

# Grow & Monetize Your Newsletter

ALEC KREMINS



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# Your newsletter is your HQ





# The Game Plan

**Why to start an email newsletter?**

**How to start an email newsletter?**







**Growth Strategies**

**Monetization Strategies**

**Q/A**

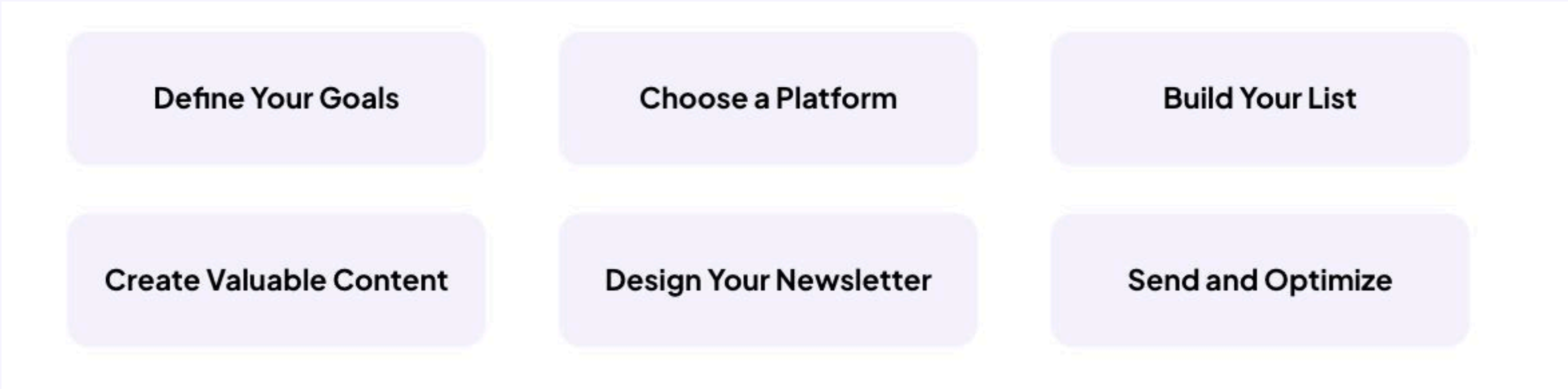
**Why?**

# Why a Newsletter HQ is important

-  **Direct 1:1 Relationship / Intimacy:** Email is a direct line to your audience
-  **Combats Rising Ad Costs**
-  **Constant medium** you own as attention shifts on social platforms
-  **Audience Ownership:** Easily import and export your audience as needed
-  **Engagement:** Higher engagement rates as emails land directly in the inbox of your subscribers.
-  **First Party Data:** Gain valuable insights through open rates, click rates, and other metrics to understand your audience better.



# How?



STOP 1

# Newsletter Growth

5 STRATEGIES





NEWSLETTER GROWTH

# Newsletter Growth









- 1 Converting Social Attention
- 2 Repurposing
- 3 Partnerships
- 4 Lead Magnets
- 5 Paid Acquisition



NEWSLETTER GROWTH


# Converting Social Attention

## Instagram

-  Home
-  Search
-  Explore
-  Reels
-  9+ Messages
-  Notifications
-  Create
-  Profile



**schwarzenegger** • Follow  
Original audio

 **schwarzenegger** 29w  
Get to the Pump! Join the positive corner of the internet, get your workout plan from me, and start tracking daily actions to make your resolutions and your vision a reality at the link in my bio.

 mo\_\_kawasaki\_

Original audio

 **schwarzenegger**  29w  
Get to the Pump! Join the positive corner of the internet, get your workout plan from me, and start tracking daily actions to make your resolutions and your vision a reality at the link in my bio.

 mo\_\_kawasaki\_



NEWSLETTER GROWTH



**Typefully**   
@typefully



One of our top-requested features is finally ready to test.

Want to try it? 

Like, follow, and reply "🔥" to get access via DM.

3:37 PM · Jul 17, 2023 · **28.4K** Views

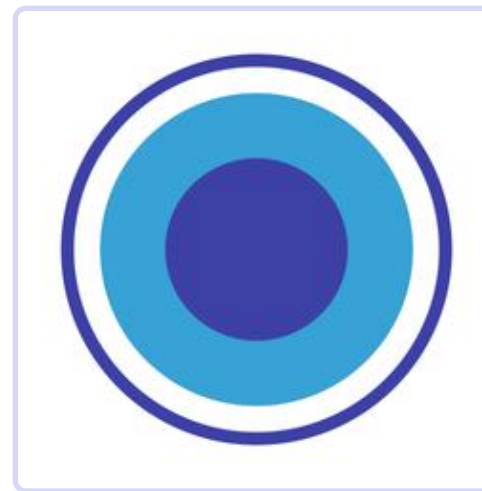
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**4** Retweets   **2** Quotes   **101** Likes   **2** Bookmarks

# There are many tools to do this:



**Twitter: Typefully**



**LinkedIn: Taplio**



**Instagram: Manychat**





# Repurpose



Open Loops



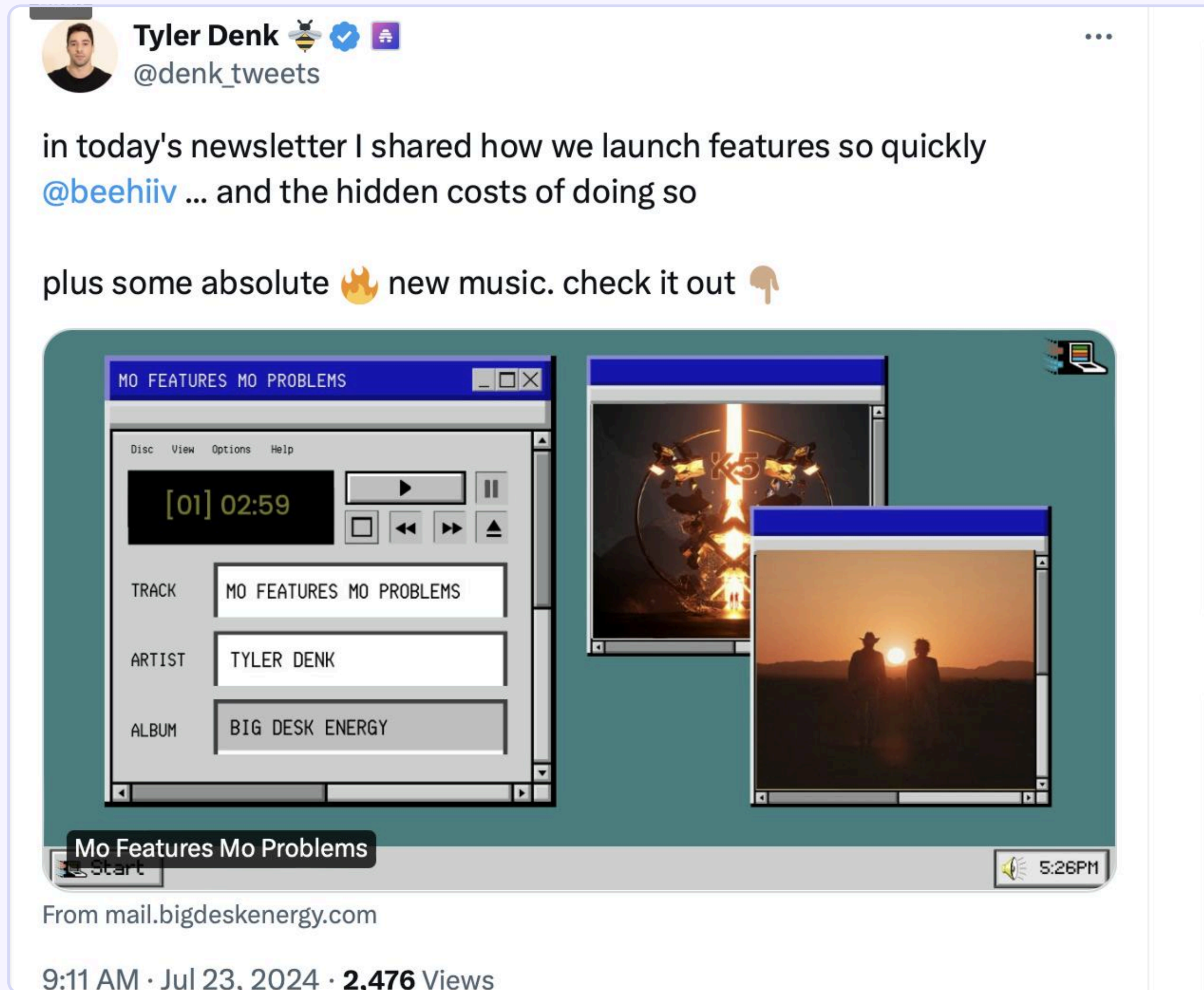
1 Referral



Lead Magnets



# Open Loops





## NEWSLETTER GROWTH



**Michael Girdley**  @girdley · Jul 26

Which captain are you?

This is from tomorrow's **newsletter**.

Subscribe and I'll send it to you tomorrow morning!

Link in bio.

Two ships are setting out to cross the ocean.

One captain says, "We're sailing to New York City, following the charts I've made."

The other captain says, "I hear America's nice these days. Maybe let's go that-a-way?"

We all know what's likely to happen.

The first ship will probably get to New York. If it gets blown off course, the captain can check her charts and correct course.

The second ship... well, it *might* end up in New York. Or it might get to Brazil. Or Newfoundland. Or it might skirt around Cape Horn and get stuck in the Great Pacific Garbage Patch forever.

—

Imagine the next ten years of your life as that ocean voyage.

- Do you know *specifically* where you want to be in 10 years?
- Do you know how you're going to get there?

Or are you the second captain, only looking as far as the next horizon? (That was me until my 30s.)

*In today's newsletter:*

- 1. How to choose your destination (the 3 key factors)**
- 2. How to plot your course to get there (the first exercise you need)**



10



2



17



24K





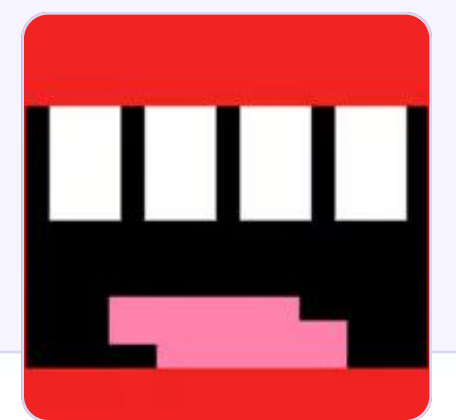
# 1 Referral

## Share Milk Road

You currently have **0** referrals, only **1** away from receiving **An Inside Look At What The Crypto Whales Are Betting On.**

Click to Share

Or copy and paste this link to others: <https://www.milkroad.com/subscribe?ref=HyI2fVLSOF>




👋 Too many links?! I created a database for all links mentioned in these emails. Refer 1 friend [using this link](#) and I'll send over the link database.





# Lead Magnets

 Ship 30 for 30

Digital Writing Blog 22 Laws Book Ship 30 Success Stories

Free Digital Writing Course

## Start writing online in 30 days

Ship 30 for 30 is a self-paced course that has taught over 10,000 students the fundamentals of digital writing.

But unlike other writing courses, you won't learn passively – you'll create 30 pieces of published writing in public, build lifelong friendships, and leave with a new perspective for what is possible online.

Click here to join Ship 30

### Stop overthinking.

Finally start writing in 2024

BORINGMARKETING.com

## “SEO” IS DEAD. AI KILLED IT

Discover how to **10x** your organic traffic in 1/10th the effort with AI-powered “SEO 2.0”

With the ONLY 7-day SEO 2.0 Crash Course available online:

Your primary email

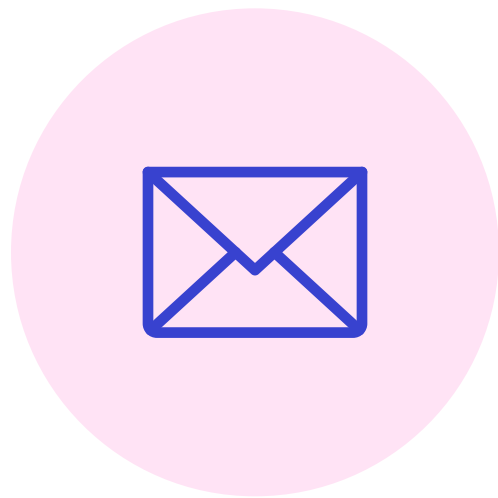
Get Started With SEO 2.0 - It's FR

*In under 5 minutes a day, even if you've never used AI before*

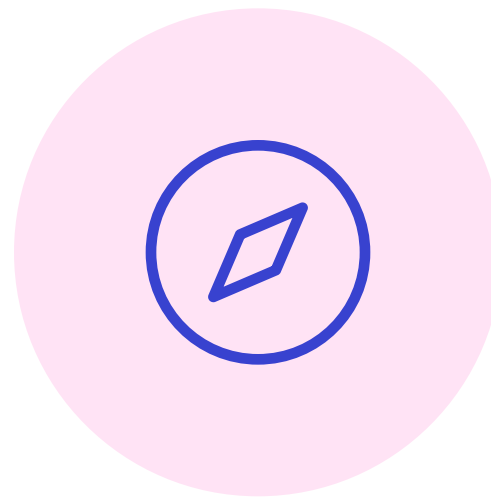




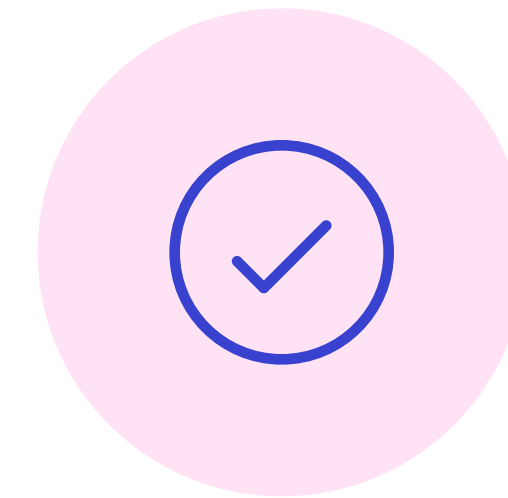
# Lead magnet ideas



Email course



Guide to



Checklists



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# Partnerships



**Dream 100 Partners:** Anyone who has access to your ideal customers and isn't a direct competitor.





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Date	Partner Name	Main Site	Social / Podcast Link	Contact Name	Email/Contact	Company Type	Audience Size	Familiarity w/ Them	Fam
	Design X Community	<a href="https://designx.community/">https://designx.community/</a>	<a href="https://www.facebook.com/We/">https://www.facebook.com/We/</a>	Preet Singh	preet@designx.community	Community	Same Size	I know them well	They k
	Many Requests	<a href="https://manyrequests.com/">https://manyrequests.com/</a>	<a href="https://www.facebook.com/grou">https://www.facebook.com/grou</a>	Robin	robin@manyrequests.com	SaaS	Same Size	I know them well	They k
	The Hoth	<a href="https://www.thehoth.com/">https://www.thehoth.com/</a>	<a href="https://www.facebook.com/theh">https://www.facebook.com/theh</a>	Clayton Johnson	clayton@thehoth.com	Agency	1-2 Rungs Bigger	I know them well	They k
	Bean Ninjas	<a href="https://beanninjas.com/">https://beanninjas.com/</a>		Maryl Johnston	meryl@beanninjas.com	Agency	1-2 Rungs Bigger	I know them well	They k
	Cleverly	<a href="https://www.cleverly.co/">https://www.cleverly.co/</a>		Bruce	bruce@cleverly.co	Agency	1-2 Rungs Bigger	I know them well	They k
	Marketing Examples	<a href="https://marketingexamples.com">marketingexamples.com</a>		Harry Dry	harry@marketingexamples.	Blogger	Same Size	I sorta know them	They s
	Startup Sauce	<a href="https://startupsauce.com/">https://startupsauce.com/</a>		Ryan Wardell	ryan@startupsauce.com	Community	Same Size	I sorta know them	They s
	Worst of All Design	<a href="https://worstofalldesign.com/">https://worstofalldesign.com/</a>		Pia Silva	Pia@worstofalldesign	Agency	Same Size	I sorta know them	They s
	Sonia Thompson	<a href="https://www.soniaethompson.com/">https://www.soniaethompson.com/</a>	<a href="https://www.linkedin.com/in/son">https://www.linkedin.com/in/son</a>	Sonia Thompson	sonia@soniaethompson.co	Agency	Same Size	I've never heard of the	They d
	UI Breakfast	<a href="https://uibreakfast.com/productized">https://uibreakfast.com/productized</a>	<a href="https://uibreakfast.com/sponsori">https://uibreakfast.com/sponsori</a>	Jane Portman	jane@uibreakfast.com	Podcast	1-2 Rungs Bigger	I've never heard of the	They d
	Barrio + CO	<a href="https://www.buildgrowexit.com/pos">https://www.buildgrowexit.com/pos</a>	<a href="https://www.linkedin.com/compe">https://www.linkedin.com/compe</a>	Gina Catalano	hello@buildgrowexit.com	Local Biz	Same Size	I've never heard of the	They d
	Agency Analytics	<a href="https://agencyanalytics.com/">https://agencyanalytics.com/</a>					Same Size	I've never heard of the	They d
	How I built it	<a href="https://howibuilt.it/productizing-you">https://howibuilt.it/productizing-you</a>					Same Size	I've never heard of the	They d
	Done For you	<a href="https://doneforyou.com/productize-">https://doneforyou.com/productize-</a>					Same Size	I've never heard of the	They d
	Freelance Fish	<a href="https://freelancefish.com/productize">https://freelancefish.com/productize</a>					Same Size	I've never heard of the	They d
	Nation 1099	<a href="https://nation1099.com/">https://nation1099.com/</a>					1-2 Rungs Bigger	I've never heard of the	They d
	2 Nomads	<a href="https://2nomads.org/blog/how-to-pr">https://2nomads.org/blog/how-to-pr</a>					Same Size	I've never heard of the	They d
	JarHQ	<a href="https://jarhq.com/blog/100-producti">https://jarhq.com/blog/100-producti</a>	<a href="https://www.linkedin.com/in/rus">https://www.linkedin.com/in/rus</a>	Russ Perry	n/a	SaaS	1-2 Rungs Bigger	I sorta know them	They s
	Starups for the rest of us	<a href="https://www.startupsfortherestofus">https://www.startupsfortherestofus</a>	<a href="https://www.startupsfortheresto">https://www.startupsfortheresto</a>	Rob	questions@startupsforthere	Podcast	1-2 Rungs Bigger	I've never heard of the	They d
	WPBufs	<a href="https://wpbufs.com/">https://wpbufs.com/</a>			joe@wpbufs.com	Agency	1-2 Rungs Bigger	I sorta know them	They s
	Funnel Dash	<a href="https://funneldash.com/blog/digital-">https://funneldash.com/blog/digital-</a>					Same Size	I've never heard of the	They d
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	Bant	<a href="https://bant.io/">https://bant.io/</a>					1-2 Rungs Bigger	I've never heard of the	They d
1-16-22	Milo	<a href="https://millo.co/">https://millo.co/</a>		Preston Lee	preston@millo.co	Community	Much Bigger	I've never heard of the	
	Tropical MBA	<a href="https://www.tropicalmba.com/servic">https://www.tropicalmba.com/servic</a>	<a href="https://www.linkedin.com/compe">https://www.linkedin.com/compe</a>	Dan Andrews	dan@tropicalmba.com	Podcast	1-2 Rungs Bigger	I sorta know them	They s
	Koyastack	<a href="https://koyastack.com/">https://koyastack.com/</a>					Same Size	I've never heard of the	They d
	King Kong					Agency	Much Bigger	I sorta know them	They s
	Agency Stable	<a href="https://www.facebook.com/groups/">https://www.facebook.com/groups/</a>	<a href="https://www.facebook.com/grou">https://www.facebook.com/grou</a>	Robby Berthume	<a href="https://www.facebook.com/r">https://www.facebook.com/r</a>	FB Group admin	1-2 Rungs Bigger	I've never heard of the	They d
	15-min Agency	<a href="https://www.facebook.com/groups/">https://www.facebook.com/groups/</a>	<a href="https://www.facebook.com/grou">https://www.facebook.com/grou</a>	Jordan Platten	<a href="https://www.facebook.com/r">https://www.facebook.com/r</a>	FB Group admin	1-2 Rungs Bigger	I've never heard of the	They d
	Growth Sandwich	<a href="https://www.growthsandwich.com/r">https://www.growthsandwich.com/r</a>		Aggelos Mouzakitis			1-2 Rungs Bigger	I've never heard of the	They d





# How to Partner



Guest Posts



Workshops or Webinars



Email Swap / Mentions / Features



Podcast Interview



Software integration



Community/Course Integration



Lead Magnet Swap



Event Speaking



Guest Twitter Post/Thread



NEWSLETTER GROWTH

# Paid Acquisition



**Paid Media (Meta Ads)**



**Paid Recommendations Boosts**



# Paid Media (Meta Ads)



**David Ben Gurion**


@dbengurion




If you believe in building the future of Jerusalem, do this:

1. Get informed
2. Know what's happening in the city
3. Subscribe to the JLM Scoop
4. Lead your friends to the promised land of weekend plans

**613** Retweets **770** Likes

2:44

 45


All iCloud


Done

## Navigating Jerusalem is hard.

your local newspaper won't cut it.

That's why 5000 locals read the JLM Scoop to get smarter about what's happening in the city.

It's a free newsletter with all the top events in under 5 mins a week

Subscribe today. Stay ahead of the rest.



**Golda Meir**


@goldameir

If you love Jerusalem do yourself a favor:

1. Stop relying on your friends to find what to do in the city
2. Subscribe to the JLM Scoop
3. Read about the best events weekly
4. Become the coolest person in the room.

**613** Retweets **770** Likes




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# Paid Recommendations (Boosts)

#Business#Leadership#Finance


Earn \$0.80 per subscriber

**Music Marketing Monday**  
<https://www.musicmarketingmonday.com/>

**Target Audience:** Music artists, record labels, artist managers, music marketers


#Music#Business#Marketing

Earn \$2.00 per subscriber


**LinkedIn Brand Accelerator**  
<https://www.anabubolea.com/>

**Thank you for subscribing!**  
Big Desk Energy also recommends these newsletters


Select all ☐

**Bullseye Trades**  
Get free daily HOT STOCK & Options trading ideas with real-money  
💰 TRADE ALERTS from trading genius, Jeff Bishop


☐

**Confluence.VC Weekly**  
The daily newsletter where 13,000+ VCs and venture-backed founders get the news that matters.


☐

**Exec Sum**  
The daily newsletter that curates major news from Wall Street to Silicon Valley, with a touch of memes. Read by 275K+ investment...

☐

**CFO Secrets**  
Unlock the real world insights of a billion \$ CFO in a weekly 5 minute read. From the trenches not the textbook. Join 30,000+ finance...

☐

**Young Money by Jack Raines**  
Jack Raines' thoughts on all things money, careers, and life.

☐

STOP 2

# Monetization

5 STRATEGIES



MONETIZATION

# Monetization Strategies

- 1 Productized Services
- 2 Sponsorships
- 3 Physical Products
- 4 Masterminds
- 5 Paid Communities





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# Productized Services





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BORINGMARKETING.com

Free Email Course

BOOK A CALL

# SCALE YOUR SALES ORGANICALLY WITH ROI FOCUSED, AI ASSISTED “SEO 2.0”

Attract more traffic without burning money on ads, convert better and earn more profit... while positioning your brand as the “go-to” authority in your market.

BOOK A CALL

No lock-in. Fixed fee. Zero risk.

**Free 7-day Course**  
Unlock Organic Growth with AI-Assisted SEO  
[Get Access Now](#)

30+ calls booked this week

# Newsletter Operator

Learn how to grow and monetize your newsletter.

Connect

Featured Posts

Growth

+1

1k subscribers in 30 days

Monetization

\$10k/month newsletter

Landing Page

+3

The perfect subscriber flow



# Sponsorships



MONETIZATION

# 3 tiers (rough CPCs)

**General  
interest**

**\$1.50 CPC**

**Niche  
newsletters**

**\$2 CPC**

**Hyper personalized  
newsletters**

**\$2.5+ CPC**




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HOW TO CREATE A \$1 MILLION NEWSLETTER

# Physical Products



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**sam\_ryan\_studio** 


[Follow](#) [Message](#)

91 posts   1M followers   188 following

**Samuel Ingram**

 [sam\\_ryan\\_studio](#)

Art










Sign up below for early access to my next print drop 

[samryanstudio.com/pages/father-freedom](#)

POSTS

REELS

TAGGED



HOW TO CREATE A \$1 MILLION NEWSLETTER

SAM RYAN STUDIO

"Father" - "Freedom" Print Drop

2

20

1

32

Days

Hours

Mins

Secs


These exclusive, limited-edition prints will only be available from August 1-4.

1 hour early collector access is granted to those who sign up—public release to immediately follow.

First name

Email

Sign Up




SamRyanStudio Newsletter




Categories

[Login](#)

[Subscribe](#)

SamRyanStudio Newsletter > Posts > A Look Inside The Studio


 **Sam Ryan**  
May 17, 2024


  

Hey guys, this newsletter is a quick check-in to show you where I'm at with the Tempest orders and to give you a weekly update.

My team and I are on the last batch of orders so all prints should be delivered next week.

Check the behind the scenes!









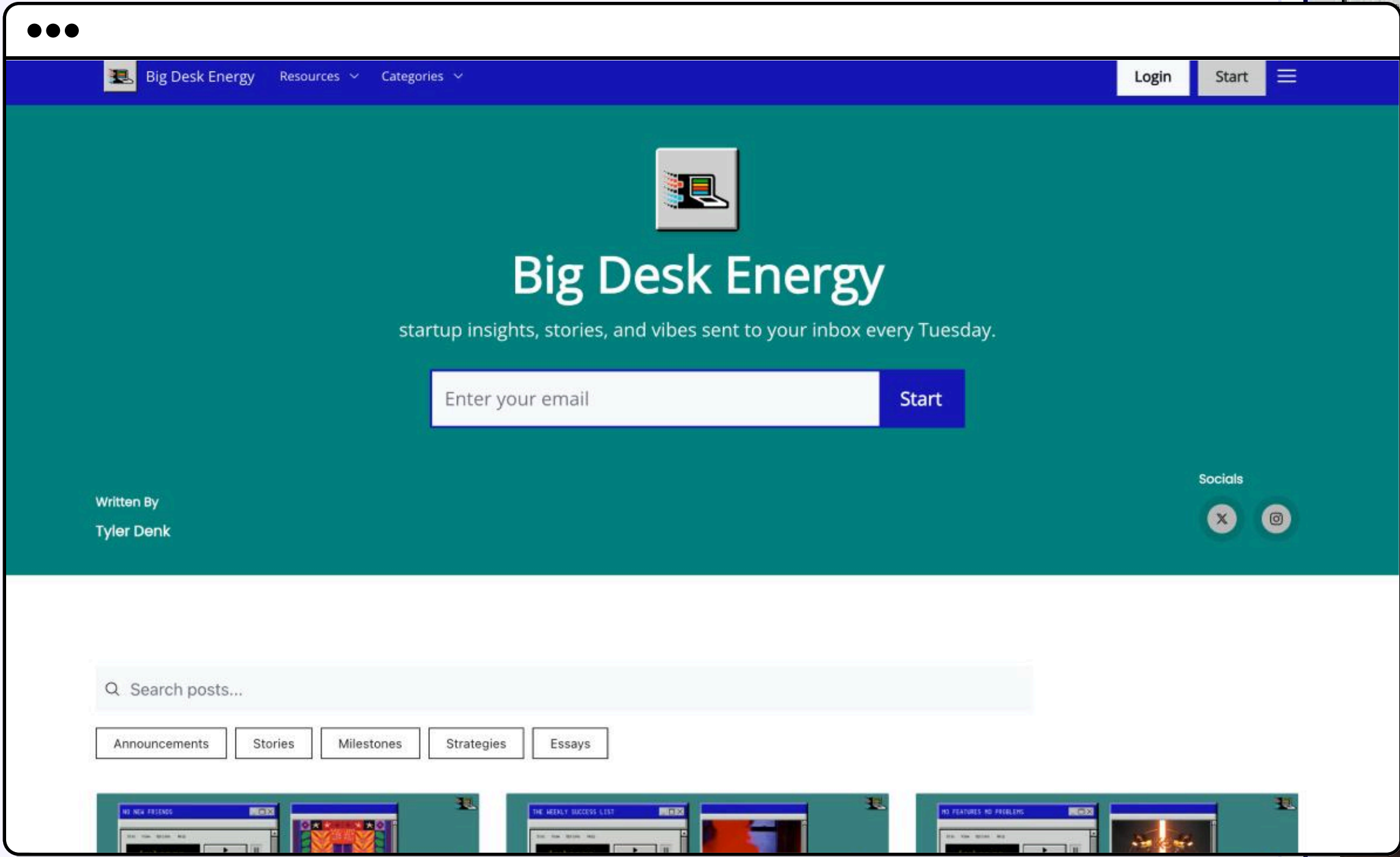
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HOW TO CREATE A \$1 MILLION NEWSLETTER

# Mastermind / Events

MONETIZATION

HOW TO CREATE A \$1 MILLION NEWSLETTER



Say no more fam — I'm happy to introduce the first ever **Big Desk Energy Mastermind**.

I want to bring that same caliber of experience to others within the BDE community (i.e. you).

I'll be hosting 7 founders (or early startup employees) who are looking to collaborate with the best of the best, and disconnect in the jungle along the beaches of Costa Rica. In an absolutely stunning oceanfront villa no less...



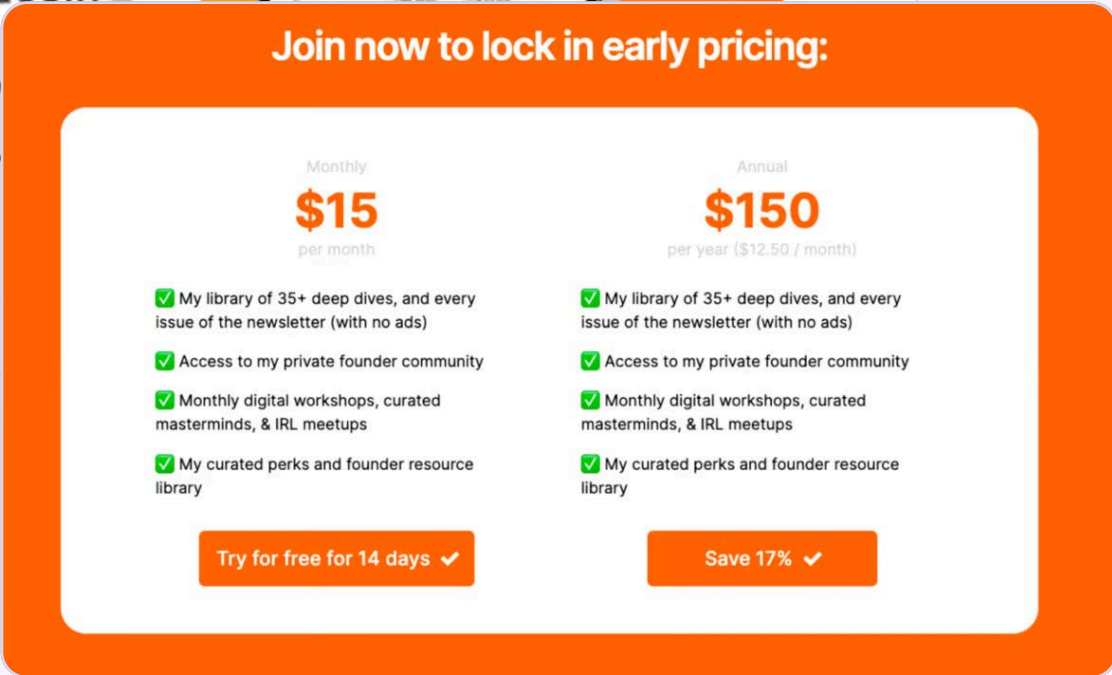
Date: Wednesday, July 17th - Sunday, July 21st



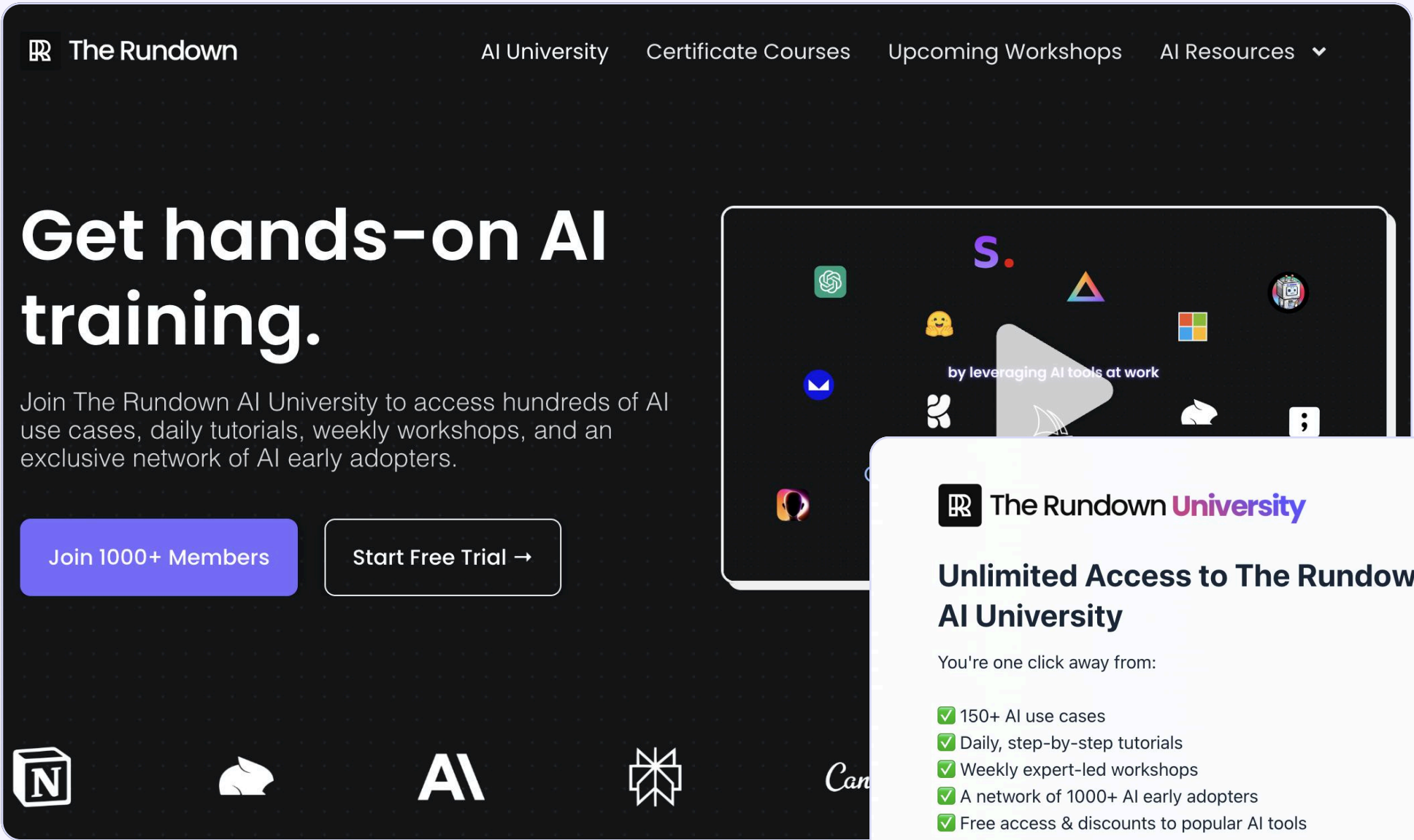
MONETIZATION

HOW TO CREATE A \$1 MILLION NEWSLETTER

# Paid Communities



## HOW TO CREATE A \$1 MILLION NEWSLETTER



- ## Unlimited Access to The Rundown AI University

You're one click away from:

- ✓ 150+ AI use cases
- ✓ Daily, step-by-step tutorials
- ✓ Weekly expert-led workshops
- ✓ A network of 1000+ AI early adopters
- ✓ Free access & discounts to popular AI tools

Get 15% off (save \$189) with an annual plan.

Want to sign up your whole company? Contact [support@therundown.ai](mailto:support@therundown.ai) for enterprise pricing.

Monthly subscription	\$99 USD
\$99 monthly	
Annual subscription	\$999 USD
\$999 yearly	





**Receive a 30-day Trial + Get  
20% OFF for 3 months.**

<https://www.beehiiv.com/?via=AMI-Webinar>

# DISCOVER EXPERTS

Hire experts that can help you supercharge your newsletter

Become an Expert

Browse Experts

Search...

Name (A-Z) ▾

Filters

☒ View all

Budget

☐ < \$5,000

☐ < \$10,000

Skills

☐ Ads

☐ Content creation

☐ Newsletter design

☐ Other

☐ Strategy

☐ Website design

Region

☐ Europe

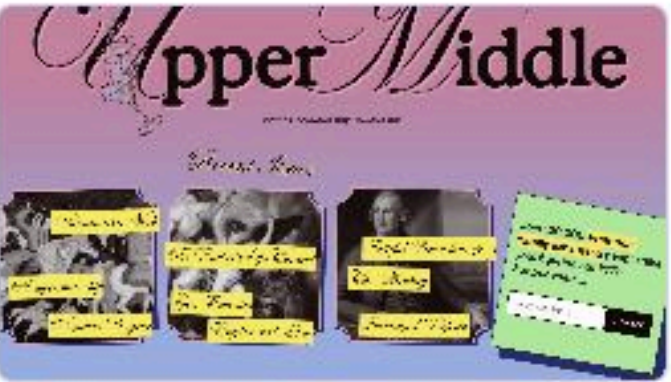
☐ North america



Adsora

North America • Starts at \$1,000

View Portfolio

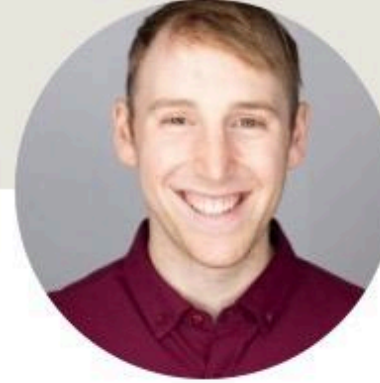


Amplify Insights

North America • Starts at \$1,000

View Portfolio





**Alec Kremins** 

partnerships @beehiiv | founder of  
the JLM Scoop | self-appointed lin...

