

The difference is that inactive have opted out of your list, or unsubscribed, whereas unengaged means they are still subscribed, they just aren't opening anything.

For the unengaged crowd, we want to try to get them back, and if they aren't interested, remove them from the list.

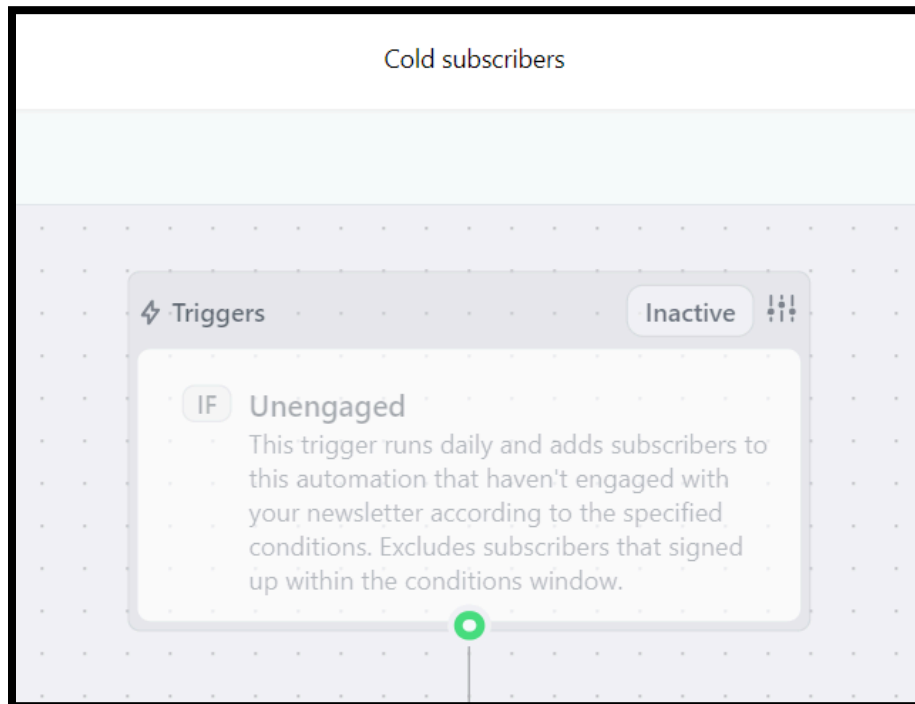
Let's jump in.

2 - Create an unengaged subscriber automation

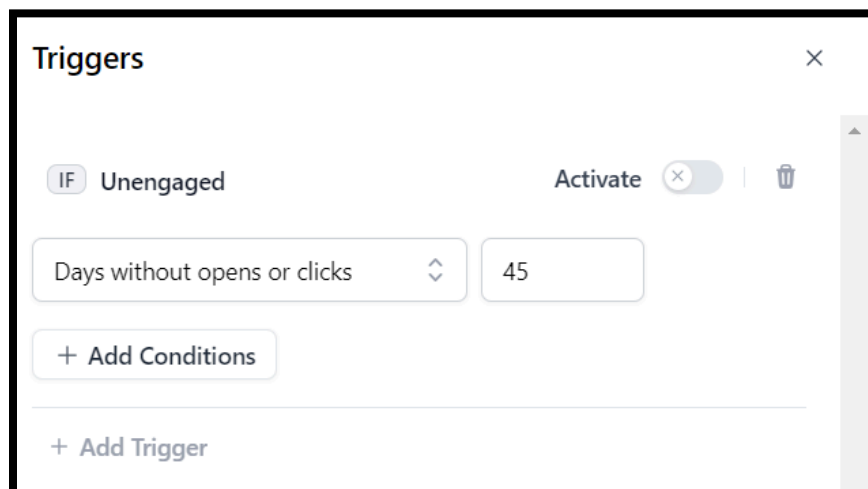
Here we are going to create an automation to either re-engage or add the emails an inactive segment on your list.



First, we'll create a new automation and call it **Cold subscribers**.

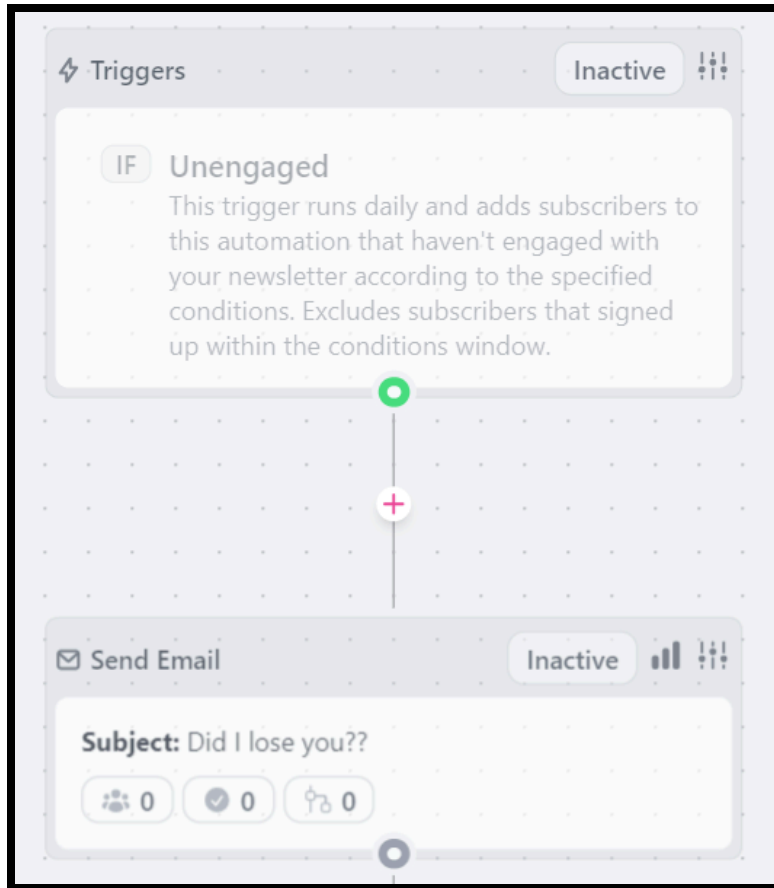


Then, add a trigger of the type **Unengaged**. The criteria here is that the person hasn't opened an email in 45 days. Note: you can play around with this number. For a weekly newsletter, it could be more like 60-90 days. I picked 45 since mine is a daily.



Next, we will create a “**send email**” step.

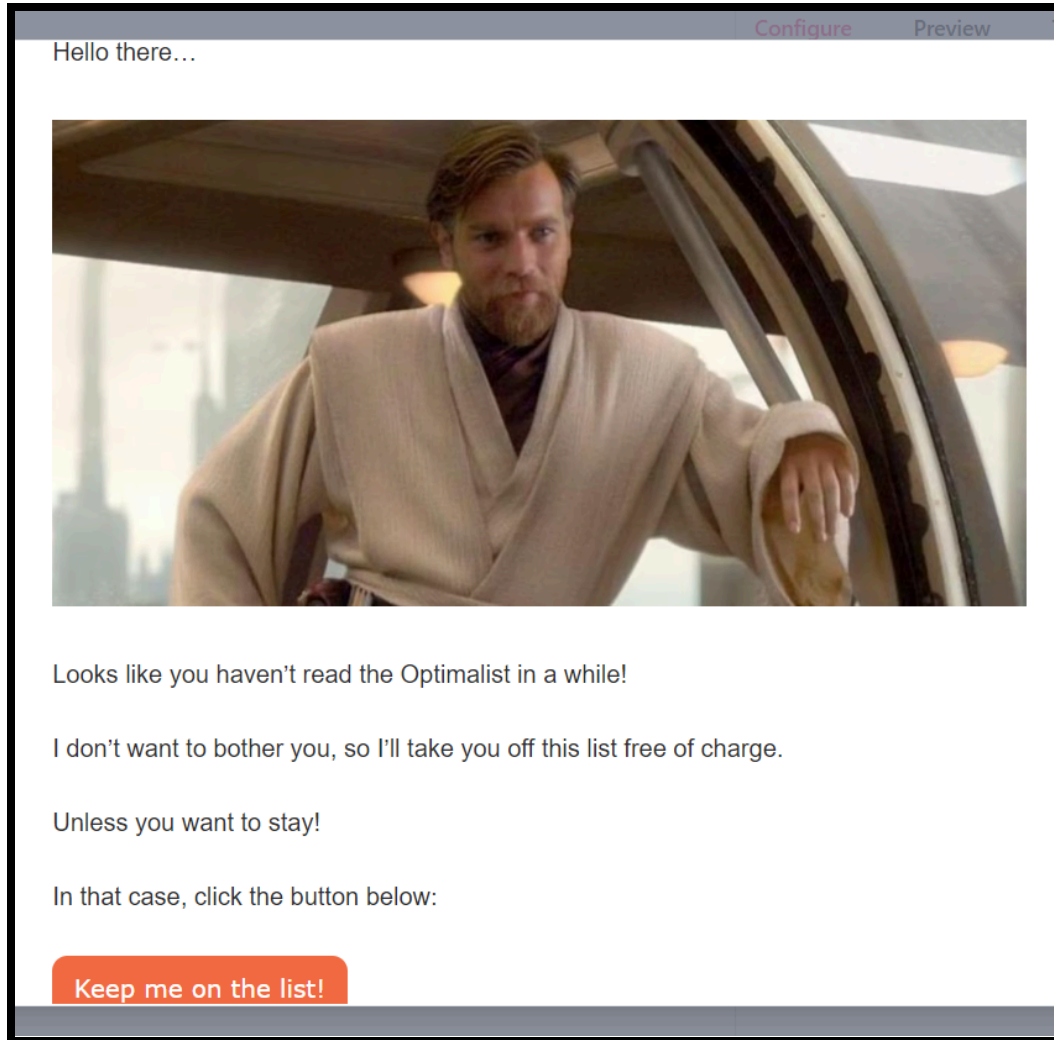
This is crucial. The subject line, message, and CTA all play a part in determining if someone stays on your list, or not.



Here are a few tactical ideas for creating a re-engagement email that works:

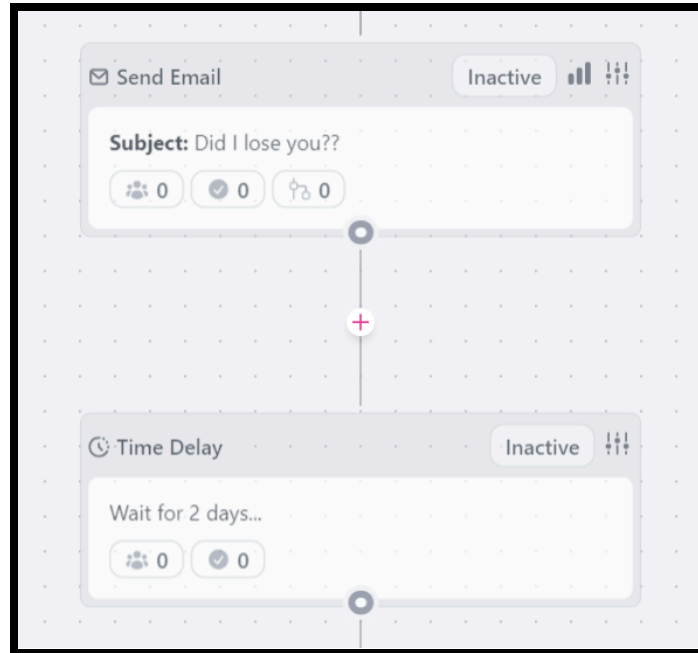
- Use a subject line that grabs attention. A sentence with an understood “You” tends to work well. Or you can state it explicitly.
- If you have first name data, use it in the subject line.
- If you can, offer incentives to come back. Ie, 2 free months if you have a paid newsletter. Get creative.
- Ask for feedback. But don’t get needy. Immediate turn off. Be a human being. Ask a question.
- Glve them a clear CTA if they still want to get your emails. Make it easy.

Here’s what I came up with for my email list:

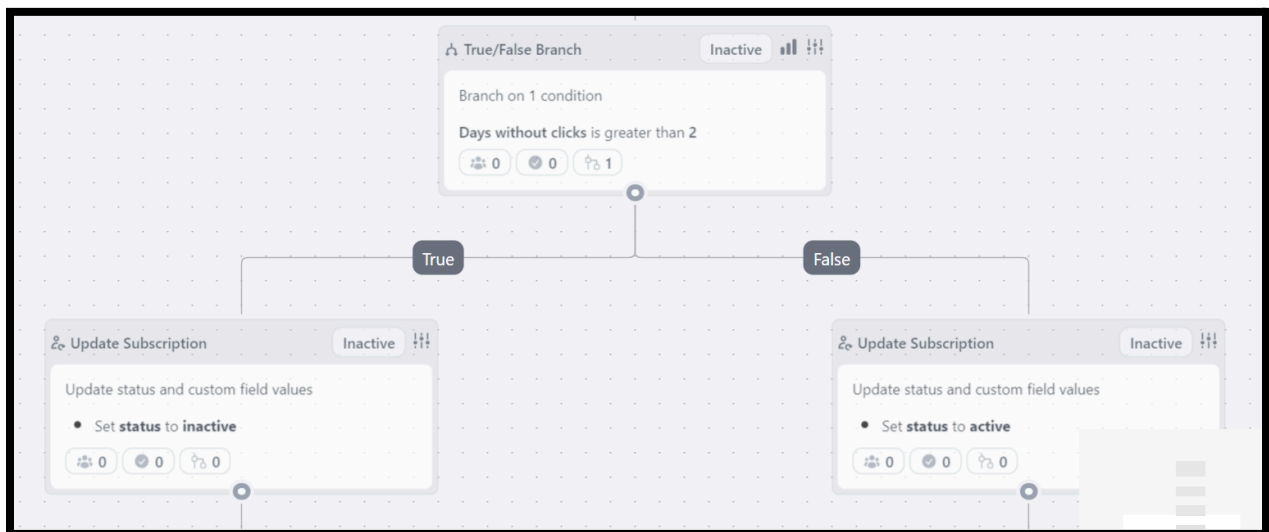


Now, wait for a short period to give them time to see, open, and hopefully click the email. I like 2 days.

In Beehiiv, this wait function is a time delay and looks like this:



Once you waited for set amount of time, create a True/False branch:



Make the condition for the branch equal to the amount of time that you waited. For instance, if the time delay is 2 days, make the branch condition “Days without clicks” > 2.

Here is an example for the case where the person hasn't open the email in over 2 days:



A screenshot of a conditional logic builder interface. At the top left is a 'Back' button. At the top right is a 'Delete All Conditions' button with a trash icon. Below these is a dropdown menu set to 'All (AND)'. Underneath is a section labeled 'Subscriber data → Attribute'. Inside this section, there is a dropdown menu with 'Days without clicks', a comparison operator dropdown with 'is greater than', and a text input field containing the number '2'. At the bottom left of this section is a '+ Condition' button.

Now that we have a conditional branch, what do we do in each case?

Well, for TRUE, this means the person, in fact, did NOT open and click in the email during the set amount of time. So, now we put them in the **inactive** bucket.

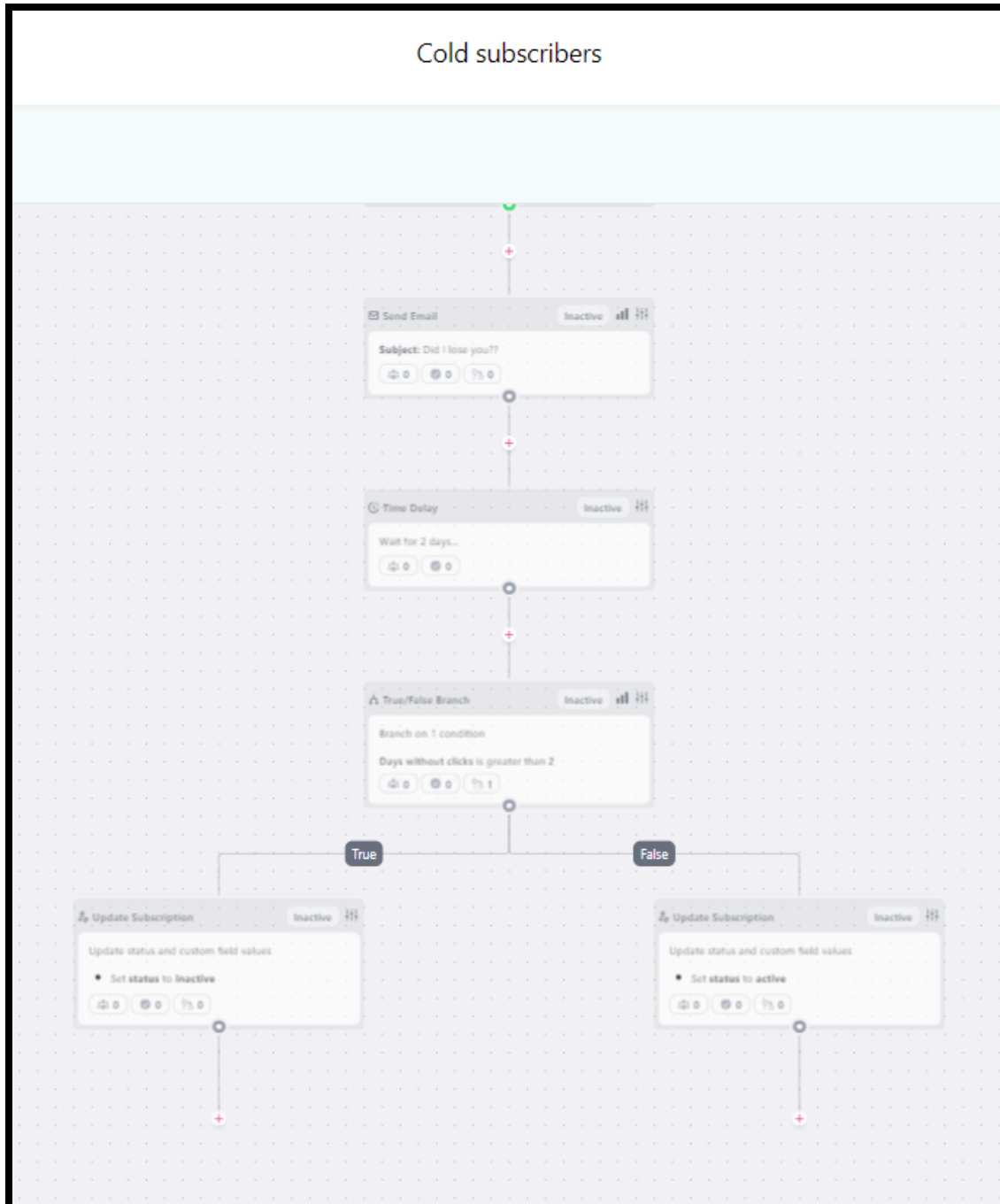
A screenshot of the 'Update Subscription' modal. At the top right, there is an 'Activate' toggle switch which is currently turned off, and a close button (X). The main content area has two sections. The first section is titled 'Keep or transition subscription status to...' and contains a dropdown menu with 'Inactive' selected. The second section is titled 'Keep or update custom field(s) to...' and contains a '+ Add Custom Field' button and a link to 'Manage Custom Fields'. Below these sections is a hint: 'Hint: You can remove a custom field from a subscriber by specifying an empty value.' At the bottom, there is a section titled 'Step Conditions' with the text 'Add conditions to define which subscribers should be updated.' and a '+ Add Conditions' button.

If they did click, great! That means our condition is FALSE. We don't have to do anything in this case.

However, you can double down and set their status to Active even though it already is.

My OCD wants the branch to be balanced, so that's what I did.

Here's the full automation:



And that's it!

We don't have to delete the inactive emails. This is because inactive or unsubscribed emails do not affect your metrics or deliverability.

You can delete them if you want to, but it's not necessary.

GTG.



Deliverability

We are warming up, baby!

Our emails, that is.

Besides sounding cool, what does this phrase mean?

Basically, it means building clout for your sending email address. Enough clout that when it gets to the club entrance (an inbox), the bouncer, your ISP (internet service provider) will let its messages get in (go to the primary folder, not spam or other).

Your ESP (email service provider - see Chapter 4) is responsible for making sure your domain has good deliverability, or is let in successfully.

When you send emails from the ESP, they have to go through the ISPs routing and filtering before hitting inboxes. The ISP is constantly checking for spam emails, and it looks at deliverability metrics to make sure your emails are good enough to go to the inbox. And they have the power to block your emails if they flag negative metrics.

Unfortunately, we don't really know what all of those metrics are. But we do know a few:

- **Sending spam emails.** You are sending spam emails if people are placing them in the spam folder. The more this happens, the more likely it is that your ISP pushes to the spam folder automatically.
- **Bad IP or domain reputation.** This one is hard to categorize. But if you are using a shared IP address or an address that was associated with spam-sending, you're screwed.
- **Sending volume.** ISPs establish sending limits. If you hit those limits, your emails will bounce. To avoid that, a proven method is to ramp up volume in a campaign. Some platforms like Reply.io will do this automatically.
- **Bounces.** Similarly, if you bounce enough, that will drop your deliverability. Another way to bounce an email is to send it to an invalid email address. So make sure your list is cleaned regularly.
- **Blocklists.** If a reader puts your domain a blocklist (flags as phishing) the ISP will more than likely mark your next email as spam.
- **Recipient engagement.** The ISP keeps track of all opens, clicks, unsubscribes, etc. The more replies to your emails, the better your deliverability.

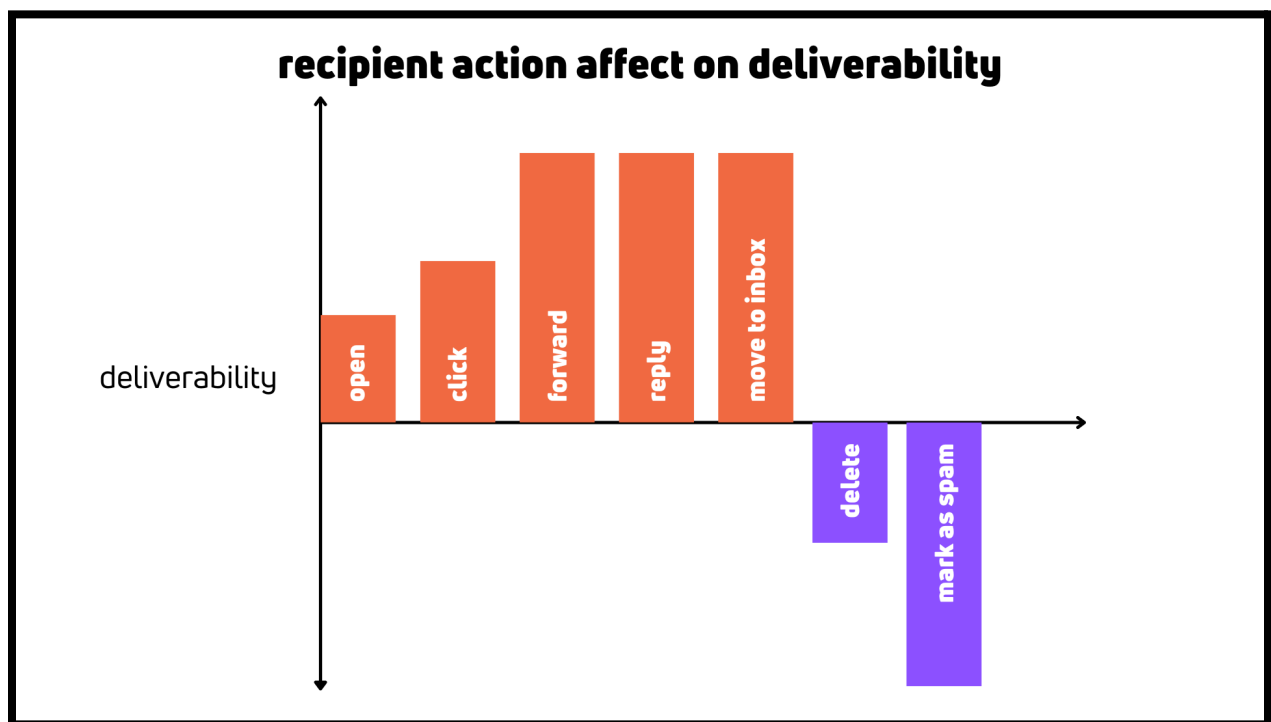
Here is a helpful table from Klaviyo that lists healthy negative engagement rates. You will want to keep your numbers under these benchmarks as a general rule:



Metric	Needs attention	Room for Improvement	Healthy
Bounce rate	> 2%	1%-2%	< 1.0%
Unsubscribe rate	> 1%	0.3%-1%	< 0.3%
Spam complaint rate	>0.05	0.01%-0.05%	< 0.01%

A quick note: not all ISPs are created equal. Gmail will have a different set of rules from AOL which will have a different set of rules from Titan.

And, just like ISPs, not all metrics are equal. They each have different weights. See the graph below for an idea of the weighting different recipient actions take.



So how do you get readers to take positive actions?

Well, there are a few proven methods to make sure your emails get to the right inbox folder.

Let's dive in!

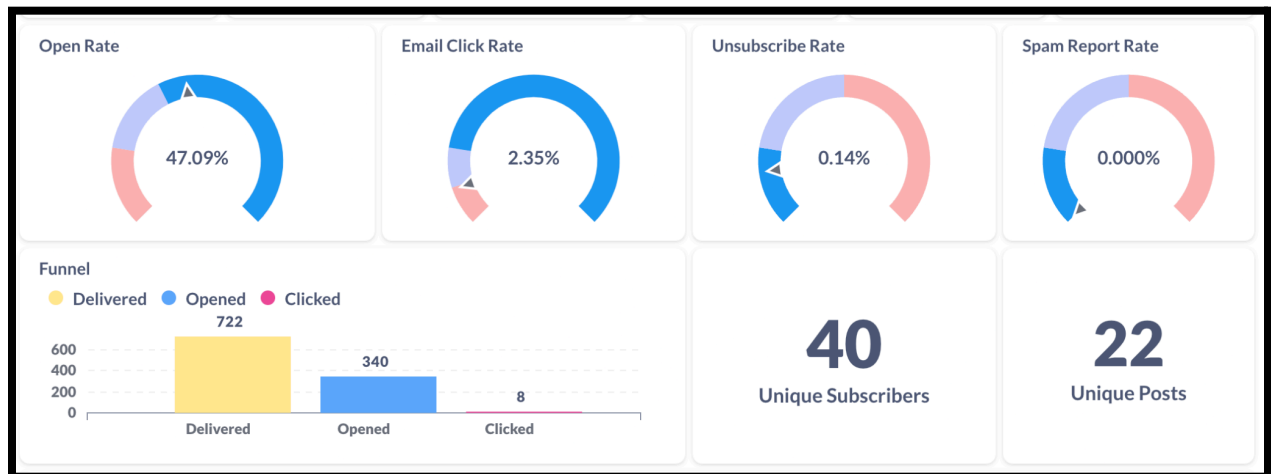


How to warm up your domain

The prerequisite to warm up activities is you are able to track all of these things.

The stuff that gets measured gets managed, to bastardize a Peter Drucker quote.

All of the big platforms listed in Chapter 6 will have dashboards with most or all of this data. Here is an example from Beehiiv:



This should be your guiding light. Check it often.

Now let's get tactical. Here are 7 strategies you can use to start warming up your email domain today:

1. **Replies = trust.** Explicitly ask your readers to engage. You can prompt “Let me know what you think.” or post a poll. Each reply boosts your deliverability.
2. **Personalize often.** People like to see their name in the subject line (helps open rate) and in the copy (helps keep interest till the CTA). All of the top platforms make this easy. You just have to include a “first name” field in your sign up form.
3. **Clean your list.** As mentioned in the previous section, if your email list includes people that don't open your emails or invalid email addresses, you have some work to do. Every couple of months go through the list and purge those particular emails out. This will boost your deliverability by increasing your open rate and removing bounces.
4. **Send simpler emails.** Graphics, images, and external links all make the ISP work harder to check for malicious and/or spam content. If it's your thing, try out text-only emails. This will increase your odds of hitting the Primary inbox folder.



5. **A regular cadence.** Sending on a schedule without missing establishes trust with your audience. The more consistent you are and the longer you keep it up, the better your open rate.
6. **Manage expectations.** Like I mentioned in the welcome sequence section, you have to be crystal clear on the sign up page. When people know exactly what they are in for, there is a smaller chance they'll be unpleasantly surprised and knee-jerk unsubscribe.
7. **Use a separate domain for marketing vs. content.** Sending cold emails for marketing efforts can hurt your domain reputation. Reasons include excessive bounces from scraped list invalid emails and spam classifications from potential customers that just aren't having it. Setting up a separate domain that is similar is a good idea in this case. If you aren't sending a lot of cold emails, I wouldn't worry about it.
8. **Great subject lines and content are table stakes.** If your content sucks people won't open OR read. All of the other tips aren't worth jack squat if your content isn't exceptional. See Chapter 2 for help with this.

Do all of this for a month and you should be good to go.

Custom sending domains

You need a custom domain if you are sending emails. Full stop.

Here's an example:

from: **Eddy Quan** <eddy@eddyquan.com>

Now, you might be asking: "Why do I need a custom domain to send email? Can't I just use my @gmail address?"

Good question.

It's because providers of domains like @gmail, @hotmail, @yahoo, etc. can block you from sending if they detect bulk email being sent from their domain. This is because they are trying to protect their reputation. Because when you send mail from a Yahoo account, you're using Yahoo's reputation, not yours.

Your domain email is for your subscribers to know they're getting an email from you. And the more they trust you and interact with your emails, the better your sender reputation gets.



The top 2 ways to add email to your domain and start sending emails with that address include:

1. Using your domain provider you bought your domain

Most domain providers provide you with a way to add email to your domain.

Then you'll have the name@domain.com address you need, and even if you don't set up the Inbox entirely you can still set up forwarding to your normal Gmail or Yahoo address.

Examples are sites like Squarespace Domains, Namecheap, and GoDaddy. My favorite though, is Cloudflare. Super nice interface, and they make it easy.

The holy trinity of email authentication protocols (DKIM, PKS, and DMARC)

This section gets technical, but it's necessary.

Just like basketball, the email world has a Big 3.

The Big3 authentication protocols that is; SPF, DKIM and DMARC.

These guys are must-have email authentication protocols that protect inboxes from email spoofing and phishing attacks. If you want good email deliverability and a positive domain reputation, these have to be set up correctly.

Here's the lowdown:

SPF stands for Sender Policy Framework.

It's a record that creates a filter for specifying which servers can send emails from your domain.

This txt file contains a list of all allowed servers and lives in your domain DNS settings. If the list doesn't have the sender's domain info, the sent email will be marked as spam or bounced.

Here's an example SPF record:



v=spf1

ip4:192.0.1.2 ip4:192.0.3.2

include:sendingdomain.email

-all

v=spf1 is the identifier of an SPF record. Every SPF record has this identifier.

The **allow list** portion of the SPF record or the list of authorized IP addresses. Here, the SPF record is telling the server that ip4:192.0.1.2 and ip4:192.0.3.2 can send emails for your domain.

include:sendingdomain.email is an include tag. This tells the server which third-party organizations are authorized to send emails for your domain. This tag tells the ISP that the content of the SPF record for the included domain (sendingdomain.email) should be checked and the IP addresses it contains are also authorized.

-all instructs the server to reject addresses not listed in the SPF record. They are not authorized.

DKIM stands for DomainKeys Identified Mail.

It adds a digitized signature to your emails which allows the ISP to verify its authenticity. This prevents spammers from impersonating a real domain, which is a problem.

For instance, say you wanted to trick a friend into clicking a link from oldspice.com. You could theoretically send an email that seems to be coming from "you@oldspice.com" to fake them out.

The way it subverts this is with cryptography. The DKIM record in the DNS settings of your sending domain has a public key that all receivers can see. If it matches the private key signature on your email, the ISP knows it's legit.

Here is an example DKIM record:

Name	Type	Content	TTL
big-email._domainkey.example.com	TXT	v=DKIM1; p=76E629F05F70 9EF665853333 EEC3F5ADE69A 2362BECE4065 8267AB2FC3CB 6CBE	6000

Now fortunately, most large ESPs have DKIM and SPF built in, but they don't have DMARC set up out of the box. So you have to do it for yourself.



DMARC stands for Domain-based Message Authentication, Reporting & Conformance.

What a freaking mouthful.

It is an add on to the SFP and DKIM policies. If you send an email and the ISP fails it based on SFP and DKIM check, the DMARC policy tells it how to handle the emails.

In February of 2024, Google stipulated that any ESP sending to Google inboxes had to set up DMARC email authentication for the sending domain. So, it's necessary to set this up if you have a custom domain.

Here's a breakdown of how to set a DMARC record up from the DNS settings for your domain:

v=DMARC1; p=[policy]; pct=[percentage]; rua=mailto:[aggregate_report_email]; ruf=mailto:[forensic_report_email];

Your policy options are:

- **none:** Don't filter; aggregate and report data
- **quarantine:** Put unauthenticated emails in the spam folder
- **reject:** Bounce unauthenticated emails immediately

The percentage determines how much of your domain's email traffic has the DMARC policy applied.

- **none policy:** percentage should be left blank. This will default to 100%.
- **quarantine' policy:** it is a good idea to use a lower percentage at first (5-10%), then increase it the reports come in and you are happy with the results.
- **reject policy:** same as quarantine policy

This section of the TXT record allows you to specify where you want the DMARC aggregate and forensic reports to go. They are typically the same email address.

Example: `dmARC-report-address@yourdomain.com`

Here's an example from Squarespace domains that I just completed for a client that includes all 3 of these records:

Custom Records				ADD RECORD
Host ?	Type ?	Priority	Data ?	
_dmarc	TXT	N/A	v=DMARC1; p=none; rua=mailto:swanag...	
google._domainkey	TXT	N/A	v=DKIM1; k=rsa; p=MIIBIjANBgqhkiG9...	
googlef1a603a76b0f10df	CNAME	N/A	google.com	
@	TXT	N/A	v=spf1 include:_spf.google.com ~all	



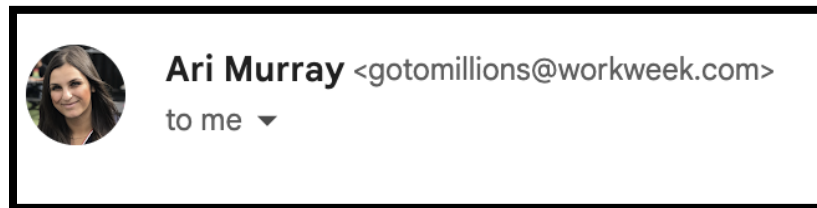
The one you've never heard of

BIMI. Sounds like a character from Star Wars.

It stands for Brand Indicators for Message Identity.

The main function is to help fight email phishing and spoofing. Basically, it puts your company's logo or picture next to your emails, so people know it's really from you.

Here's an example:



It works with other email authentication stuff like SPF, DKIM, and DMARC. In fact, you gotta have a DMARC policy to even use BIMI.

Setting it up is a bit of a process, but it's not too bad. First, make sure you've got SPF, DKIM, and DMARC all set up. Then, double-check that you own the domain you're using for email. Set your DMARC policy to "reject" or "quarantine" - "none" won't cut it. Next, you'll need a special version of your logo and a certificate to prove it's yours. After that, you just publish a BIMI record pointing to your logo, test it out, and you're good to go!

It might sound like a lot, but trust me, it's worth it. Plus, with Google and Yahoo requiring this stuff soon anyway, you might as well get a head start and get that sweet logo next to your emails.

A survey of over 1,000 adults found that when brands use BIMI with a registered logo, people's confidence in the email's legitimacy skyrockets by a whopping 90%.

BIMI isn't just about security though; it also makes for a better user experience and can seriously boost your email game.

A survey found that using BIMI can lead to a:

- 21% increase in open rates
- 34% increase in the likelihood of people making a purchase
- 18% increase in brand recall after just 5 seconds of exposure

Pretty neat.



From a brand perspective, BIMI is a total win-win. Not only do you get to show off your logo in every email (which helps build trust), but you're also reinforcing your brand image with every single send. It's like a one-two punch of brand consistency and standing out in crowded inboxes.

So, to sum it up, BIMI lets you:

- Put your logo or picture front and center in every email
- Choose exactly which logo shows up
- Prove to email providers that it's really you sending the email
- Build trust with your readers
- Create brand recognition and a kickass subscriber experience

Which Platform to Use

Here are your top options. Please note that there are many more options for straight-up email marketing. I'm not going to go into robust email marketing automation platforms like Klaviyo, Campaign Monitor, or Reply.io. That's a totally different category and book.

As an online creator, there are some key criteria that you need to pay attention to such as:

- user interface
- ease of use
- pricing
- customization and design options
- analytics
- integration
- customer support

With these in mind here are the top (as of the time of this writing) dedicated “newsletter-optimized” platforms most “creators” use that are inherently built for building a business with a curated email model:

- **Beehiiv**
 - **User Interface:** Modern and user-friendly.
 - **Pricing:** Flexible pricing, including a free tier.
 - **Customization:** High level of customization options.
 - **Analytics:** Advanced analytics for better insights.
 - **Integration:** Good integration with popular tools.
 - **Customer Support:** Reliable customer support.



- **Pros:** Excellent customization; great for scaling.
- **Cons:** May be overwhelming for beginners.
- **Substack**
 - **User Interface:** Straightforward and simple.
 - **Pricing:** Free with a paid subscription option for readers.
 - **Customization:** Limited design customization.
 - **Analytics:** Basic analytics.
 - **Integration:** Minimal integration capabilities.
 - **Customer Support:** Standard support.
 - **Pros:** Great for writers; easy to monetize content.
 - **Cons:** Limited in customization and integrations.
- **ConvertKit**
 - **User Interface:** Streamlined and creator-focused.
 - **Pricing:** Free plan for basic use; paid plans for advanced features.
 - **Customization:** Focused on creators with good customization options.
 - **Analytics:** Solid analytics and reporting tools.
 - **Integration:** Strong integration with e-commerce and other creator tools.
 - **Customer Support:** Good support and community resources.
 - **Pros:** Excellent for creators and bloggers.
 - **Cons:** More expensive than some alternatives.

Hopefully this helps you figure out which platform aligns best with your needs.

Personally, if I were starting a newsletter business today for a creator, I would use Beehiiv or ConvertKit. But that is just personal preference.

Find the platform you vibe with the most, and dive in. The content is the most important part.

Don't agonize over the platform. If you need features that require a switch, just export your email list and go to the other platform.

Easy-peasy.

Conclusion

Whew!!

You made it.

Congrats! That was a lot.



I hope it was helpful.

We covered everything from crafting the perfect welcome sequence, designing an effective landing page, to monetizing your newsletter.

Remember, the key points to a thriving newsletter include:

- Consistency in sending emails and providing value to your subscribers
- Building a strong relationship with your audience through personalization and engagement
- Implementing effective strategies for list growth, such as lead magnets and social media promotion
- Ensuring high deliverability by warming up your domain and setting up proper authentication protocols
- Choosing the right platform that aligns with your needs and goals as a creator

If you haven't started building your email list yet, now is the perfect time.

Email provides a direct line of communication with your audience, allowing you to foster deeper connections, share your expertise, and ultimately grow your brand. For those who already have a newsletter, the strategies and tactics outlined in this guide will help you enhance your existing efforts and take your email game to the next level.

Remember, building a successful newsletter takes time, effort, and experimentation. Don't be afraid to try new things, learn from your mistakes, and continually refine your approach. The rewards of a loyal, engaged email audience are well worth the investment.

If you have any questions, need further guidance, or simply want to connect, feel free to reach out.

Schedule a 1-on-1: <https://tidycal.com/swanagan/1-on-1>

Connect on X: <https://x.com/Swanagan>

Connect on LinkedIn: <https://www.linkedin.com/in/swanaganray/>

Now, get out there and build an inbox empire!