

# The Newsletter Intensive with Tarzan Kay

Set yourself up for predictable newsletter **growth** and **engagement** *in the next 12 months*

[Email me directly](#) with questions. [Book your newsletter intensive](#).

## What's included?

**For 3 hours**, we dig deep into your email systems, copy and engagement strategies via Zoom. The first session is a **30-minute prep call** to establish goals and make sure you come to your Newsletter Intensive prepared. We'll connect for a **30-minute follow-up call** 2-3 weeks after the intensive. As a final bonus, I'll review your weekly newsletter for **6 weeks** following our session.

### Summary of Offer

1 x 3-hour Intensive  
2 x 30-minute Prep/Wrap Calls  
6 x Custom Newsletter Reviews

*Scheduling note: Prep + wrap calls can be scheduled Wednesday or Thursday, and we'll work together to coordinate time zones. Intensives happen on Wednesday, see below for options.*

## What happens first?

After making your first payment, you'll schedule your **30-minute prep call** with Tarzan. During this call, you'll voice your hopes and dreams for this experience, I'll explain how to get support before/after the intensive, and we'll finalize the call schedule and email submission schedule for this email mentorship experience.

## Example Schedule

### Hour 1: Foundations

- Discuss what direction you want your newsletter to go
- Review recent newsletters to determine what's working and what's not
- Review opt-in placement on your website
- Brainstorm a name for your newsletter

## Hour 2: Growth

- Set growth goals for the next 12 months
- Rewrite copy on your sign up page and share graphic
- Brainstorm list-building ideas you can implement in less than 2 hours per week
- Start setting up a referral program in SparkLoop or Creator Network

## Hour 3: Engagement

- Create a plan for email engagement + deliverability
- Decide what recurring sections you can add
- Create snippets for repeated sections of your newsletter
- Determine updates to be made in your welcome sequence to generate engagement
- Write snippets of copy you can repeatedly include in your emails

*Note: We won't get to all of that! It depends where we're starting. For instance, it may take a full hour to write a sign-up page if we're starting from scratch. Plus we'll need pee breaks. And coffee ☕*

[Check availability here →](#)

Don't see a time that works? Maybe we can find one. [Email my team](#) for scheduling inquiries.

**But wait, there's more! 😊**

In addition to your half-day with Tarzan, you'll also receive...

- 6 weeks of **in-depth Loom reviews of your weekly newsletter** (valued at \$750)
- **Full swipe copy for a newsletter referral program**, including 3 delivery emails plus a welcome email for subscribers who come through referrals (priceless)

### **Your Cost**

Total Investment — \$3000  
or 2 payments of \$1500

**All prices in USD.**

Email [team@tarzankay.com](mailto:team@tarzankay.com) for  
Canadian pricing.

[Book Your Newsletter Intensive](#)

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P.S. Like this Google Doc? It was inspired by Maegan Megginson, who helps entrepreneurs do business differently, opt-out of urgency and prioritize rest without spiraling into financial ruin. [Sign up to see how she does it.](#)

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Still here, eh? Sounds like you want this but you're not quite ready for this level of attention. Want something smaller? Try a [Newsletter Intensive Mini](#).