

- 1998: first realised newsletters were important
- 2005: started offering email as an option for reading blog
- 2012: Quartz Daily Brief, Stratechery are the vanguard of the new newsletter wave
- 2013: first client work involving newsletter strategy
- 2014: started personally experimenting with the new newsletters
- 2017: Substack launches
- 2019: Ghost adds newsletters
- 2023: nearly won a newsletter award...

(AREN'T ALL NEWSLETTERS AUDIENCE FIRST?)



DESK NEWSLETTERS

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Busines

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Tuesday June 11 202

The Telegraph -

Lifestyle



News that Britons are back to booking holidays abroad *en mas* should come as no surprise to anybody who has looked out of a window lately. After the pandemic ushered in a boom for the staycation market, it seems that we are finally growing tired of the high prices and unreliable weather that a British holiday inevitably brings.

Naturally, then, this shift overseas brings with it a change in or holiday wardrobes; anoraks are traded for flowing linen dresse wellies get swapped out for espadrilles or sandals. As Frankie Graddon quite rightly points out, <u>packing for hot holidays is a very different ball game</u> to dressing for a staycation.



Jon Rees
Business News Editor

Good afternoon: The London Stock Exchange say success story this morning with the debut of **Raspb** shares rise nearly 40 per cent after listing at 280p ea morning trading before dropping back slightly.

That meant that the market capitalisation of the Car computer maker reached £750 million. This provide for the embattled London market which has struggle even struggled to retain non-tech stocks, lured as the higher valuations in the US.

It's no **Arm Holdings**, of course, another Cambrid chose to list on Nasdaq, dealing a blow to London ar ambitions in doing so. Arm, one of the world's leadin acquired by Japan's Softbank for \$32 billion in 2016 \$146 billion on the US market. Arm is one of Raspbe investors.

But Raspberry Pi's auspicious debut was a welcome were chief executive Eben Upton's comments on the investors.

"The quality of the interactions during the marketing our belief that London has the right calibre and soph support growing, ambitious technology businesses s View in browser | Unsubscribe

The Telegraph -

Sunday June 9 2024

Front Page



The Energy Secretary says Labour's 2030 clean power pledge is risky. In Israel, Yakov Argamani has hugged his daughter Noa and a soldier who helped rescue her and three other hostages.

<u>Test your word-finding skills with our addictive daily puzzle,</u> <u>Panagram</u>

Labour's net zero plans 'risk blackouts and public unrest'

Energy Secretary Claire Coutinho <u>tells The Telegraph that</u> Sir Keir Starmer's pledge to convert Britain to clean power by 2030 – <u>five years earlier than the Conservatives</u> – would put the country's energy security in jeopardy. A new Telegraph <u>poll</u> <u>shows a widening lead</u> for Labour.

Wife refuses to lose hope amid 'unbearable' search ordeal for TV doctor



BUCKET NEWSLETTERS

**** Excellent magazine & app. The latest version of the app is first class. Ken L

















Listen to this

Good morning. It's Missouri restauran





In this newsletter, you'll find the

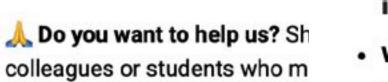
Journalism Network and a nev

amplifying the voices of Nigeri

next event on AI and elections

generative AI and the future of

on journalism worldwide.



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Members of the Oxfor

Cohort 6. July to December, 2024.

If you don't receive it yet, join o

1 The U.N. Se in Gaza.

- What happen sponsored res plan.
- · What it does: fighting and re has objected to

Read this story

concerning."

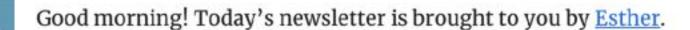
How AI helped a local n Argentina boost its rea



Weekly bulletin Jun 10, 202

net inter

Featured on IJNet





The Press Gazette Future of Media Awards celebrate the best websites, podcasts, newsletters and commercial innovation in news media. They are FREE to enter and the deadline for submissions is 14 June.

Start your entry now

SPECTATOF

Lunchtime Espi

News and analysis

- Rishi Sunak launched the Conservative manifesto and announced that a Tory government would cu Insurance. James Heale has the details here.
- The Spectator's Data Hub shows that the Tory ma burden continue to rise. Kate Andrews has the de
- The Tories would introduce a £1bn scheme, mod people to buy a home with a 5% deposit. They ha stamp duty permanently for first-time buyers pur than £425,000.
- Sunak also committed the Tories to introducing: family visas, which would be lowered in each of t
- Labour's Wes Streeting refused to rule out change party wins the election. Labour will publish its m
- The number of workers registered economically i sickness rose, again, to a record high of 2.83m. Ka
- Rishi Sunak was the first party leader to take part interviews last night. Isabel Hardman has the high



2 Donald Trur video yeste

Why? It's a rou

Under its new ow **Broadcasting sto** "That article, publi

immigrants," a terr from the Associate 'illegal.' This error

"Neither feast

continued to

While the sector is s

audience data for 20

monthly web traffic

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Media Innovation

and sustainability



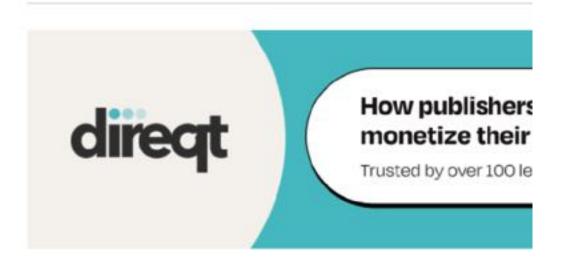




CNN & Politico Are Prioriti Party Data With Registrati

I spent Monday at the Renewd Summit in Washing actually quite a bit of fun. I'm normally not the bes met a lot of founders and operators I have never s media events. It was a real treat.

If you're new to AMO or just have ignored me (that the AMO Summit on October 15th here in New Yor register today.



In the age of AI, it's more important than ever for prelationships with their readers. Unlike big tech co to get your content through their chatbots, Direqt I directly with readers with their own AI chatbot.

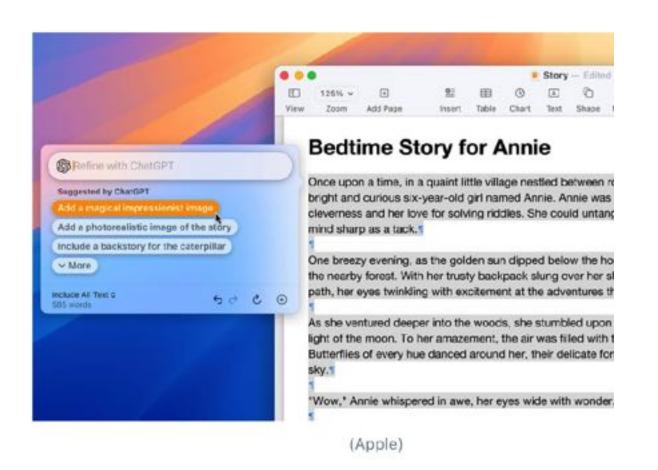
Top publishers like ESPN, The Sun, Men's Health



Apple's Al moment arrive

What WWDC told us about the near-term future of comp

By Casey Newton • 10 Jun 2024 View in browser



CUPERTINO — By the time Apple got around to talking about a intelligence on Monday, it had already delivered a full keynote's announcements about improvements to come across its prolife array of operating systems. Here was a novel math app that so handwritten equations in real time; there was a feature that wo operate your iPhone from your Mac.

These are the sort of welcome but modest improvements the c



Seeing lik Research Empty inn

No.314 — Why is Hun and de-futurization €

By Patrick Tanguay • 9 Jun





SPONSORED BY

Facebook thinks i

...but what the hell is Instagram t

TIP: For the best Geekout re-



Want to get in front o



Hello, geeks!

Welcome to your geeky debriefing of eve

Switch on 'do not disturb' mode and settle



Ten blue links, "what a b day, hey hey" edition



1. Looks like a publisher, actually an Al content fa

I'm still hearing about publishers who think the answer to their human writers with large language models. But the real issue, a puts the whole publishing model at risk, is the ability of comparassive "news" websites, win for a few months before Google crap, rinse and repeat. BNN was an example o this. I saw it a lovanished. Here's the story.

2. Publishers doing the r

Over here, a group of publishers are suing Google for rigging to know, yet, which publishers, but my gut feeling would be it's mones tend not to want to antagonise Google. This is of course anything which relies on copyright, news taxes and so on, because and Facebook have, between them, stitched up the additional control of the state of the

3. Alexa, why does my to not work?

Things which rely on a connection to the internet to work are a simply being switched off by the people who made the productillustration of this than Oral-B "smart" toothbrush. Part of me toothbrush you could talk to you take a little bit of the blame, be caught by products which promised to have functionality which

ALL THE STANDARD SHL... WISDOM

- ✓ Segment audience
- ✓ Avoid algorithms
- **✓** Build direct relationships
- **✓** Useful conversion tool
- **Build habits**
- √ Sponsor / ad sells

THE BEST PRACTICE TRAP

NEWSLETTER STRUCTURE

Sponsor Banner

Human intro + visual

Structural element

Ad slot

Structural element

Anchor feature

"ALL NEWSLETTERS NEED A HUMAN INTRO TO SHIFT PEOPLE FROM IN-BOX TRIAGE TO READING MODE"

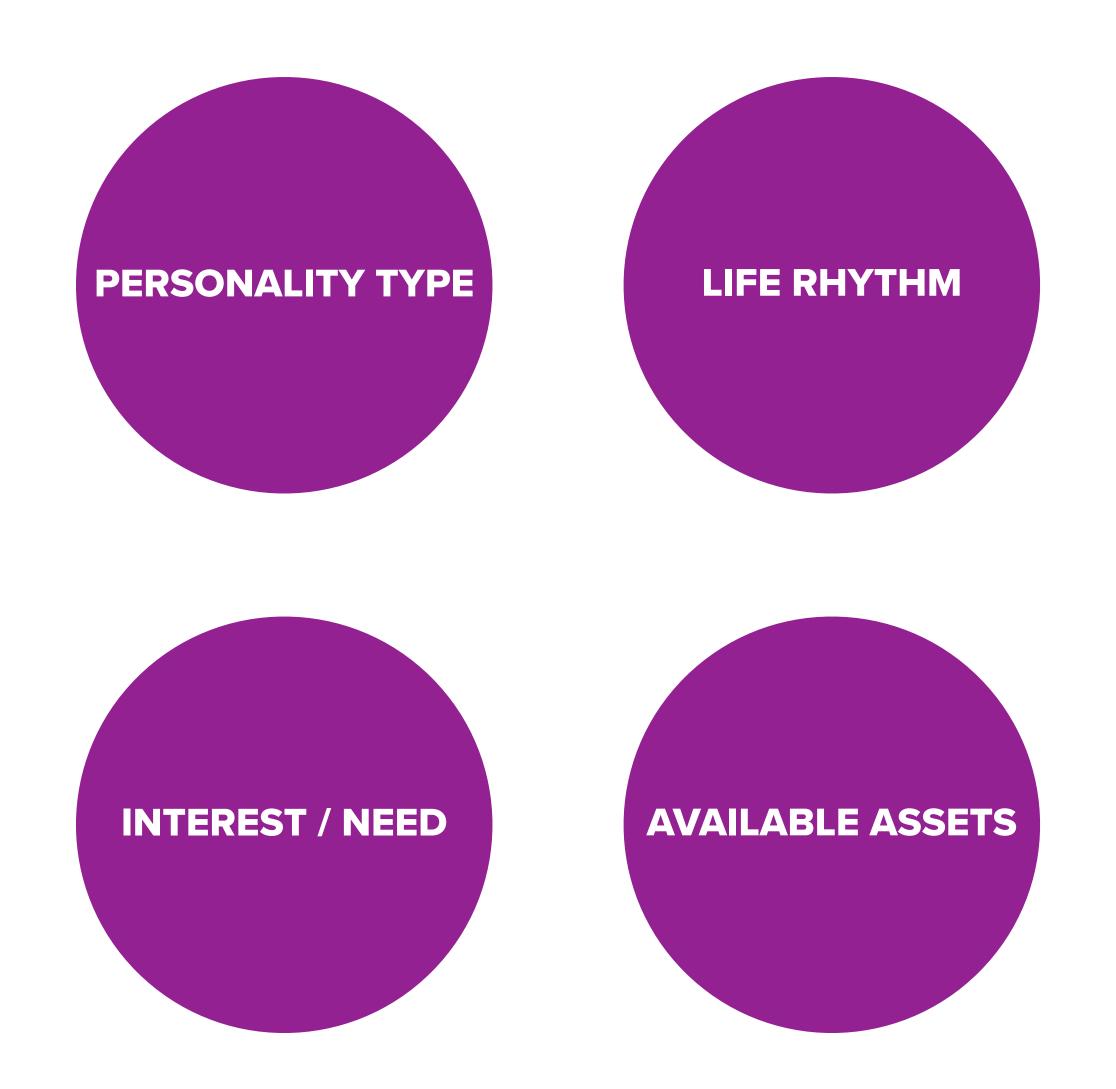
ALL NEWSLETTER ADVICE EVER

FAIL

WHY?

- The more niche your audience, the more distinct they become
- Personality type: "Just give me the information, I don't care for your social niceties"
- Information / passion alignment: "Gah. I need this information, but you aren't gonna make me enjoy it".
- Life rhythm when am I reading this?

WHAT MATTERS...







A newsletter ecosystem

Promote issues on social

Reader Meet-ups

Encourage commenting

Core Product:

The Newsletter

Online Events

Write posts optimised for SEO

Reader groups:
Facebook, LinkedIn,
Discord
or Subreddit

Ghost, Substack or Memberful for exclusive content

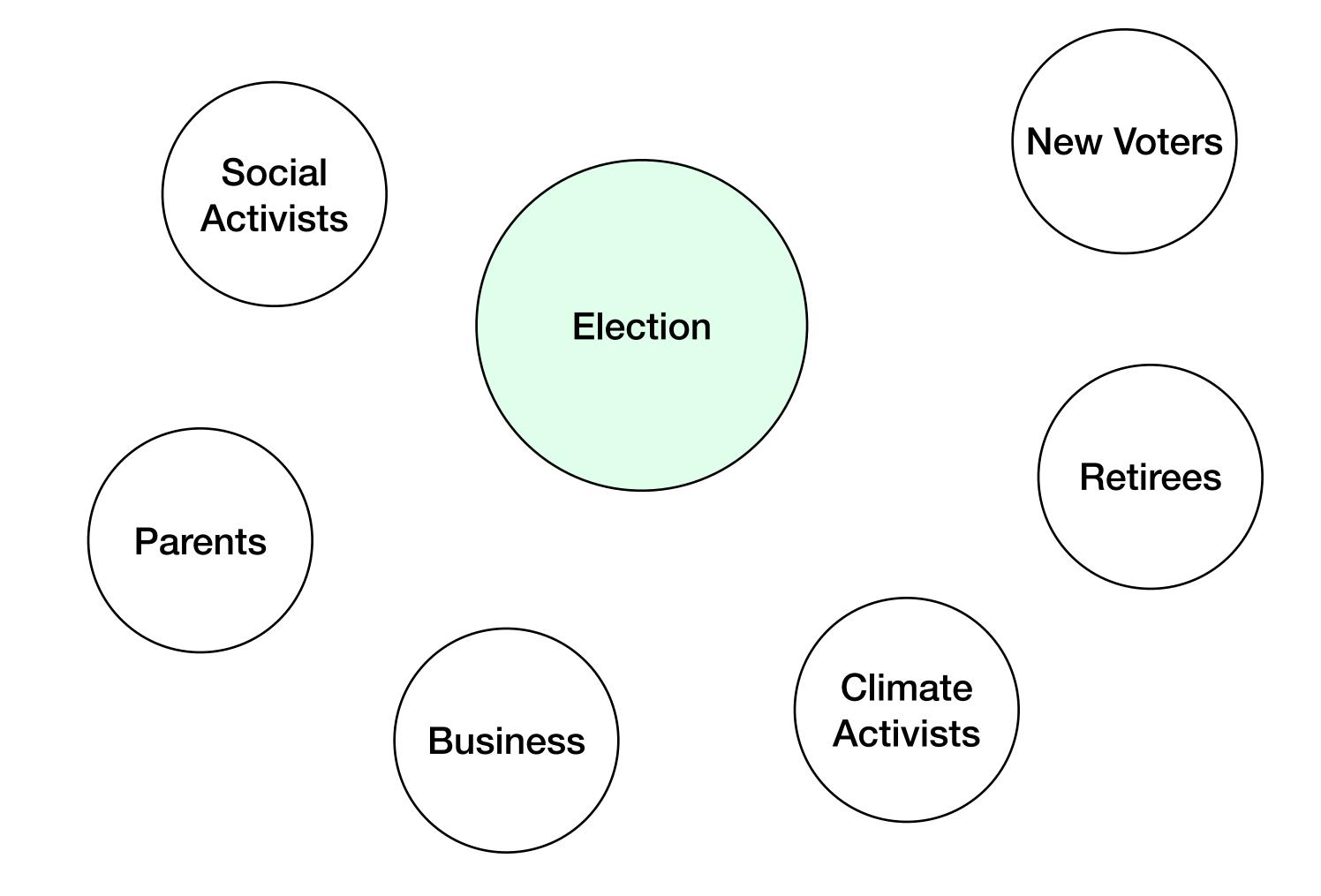
Invite questions/ responses via email

THREE TOOLS

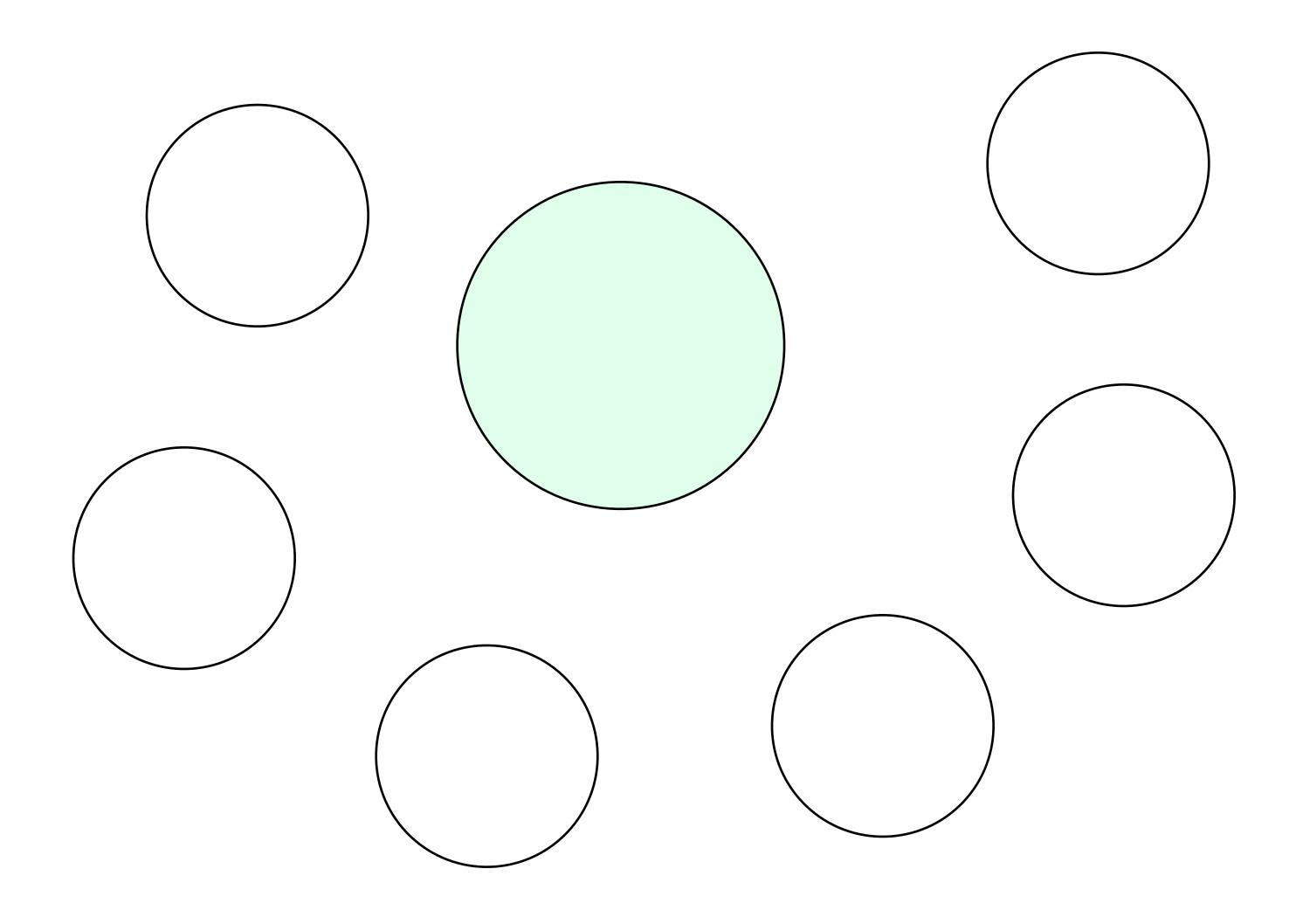
- Network Mapping
- **Asset Mapping**
- The Audience Canvas

AUDIENCE MAPPING

AN AUDIENCE MAP



LET'S MAKE A MAP



AUDIENCE CANVAS

WHO	AUDIENCE NEEDS CANVAS		
	WHERE	HOW	WHAT
NAME	AM	DEVICE	1
AGE			How often?
WHERE THEY LIVE	PM	PLATFORM	2
HOBBIES			How often?
	EVE		3
MEDIA HABITS			How often?

THE AUDIENCE CANVAS

BASED ON THE WORK OF SARAH MARSHALL & NICK NEWMAN

ASSET MAPPING

