MATT GRAY METHODOLOGIES &

VIDEO SUMMARIES

**Intro to Matt Gray methodologies**

Key topics include:

* **Automated Business Systems:** Implementing processes that allow businesses to operate efficiently with minimal manual intervention.
* **Audience Building Strategies:** Techniques for growing a dedicated and engaged following, essential for brand development and customer acquisition.
* **Leveraging AI Tools:** Utilizing artificial intelligence to enhance productivity and decision-making in business operations.
* **Content Creation Frameworks:** Developing effective methods for producing compelling content that resonates with target audiences.
* **Personal Branding:** Establishing and maintaining a strong personal brand to influence and lead in the industry.

Matt emphasizes the importance of integrating these elements to create sustainable and scalable business models.

### **Matt Gray’s Credentials**

* Built and scaled multiple businesses using the Content GPS:
  + **Bitmaker**: Sold for eight figures at age 24.
  + **Herb**: Grew to $8M ARR with 70% profit margins; requires just one hour/month of his involvement.
  + **Founder OS**: Scaled to $6M ARR in under 1.5 years using 100% organic strategies.
* Worked with industry leaders such as:
  + Ali Abdaal (multi-million dollar business, millions of followers).
  + Brett Adcock (Figure AI).
  + Mark McLoud (Shopify’s first CFO).

Over 3,786 founders achieving financial, time, and location freedom.

# Matt Gray shares insights on building and scaling businesses.

<https://tinyurl.com/MattGrayCoffeeDec062024>

In the CEO Coffee Break session from December 5, 2024, Matt Gray delves into actionable strategies for building scalable and automated businesses. Below is a detailed summary of the key takeaways:

### **1. Automated Business Systems**

* **Key Idea:** Build businesses that operate efficiently with minimal manual effort by leveraging automation and delegation.
* **How:**
  + Streamline workflows using AI-driven tools and task automation platforms.
  + Create playbooks for repetitive tasks to standardize execution across teams.
  + Focus leadership efforts on high-leverage activities rather than operational minutiae.

### **2. Audience Building Strategies**

* **Key Idea:** Grow a loyal and engaged audience to drive business growth and create long-term value.
* **How:**
  + Use content as a core strategy to attract and retain an audience.
  + Consistently share high-value, niche-specific insights across multiple platforms.
  + Utilize social proof and community engagement to foster trust and credibility.

### **3. Leveraging AI Tools**

* **Key Idea:** Use AI to amplify productivity and streamline decision-making processes.
* **How:**
  + Implement AI-driven analytics for customer segmentation and targeting.
  + Automate data processing tasks to free up time for strategic initiatives.
  + Incorporate AI in marketing campaigns to optimize content delivery and engagement.

### **4. Content Creation Frameworks**

* **Key Idea:** Develop a repeatable system for creating impactful content that resonates with your audience.
* **How:**
  + Research and identify proven viral content formats within your niche.
  + Use a mix of storytelling, actionable advice, and visual aids to increase relatability.
  + Consistently test, iterate, and refine content to maximize engagement.

### **5. Personal Branding**

* **Key Idea:** Build a strong personal brand that establishes you as a thought leader in your industry.
* **How:**
  + Share personal success stories and failures to connect authentically with your audience.
  + Position yourself as a trusted source of advice and inspiration.
  + Align your brand narrative with the core mission and vision of your business.

### **Insights on Growth & Scalability**

* **Cross-Promotion:** Collaborate with other creators or businesses to tap into new audiences.
* **Feedback Loops:** Continuously engage with your audience to refine your offerings based on their needs.
* **Metrics Over Guesswork:** Use data-driven decisions to identify what works and focus on scaling those efforts.

### **Closing Thoughts**

Matt underscores the importance of aligning personal and professional goals. By leveraging automation, AI, and a strong personal brand, founders can not only scale their businesses but also create freedom to focus on what truly matters in their lives.

# Three-part system for growing an audience from zero to 100,000 followers

<https://www.youtube.com/watch?v=0U_7KTXvWVY>

The video outlines a **three-part system for growing an audience from zero to 100,000 followers** on any social media platform. Here’s the summary:

### **Introduction:**

* The creator has grown multiple platforms (LinkedIn, Instagram, etc.) to large audiences in record time, supporting business growth and personal freedom.
* The system targets people with zero audience, budget, or experience.

### **Level 1: 0 to 1,000 Followers**

1. **Pick One Channel**:
   * Focus on LinkedIn or X (formerly Twitter) due to their low barriers to entry and strong organic reach.
   * Avoid platforms like YouTube or Instagram initially, as they require more resources.
   * LinkedIn is recommended for beginners because of its higher organic engagement.
2. **Pick One Topic**:
   * Choose a niche aligned with your skills, passion, and target audience.
   * Use the *Ikigai* framework to find the intersection of what you love, what you're good at, what the world needs, and what you can be paid for.
   * Stick to one topic to build authority and make your content coherent.
3. **Succeed Without a Budget**:
   * **Learn from role models**: Study top creators on your chosen platform.
   * **Establish consistency**: Post daily on LinkedIn and multiple times on X.
   * **Overcome limiting beliefs**: Accept that everyone has a personal brand and focus on authenticity.

### **Level 2: 1,000 to 10,000 Followers**

1. **Develop Content Templates**:
   * Create formats tailored to your platform (e.g., carousels for LinkedIn, threads for X).
   * Master platform-specific nuances for better engagement.
2. **Optimize Your Profile**:
   * Ensure your profile (headline, bio, pinned content) reflects your value and attracts followers.
   * Aim for a high visit-to-follow ratio (5-20%).
3. **Leverage Community**:
   * Build relationships with peers on the platform and engage actively.
   * Start an email list to convert followers into a more controlled audience.

### **Level 3: 10,000 to 100,000 Followers**

1. **Increase Leverage**:
   * Begin monetizing through workshops, services, or products.
   * Use the revenue to hire a team (social manager, designer, video editor) and invest in tools.
2. **Maintain Quality**:
   * Avoid burnout by delegating tasks and using high-leverage tools (e.g., Taplio for LinkedIn, Hypefury for X).
   * Consistently improve content quality by 1% daily.
3. **Dominate with Systems**:
   * Refine your content creation process and adapt it for sustained growth.
   * Use the audience to generate opportunities like partnerships, sales, and talent acquisition.

### **Key Takeaways:**

* **Consistency** and **focus** on one channel and topic are essential.
* Building an email list converts followers into an owned audience.
* LinkedIn is highlighted as the best platform for rapid audience growth.
* Success involves leveraging systems, templates, and a team to scale effectively.

The video concludes by inviting viewers to explore more detailed strategies in the next video in the series.

# Recommended posting cadence and communication assets

Here’s the **recommended posting cadence** and **communication assets** for each platform as outlined in the video:

### **LinkedIn**

#### **Posting Cadence:**

* Post daily, **7 days a week**, at **8:07 AM EST**.
* Focus on **direct posting (avoid scheduling tools)** to maximize engagement.

#### **Communication Assets:**

1. **Text-Based Posts**:
   * Long-form text posts with insights or value-packed advice.
   * Use **scroll-stopping hooks** in the first two lines.
2. **Carousels**:
   * Visually engaging multi-slide posts for storytelling or step-by-step content.
3. **Featured Section Updates**:
   * Showcase your best-performing posts, lead magnets, or achievements.
4. **Call-to-Action (CTA)**:
   * Add a clear CTA in your bio or posts (e.g., linking to your email list or landing page).

### **X (formerly Twitter)**

#### **Posting Cadence:**

* Post **twice daily**, at **8:11 AM EST** and **8:07 PM EST**.
* Include **4 long-form threads per week** for deeper engagement.

#### **Communication Assets:**

1. **Short Tweets**:
   * Share quick insights, tips, or news relevant to your niche.
2. **Threads**:
   * Create detailed, structured narratives with multiple tweets to add value and engage your audience.
3. **Pinned Tweet**:
   * Highlight a high-performing thread or post that includes a CTA.

### **Instagram**

#### **Posting Cadence:**

* Post **5 stories daily**.
* Use a mix of **raw behind-the-scenes content**, **carousels**, and **reels**.

#### **Communication Assets:**

1. **Talking Head Reels**:
   * Short, personal videos where you directly speak to your audience.
2. **Animated Reels**:
   * Eye-catching videos with animation or effects to draw attention.
3. **Carousels**:
   * Visually appealing slides with actionable tips or insights.
4. **Bio Optimization**:
   * Include a concise bio with a **CTA link** to your newsletter or other assets.
5. **Pinned Posts**:
   * Feature your top-performing reels or carousels at the top of your profile.

### **General Tools for All Platforms**

1. **Analytics Tools**:
   * LinkedIn: Use **Taplio** to track performance and content ideas.
   * X: Use **Hypefury** for scheduling and **Twex** for content discovery.
   * Instagram: Use **Figma** for story design, **After Effects** for animated reels, and **Premier Pro** for video editing.
2. **Content Scheduling**:
   * Schedule content (where applicable) to maintain consistency while managing time effectively.
3. **Email List**:
   * Use **ConvertKit** to grow and manage your email audience.
   * Incorporate the email landing page across your profiles as part of your CTA strategy.

By following these cadences and using the appropriate assets, you can maximize engagement, build a loyal audience, and transition effectively from rented attention (followers) to owned attention (email list subscribers).

# Three universal skills for great content creation

The three universal skills Matt mentions for great content creation are:

1. **Scroll-Stopping Hooks**:
   * Craft captivating openings that immediately grab attention and make the audience want to read or watch further.
   * 80% of the success of your content depends on how compelling your hook is.
2. **Value-Packed Posts**:
   * Ensure your content delivers clear, actionable, or insightful value to the audience.
   * Focus on solving a problem, answering a question, or providing a unique perspective.
3. **Engagement from Other Creators**:
   * Build relationships with peers on your platform and encourage them to engage with your content.
   * Interactions such as comments, shares, and likes from other creators amplify visibility and credibility.

These skills are foundational regardless of the platform and can be carried over to new platforms to replicate and scale success.

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# Organic Content Funnel

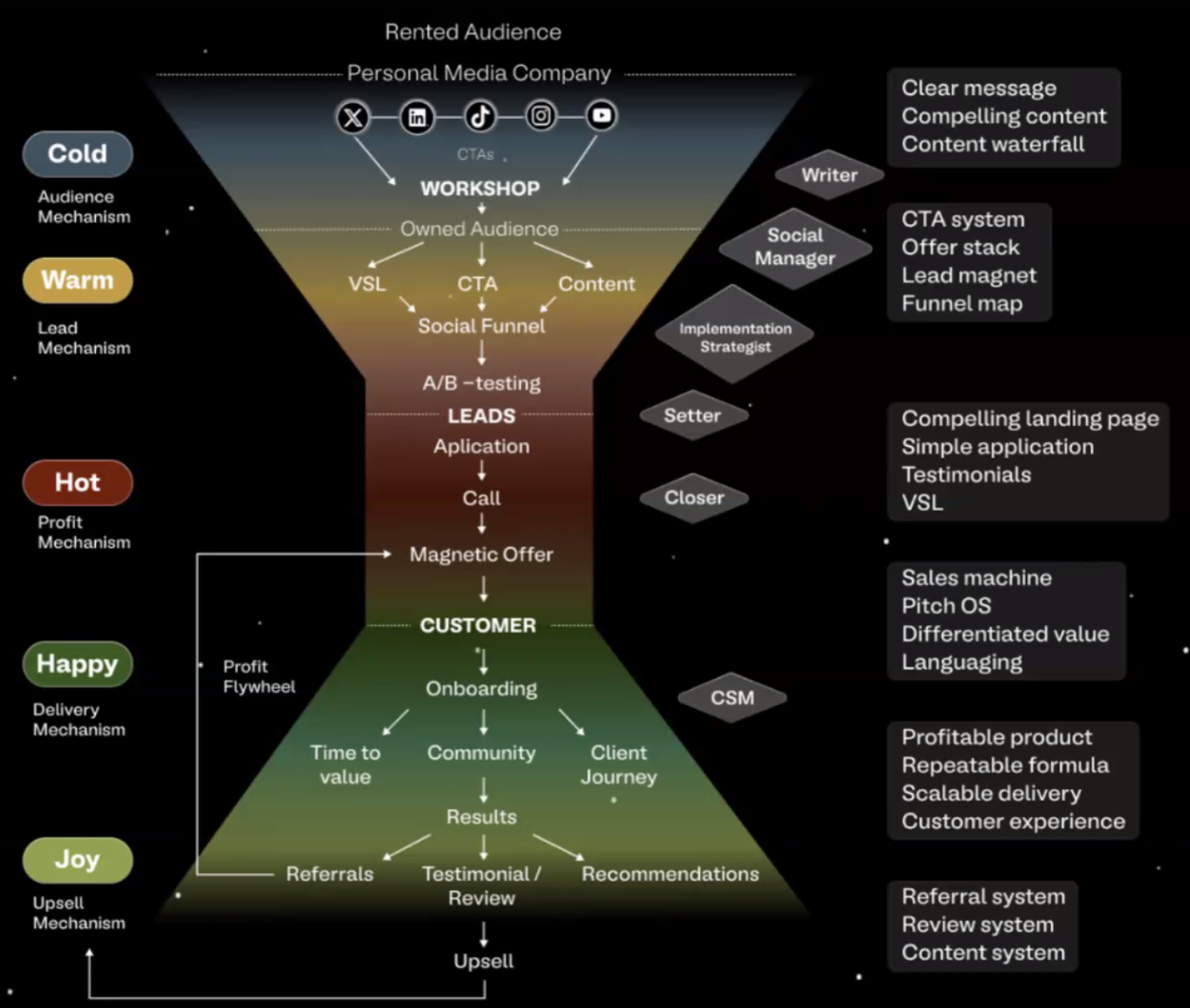
<https://www.youtube.com/watch?v=pjNHE2ggAfE>

The video by Matt Gray, founder and CEO of Founder OS, explains the **Organic Content Funnel**, a system for building a personal brand and scaling online businesses effectively.

Also check this video  
<https://www.youtube.com/watch?v=Mx8JFOqGyIg>

### **Introduction**

* Matt’s portfolio generates **$13.8M annually**, built using the **Organic Content Funnel**, perfected over 15 years.
* The system works for scaling businesses to **$5M and beyond** by leveraging personal branding.
* Core thesis: **Personal brands outperform other strategies** like paid ads or cold outreach in today’s attention and trust-driven economy.



### **Key Points: Why Personal Branding Matters**

1. **Attention Economy**:
   * People follow **individuals first, brands second**.
   * Building trust through a personal brand addresses the global “trust drought.”
2. **Trust at Scale**:
   * Personal branding builds relationships and credibility, leading to higher conversions and easier client acquisition.
3. **Versatility**:
   * A personal brand benefits **offer validation, client acquisition, client experience, and team building**.

### **Four Pillars of the Organic Content Funnel**

1. **Offer Validation**:
   * A personal brand allows rapid testing of products or services with an engaged audience, akin to a large-scale focus group.
   * Trust from a personal brand helps scale offers to **$300K+ per month**, reducing the time and effort needed to gain market acceptance.
2. **Client Acquisition**:
   * Personal brands create “raving fans” who consume content, trust the creator, and convert without extensive persuasion.
   * Scenario comparison:
     + **Cold Outreach**: Low trust, low conversion rates, and high effort.
     + **Organic Funnel**: Leads arrive pre-sold on the creator’s value, leading to higher show rates (90%+) and easier sales.
3. **Client Experience**:
   * Trust leads to proactive, loyal customers with higher lifetime value.
   * Customers who trust the brand engage more positively, refer friends, and are easier to upsell.
4. **Team Building**:
   * Personal brands attract top talent aligned with the company’s mission and values.
   * Candidates arrive pre-trained by consuming the brand’s content, reducing onboarding time and improving retention.
   * Example: A candidate for Founder OS created a detailed 30-60-90 day action plan before the first interview after following Matt’s content.

### **Advantages of the Organic Content Funnel**

1. **Scalable System**:
   * The funnel simplifies audience building, offer delivery, and revenue generation into a repeatable process.
   * Easy to implement and follow, saving time and reducing headaches.
2. **Increased Leverage**:
   * Improves efficiency across business functions (sales, marketing, hiring).
   * Enhances customer and employee retention, maximizing profitability.
3. **Hyper-Profitability**:
   * Eliminates the need for paid ads or agencies by relying on trust-driven organic growth.
   * Matt scaled Herb to **$8M ARR with 70% margins** without spending on ads.

### **Conclusion and Call to Action**

* The Organic Content Funnel is the most effective strategy for building an online business in **2024 and beyond**.
* Steps to success:
  1. Build a **cohesive, intentional personal brand**.
  2. Use the **Organic Content Funnel** to convert trust into revenue.
  3. Engage with Founder OS for personalized guidance to implement the system.

The video emphasizes that a **personal brand** is a **non-negotiable competitive advantage** in the modern business landscape, making it the cornerstone of sustainable, scalable success.

# Seven-step guide to growing a LinkedIn audience

<https://www.youtube.com/watch?v=EDJMrlk4xIw>

The video by Matt Gray, founder of Founder OS, provides a **seven-step guide to growing a LinkedIn audience** to 100,000 followers and using that growth to drive revenue, with actionable strategies to optimize profiles, content, and engagement. Here's a detailed summary:

### **Introduction**

* Matt grew his LinkedIn audience from 272,000 to 468,000 followers in 12 months, at a rate of 11,300 followers/month, without paid ads.
* He has helped founders like Steve GNA (44,000 followers, $7M ARR) and K Thomas (600% LinkedIn growth in 5 months).

### **Seven Steps to LinkedIn Success**

#### **1. Set Up a Profitable Profile**

* **Why?** Your profile is your salesperson working 24/7.
* **Key Elements**:
  + **Headshot**: Use high-quality, professional photos to signal credibility and taste. Quick DIY tips include natural light and photo editing tools (Pixlr, Lightroom).
  + **Tagline**: Convey your unique value proposition and aim to "own a word" in your audience's mind (e.g., "systems" for Matt, "habits" for James Clear).
  + **Company Page**: Add a clean logo and compelling description. Ensure team profiles are consistent.
  + **Profile Banner**: Use this space to highlight key offers or achievements.

#### **2. Post and Learn What Works**

* **Why?** Regular posting helps identify what resonates with your audience.
* **Strategy**:
  + Post consistently (daily or thrice weekly to start) at the same time.
  + Use the **Ikigai Framework** to identify content topics by overlapping:
    1. What you're good at.
    2. What you love.
    3. What the world needs.
    4. What you can be paid for.
  + Develop **content categories** aligned with your Ikigai to build a recognizable niche.

#### **3. Craft Scroll-Stopping Hooks**

* **Why?** The first three lines of your post determine whether people read further.
* **Tips**:
  + Use **simple language** (5th-grade level) and rhythmic sentences.
  + Incorporate **numbers and benefits** for credibility.
  + Use the "I" and "My" pronouns for relatability.
  + Develop a library of high-performing hooks for inspiration.

#### **4. Utilize Four Power Formats**

1. **Long-Form Lists**: Snackable insights in text form that increase time spent on your posts (LinkedIn rewards higher engagement time).
2. **Long-Form Carousels**: Visual lists as PDFs uploaded to LinkedIn to boost readability and engagement.
3. **Hook Stacks**: A series of compelling statements that lead readers through your post.
4. **Long-Form Images**: Entire lists or content displayed as visually striking images for immediate consumption.

#### **5. Power Up with Advanced Tools**

* **Tapo X Chrome Extension**: Analyze your and competitors’ performance, track growth metrics, and identify top content formats.
* **Creator Mode**: Activates a "Follow" button on your profile, increasing follower conversions and unlocking advanced features.
* **Engagement Strategy**: Spend 30 minutes daily engaging with comments, answering questions, and refining content ideas.

#### **6. Build Collaborative Relationships**

* **Why?** Collaboration with other creators accelerates growth.
* **Steps**:
  + Form a group of like-minded creators to share insights and strategies.
  + Use templates to connect with creators 10,000 followers ahead of you.
  + Share successes, bottlenecks, and learnings to grow together.

#### **7. Monetize and Transition Off LinkedIn**

* **Goal**: Convert followers to your owned audience (e.g., a newsletter).
* **Steps**:
  + Use **ConvertKit** to build a newsletter and transition LinkedIn followers to email subscribers.
  + Promote newsletters or products by strategically adding links after your post gains traction.
  + Optimize profile sections (e.g., featured area, call-to-action button) to drive traffic to revenue-generating assets.

### **Key Advanced Tips**

* Avoid direct external links in posts; add them later to prevent penalization by LinkedIn's algorithm.
* Post manually rather than using scheduling tools for better reach.
* Engage with followers immediately after posting to boost visibility and relationships.

### **Final Step: Sustainable Growth**

* Success on LinkedIn should align with a fulfilling business and life. Transition your growth to a sustainable, revenue-generating strategy by leveraging:
  + Profitable profiles.
  + High-performing content.
  + Strategic engagement.
* Next Steps: Watch Matt's subsequent videos for insights on converting attention into scalable revenue streams.

This guide empowers users to grow their LinkedIn presence, engage effectively, and drive real business results through proven systems and consistent effort.

# Matt Gray’s Content GPS

<https://www.youtube.com/watch?v=pFM_gMQrQ5E>

### **Detailed Summary of Matt Gray’s Content GPS Video**

Matt Gray introduces the **Content GPS**, a system designed to build trust, scale businesses, and generate consistent revenue using organic content. He emphasizes that trust is the foundation of business success and provides a roadmap for founders to achieve scalability, profitability, and freedom through this system.

### **The Trust Problem**

* **Trust Deficit**: Businesses earning less than $5-10 million annually fail primarily because of a lack of trust.
  + Customers don't trust enough to buy.
  + Talent doesn't trust enough to join the team.
* **Global Trend**: Trust is at an all-time low, with data showing increasing skepticism among individuals.

### **What is the Content GPS?**

* A system that builds trust at scale through organic content, transforming:
  + **Ice-cold prospects** into paying customers.
  + **Skeptical recruits** into enthusiastic team members.
* Automates and delegates processes, freeing founders to focus on high-leverage tasks and personal fulfillment.

### **The Content GPS Framework**

#### **Purpose**

* Convert organic content into trust-building media assets.
* Transition audiences from followers to an email list.
* Generate loyal, long-term, high-value customers.

#### **Ideal Fit**

* Founders selling products/services priced at $3,000+.
* Businesses aiming for trust, leverage, and ideal client acquisition.

### **Results of the Content GPS**

1. **Leon**:
   * Revenue jumped from <$6K/month to $70K/month after Content GPS installation.
2. **Sammy**:
   * Started with no product or niche.
   * Achieved $3K/month in recurring revenue within a month.
   * Exited the business for multiple six figures within six months.
3. **Steve (Prey.com)**:
   * Scaled a SaaS offering from $0 to $7M ARR using organic content and the Content GPS.
4. **Zach (Foreplay)**:
   * Grew from $2K/month to over $104K/month in recurring revenue in one year.

### **Key Benefits of the Content GPS**

1. **Builds Trust at Scale**:
   * Converts skeptical prospects into committed clients.
   * Makes clients feel confident about choosing your business.
2. **Automates & Delegates**:
   * Enables time-saving through automation.
   * Delegates operational tasks to free up founder bandwidth.
3. **Enhances Team Building**:
   * Attracts top talent who resonate with your mission and values.

### **What You’ll Gain**

* **Positioning**: Unique positioning that establishes authority and differentiation.
* **Content Strategy**: High-converting content ideas and execution plans.
* **Offer Packaging**: Clear, compelling offers that make refusal difficult.
* **Automation & Delegation**: Streamlined processes to save time and focus on passion projects.

### **How It Works**

1. **Custom Implementation**:
   * The Content GPS is tailored to each founder's business needs.
   * Includes content strategy, lead generation, and brand positioning.
2. **Dedicated Support**:
   * A Content GPS specialist guides founders through the entire process.
3. **Ongoing Systems**:
   * Provides automation and delegation tools to maintain and scale growth.

# "LinkedIn for CEOs" program

Matt Gray's "LinkedIn for CEOs" program is designed to help executives and entrepreneurs build a strong and influential presence on LinkedIn. The course is structured into three key phases:

1. **Strategy Development**: This phase emphasizes the importance of having a clear and effective strategy before engaging on LinkedIn. It involves setting specific goals, understanding the target audience, and creating a content plan that positions the individual as a thought leader in their industry.  
    [Founder OS](https://www.founderos.com/linkedin-for-ceos?utm_source=chatgpt.com)
2. **Refinement**: In this phase, participants learn to refine their approach based on real-time feedback and engagement from their audience. This includes adjusting content and messaging to better resonate with followers, fostering meaningful connections, and enhancing overall engagement.  
    [Founder OS](https://www.founderos.com/linkedin-for-ceos?utm_source=chatgpt.com)
3. **Scaling**: The final phase focuses on scaling the LinkedIn presence by implementing systems and tools that automate growth. This allows for an expanded reach and greater impact without requiring constant manual effort.  
    [Founder OS](https://www.founderos.com/linkedin-for-ceos?utm_source=chatgpt.com)

The course includes modules on writing viral LinkedIn posts, optimizing images for engagement, crafting compelling calls-to-action, and building a LinkedIn profile that drives leads and revenue. Additionally, it provides access to tools like Taplio X for content analysis and optimization, as well as content idea generation systems to ensure a consistent and engaging presence on the platform.

[Founder OS](https://www.founderos.com/linkedin-for-ceos?utm_source=chatgpt.com)

By following this structured approach, CEOs and entrepreneurs can effectively leverage LinkedIn to enhance their personal brand, expand their professional network, and drive business growth.

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### **Module 1: How I Write a Viral LinkedIn Post**

* **Focus**: Crafting posts that resonate deeply and gain significant traction.
* **Key Techniques**:
  + **Scroll-Stopping Hooks**: Writing impactful opening lines that compel users to click "See More."
  + **Storytelling**: Sharing relatable, human-centered narratives that engage emotions and foster connection.
  + **Actionable Insights**: Offering concise, valuable takeaways that encourage sharing.
  + **Structure**: Using clean, easy-to-read formats such as numbered lists, short paragraphs, and bullet points.

### **Module 2: Image OS**

* **Focus**: Leveraging visuals to enhance engagement.
* **Key Techniques**:
  + **Three Image Formats**:
    - **Infographics**: Visually present data or insights in a way that's easy to consume and share.
    - **Personal Photos**: Include authentic images of yourself or your team to humanize your content.
    - **Custom Graphics**: Create branded visuals that align with your messaging.
  + **Optimization**: Ensure images are high-quality, visually appealing, and sized appropriately for LinkedIn.
  + **Impact**: Use images to stop the scroll and drive users to engage with your post.

### **Module 3: LinkedIn Post CTA**

* **Focus**: Driving specific actions through effective calls-to-action.
* **Key Techniques**:
  + **Clear Objectives**: Align CTAs with your post’s goals (e.g., comments, shares, sign-ups).
  + **Placement**: Position CTAs strategically within posts for maximum visibility.
  + **Actionable Language**: Use direct and concise wording like "Click to learn more" or "Comment your thoughts below."
  + **Testing**: Experiment with different CTAs to discover what resonates best with your audience.

### **Module 4: LinkedIn Posting System**

* **Focus**: Building a sustainable and consistent posting habit.
* **Key Techniques**:
  + **Posting Cadence**: Set a regular schedule (e.g., daily or weekly) to maintain visibility.
  + **Content Themes**: Rotate through different categories like personal stories, professional tips, and thought leadership.
  + **Engagement Timing**: Post at optimal times for your audience’s activity.
  + **Tracking Metrics**: Monitor likes, shares, and comments to refine your strategy.

### **Module 5: Taplio X**

* **Focus**: Optimizing LinkedIn performance using advanced tools.
* **Key Features**:
  + **Content Analytics**: Track which posts perform best and why.
  + **AI Insights**: Use AI-powered recommendations to refine content.
  + **Competitor Analysis**: Gain insights into top-performing posts from similar profiles.
  + **Engagement Tracking**: Understand how your content drives conversations and leads.

### **Module 6: Profitable LinkedIn Profile**

* **Focus**: Transforming your LinkedIn profile into a lead generation powerhouse.
* **Key Techniques**:
  + **Optimized Headline**: Craft a headline that clearly communicates your value proposition.
  + **About Section**: Write a compelling narrative that highlights your expertise and offerings.
  + **Featured Section**: Showcase key achievements, products, or services with clickable links.
  + **Visual Branding**: Use banners and professional photos to create a polished and consistent profile.

### **Module 7: Content Idea Machine**

* **Focus**: Generating an endless supply of high-quality content ideas.
* **Key Techniques**:
  + **Ikigai Framework**: Identify topics that intersect your passions, expertise, audience needs, and market demand.
  + **Content Buckets**: Define recurring themes for your posts (e.g., leadership, innovation, personal growth).
  + **Trend Monitoring**: Stay updated on industry trends to create timely and relevant content.
  + **Idea Generation Tools**: Use brainstorming techniques and AI tools to generate fresh topics.

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# How to grow your newsletter *without* social media

### **Growing Your Newsletter Without Social Media: Growth in Reverse**

Not all newsletter growth needs to hinge on social media platforms. The "Growth in Reverse" strategy focuses on leveraging non-social media channels to grow your newsletter audience in an organic and scalable way. This approach targets readers where they already spend time—on other newsletters, niche forums, podcasts, and direct outreach. By focusing on genuine connections and content sharing, you can build a dedicated audience without relying on algorithm-driven platforms.

Key methods include guesting on high-reach newsletters, participating in niche forums with meaningful contributions, appearing on podcasts tailored to your target audience, and collaborating with other content creators. This strategy shifts the focus to value-driven networking and strategic outreach rather than chasing virality or social media trends. By emphasizing authenticity and direct engagement, "Growth in Reverse" transforms passive audiences into loyal subscribers who truly resonate with your message.

Here’s how the Growth in Reverse method works in detail:

1. **Newsletter Guesting:** Partner with established newsletters to create high-quality guest content. This not only introduces you to their audience but also positions you as a trusted voice in your niche.
2. **Niche Forums and Communities:** Engage with forums and online communities relevant to your audience. By providing genuine value in these spaces, you can organically draw attention to your newsletter.
3. **Podcast Appearances:** Leverage podcasts within your niche as a way to introduce your expertise to engaged listeners who are likely to subscribe to your newsletter for deeper insights.
4. **Cross-Promotion:** Collaborate with creators to cross-promote each other's newsletters. These partnerships allow for mutual growth by tapping into similar audiences.

This strategy proves that sustainable newsletter growth doesn’t require you to depend on platforms like LinkedIn, Instagram, or Twitter. Instead, it focuses on creating meaningful value in spaces where your audience already resides, fostering organic growth and lasting engagement.

### **Exploring Alternatives to Social Media for Newsletter Growth**

Growing a newsletter without relying on social media is not only feasible but can lead to sustainable and highly engaged subscriber growth. Below are actionable strategies to achieve this:

1. **Create Exceptional Content**Focus on producing high-quality, valuable content that readers find irresistible and want to share. Dedicate significant effort to content creation, as suggested by Chenell Basilio, by spending 80% of your time on creating remarkable content and only 20% on marketing efforts.  
   *(Growth in Reverse)*
2. **Build Strategic Partnerships**Collaborate with other newsletter creators to expand your reach through cross-promotions or lead magnet swaps. Platforms like Lettergrowth.com and Inbox Reads can help identify potential partners.  
   *(Growth in Reverse)*
3. **Optimize for Search Engines (SEO)**Improve your newsletter's discoverability by focusing on SEO. Create content addressing specific problems or questions relevant to your audience, driving organic search traffic.  
   *(Growth in Reverse)*
4. **Utilize Lead Magnets**Offer valuable resources such as e-books, checklists, or exclusive content in exchange for email subscriptions. This strategy attracts subscribers in your niche and provides immediate value.  
   *(Newsletter Operator)*
5. **Leverage In-Person Events**Engage in or host events, workshops, or seminars related to your field. These settings offer networking opportunities to promote your newsletter to a highly targeted audience.  
   *(Growth in Reverse)*
6. **Implement Referral Programs**Motivate existing subscribers to refer others by offering incentives or rewards. A well-structured referral program can drive subscriber growth through word-of-mouth.  
   *(Growth in Reverse)*
7. **Engage in Communities and Forums**Actively participate in online communities, forums, or niche platforms where your target audience gathers. By providing valuable insights and subtly promoting your newsletter, you can attract genuinely interested subscribers.  
   *(Newsletter Operator)*

By focusing on these strategies—emphasizing content quality, strategic collaborations, and diverse promotional methods—you can build a robust and loyal newsletter audience, independent of social media platforms.

*The sources and subsequent summaries (e.g., growthinreverse.com, newsletteroperator.com, and others) are not explicitly identified as originating from Matt Gray. Instead, they appear to be general references aligned with broader strategies for newsletter growth and online content marketing.*

*If the inquiry pertains specifically to Matt Gray’s materials, such as those from Founder OS or his YouTube content, these references would need to be cross-verified against his proprietary frameworks or cited resources. Matt Gray’s teachings typically feature unique strategies drawn from his personal experiences, business acumen, and specialized tools like the Content GPS or his LinkedIn playbooks.*

*Would further confirmation of sources related to a specific Matt Gray topic be useful, or is a more in-depth exploration of his proprietary methodologies preferred?*

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# How to Write Viral X Threads: A 3-Step Framework by Matt Gray

Matt Gray shares his proven framework for writing viral X (Twitter) threads, emphasizing the importance of research, reverse-engineering viral hooks, and crafting engaging threads.

### **Key Insights**

1. **Success on X is 80% research and 20% writing.**
   * Viral ideas are discovered through observation, not created from scratch.
   * Research feeds provide inspiration and proven content strategies.
2. **Great threads follow a structure:**
   * A compelling hook
   * Engaging expansion tweets
   * A clear, action-driven conclusion
3. **Engagement communities amplify distribution:**
   * Collaboration with others accelerates reach and virality.

### **Step 1: Set Up Your Research Center**

* **Purpose:** Curate a “Viral Vault” to discover high-performing content.
* **Setup:**
  + **Upgrade to X Premium**: Enables advanced filters.
  + **Create a Private "Viral Vault" List**: Add 10-15 creators who frequently go viral (e.g., Matt Gray, Naval, James Clear).
  + **Use X Pro**: Filter for original posts with a minimum of 3,000 likes.
* **Collect and Validate Ideas:**
  + Gather content in a Notion document.
  + Look for patterns across 3+ high-performing posts on a topic.

### **Step 2: Reverse-Engineer Viral Hooks**

* **Hook Formula:**
  + Highlight a relatable pain point.
  + Introduce a credible solution or expert.
  + Promise actionable, life-changing insights.
* **Example:**"I'm 33. 5 years ago, I was directionless, overweight, and smoked 11 joints a day.  
  Then I discovered Naval Ravikant's 'How to Get Rich' tweetstorm & built two 8-figure businesses.  
  8 of his insights that transformed my life (and will change yours, too):"
* **Crafting Tips:**
  + Focus on the reader's pain points.
  + Credit experts for instant credibility.
  + Ensure hooks agitate a problem and offer a compelling solution.

### **Step 3: Write the Viral Thread**

* **Thread Structure:**
  + Start with a powerful hook.
  + Expand on the hook in tweets 2-10.
  + End with a call-to-action (CTA) in tweet 11.
  + Each tweet should be <280 characters, skimmable, and standalone.
* **Formatting:**
  + Use 1 key point per tweet.
  + Break up text with bullets and short sentences.
  + Incorporate visuals (e.g., infographics, podcast clips) to increase "time spent" on the thread.
* **Ethical Stealing:** Study successful threads, adapt their format, and infuse personal anecdotes.

### **Step 4: Join an Engagement Community**

* **Why:** Writing great threads isn’t enough; distribution is key.
* **How:**
  + **Barter for Engagement:** DM creators and exchange support.
  + **Join Existing Pods:** Collaborate with other creators to amplify reach.
  + Inside Founder OS+, members gain access to engagement pods and ghostwriting resources.

### **Pro Tips**

* **Sharable Tweets:** Ensure every tweet adds standalone value for re-tweetability.
* **Optimize for X Algorithm:** Use images and videos to boost time spent on posts.
* **Engage Creatively:** Experiment with punchy formats and proven formulas.

### **Conclusion**

By focusing on research, leveraging proven structures, and participating in distribution networks, you can consistently create viral X threads. The system turns writing from a guessing game into a replicable process, empowering creators to build their audience and influence on X.

**Additional Resources:**

* Access Matt’s curated X swipe file and engagement strategies in Founder OS+.
* Watch his YouTube video on building automated business systems.

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# Hooks: The Secrets to Writing Viral Content

#### <https://tinyurl.com/HookWriterOS>

#### **Overview**

Success on social media starts with an irresistible hook—critical to grabbing attention within 1.7 seconds. Matt Gray outlines his **ROI Framework** (Research, Output, Iterate) to create viral hooks that drive engagement, audience growth, and monetization.

### **Key Tactics**

#### **1. Research: Finding Proven Hooks**

* Viral hooks aren’t invented; they’re discovered by analyzing high-performing content.
* **How to Research:**
  + Identify creators excelling in your niche or adjacent niches.
  + Use tools like **TweetHunter**, **Taplio**, and YouTube’s "Popular" section to find viral content.
  + Analyze 5+ creators' top-performing posts from the past 3 months.
  + Break down their hooks into templates (e.g., “relatable struggle → expert solution → transformative insights”).
  + Store patterns and insights in a spreadsheet or Notion doc.

#### **2. Output: Writing Hooks Using Templates**

* Craft hooks using tested formats and make them personal.
* **Four Key Principles for Hook Writing:**
  + **Appeal to Self-Interest:** Address the reader’s pain points or desires.
  + **Leverage Numbers:** Include specific, impressive stats (e.g., revenue, results).
  + **Tease the Outcome:** Sell the result, not the process (e.g., “Simple system to book 13,389 sales calls”).
  + **Establish Credibility:** Showcase authority through achievements or social proof.
* **Execution:**
  + Create 3 variations of each hook.
  + Test them with your ideal audience (e.g., peers, customers).
  + Use AI tools like **Hook Writer OS** to generate hooks based on viral templates.

#### **3. Iterate: Optimizing Hooks for Better Performance**

* Track analytics regularly to identify what resonates.
* **Iterative Process:**
  + Review post performance every 2-4 weeks.
  + Reuse and modify successful hooks.
  + Drop or rework poorly performing hooks.
* Top creators (e.g., Steven Bartlett, Alex Hormozi) A/B test multiple titles, thumbnails, and hooks to refine content.

### **Advanced Tips for Viral Hook Writing**

1. **Sharable Hooks:** Ensure each line in a thread stands alone and adds value, encouraging retweets.
2. **Use Media:** Incorporate images, infographics, and videos to increase engagement.
3. **Engagement Pods:** Join or create communities to boost content distribution and amplify visibility.

### **Example Hook Template**

**Original Hook:** "I'm 33.  
5 years ago, I was directionless, overweight, and smoked 11 joints a day.  
Then I discovered Naval Ravikant’s 'How to Get Rich' tweetstorm & built two 8-figure businesses by 33.  
8 of his insights that transformed my life (and will change yours, too):"

**Adaptation:** "I'm [age].  
[Timeframe] ago, I was struggling with [specific pain point].  
Then I discovered [expert/resource] and achieved [outcome].  
[Number] insights I learned that can help you too:"

### **Scaling Beyond Hooks**

Once hooks drive growth, monetize with systems for content, sales, and audience engagement. Matt offers deeper support via **Founder OS+**, which includes:

* A personal strategy coach.
* Access to AI-driven tools like Hook Writer OS.
* Connections to expert talent in writing, sales, and content creation.

### **Conclusion**

Mastering hooks transforms your content into a growth engine. By researching proven formats, crafting relatable hooks, and iterating based on data, you’ll capture attention, build a loyal audience, and achieve social media success.

Access the **Hook Writer OS** tool to fast-track your results: [Hook Writer OS](https://inexpensive-english-a1b.notion.site/The-Hook-Writer-OS-1533bfba25a580d89cbcf4b1b9d1ad78).

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# My $1M Launch System, Matt Gray

<https://www.youtube.com/watch?v=Mx8JFOqGyIg>

Matt Gray shares his $1M+ launch strategy, focusing on building systems for scaling businesses, personal brands, and running impactful marketing campaigns. The video is divided into three parts, detailing the **Content GPS System**, **Black Friday Launch Strategy**, and **$1M Launch Plan**.

### **Part 1: Content GPS System**

1. **Purpose**: A system for building and scaling a personal media company that drives audience growth, engagement, and revenue.
2. **Core Strategy**:
   * **Platform Domination**: Focus on X (formerly Twitter), LinkedIn, YouTube, Instagram, and newsletters.
   * **Content Funnel**: Move audiences from rented platforms (social media) to owned platforms (email lists) and then monetize them.
   * **Scroll-Stopping Hooks**: Use compelling first sentences to capture attention and drive engagement.
3. **Execution**:
   * **Brand Positioning**: Define a clear thesis, core mechanisms, and desired outcomes.
   * **Content Calendar**: Maintain a regular posting schedule across platforms for consistency and quality.
   * **Offer Stack**: Build multiple offers, starting with low-cost products (e.g., newsletters) and scaling to high-ticket services (e.g., workshops, masterminds).
4. **Content Tech Stack**:
   * Tools include ConvertKit (newsletters), TweetHunter (content inspiration), Figma (design), and Loom (process documentation).

### **Part 2: Black Friday Launch Strategy**

1. **Objective**: Generate $1M in revenue through a high-impact Black Friday offer.
2. **Steps**:
   * **Goal Setting**: Reverse-engineer sales targets (e.g., selling 5,000 units at $199).
   * **Content & Email Plan**: Use a mix of newsletters, LinkedIn posts, Instagram reels, and YouTube videos to build anticipation.
   * **Abandoned Cart Emails**: Follow up with potential buyers who didn’t complete their purchase.
   * **Engagement Schedule**: Maintain daily communication during the launch, including threads, posts, and stories.

### **Part 3: $1M Launch Plan**

1. **Launch OS Framework**:
   * **Eight Core Parts**: Landing pages, social media, newsletters, funnel mapping, metrics, assets, workshops, and email campaigns.
   * **Directional Approach**: Focus on velocity (speed + direction) to achieve impactful results.
2. **Execution Blueprint**:
   * **Vision**: Create a compelling narrative that excites the audience.
   * **Content Strategy**: Balance growth content (for visibility) with niche content (for conversions).
   * **Call-to-Actions (CTAs)**: Use 17+ CTA opportunities across platforms to guide users through the funnel.
3. **Mechanisms**:
   * **Cold Audience Mechanism**: Create content in four categories: organic growth, proven systems, predictable leads, and personal stories.
   * **Warm Lead Mechanism**: Utilize lead magnets (e.g., guides or templates) to convert audiences into newsletter subscribers and eventually customers.
4. **Workshops**:
   * Consist of six steps: structure, technical setup, pre/post-event emails, promotions, high-value content, and compelling stories.
   * Proven to generate significant revenue and engagement.

### **Key Takeaways**

* **Systems are Essential**: Automate and optimize processes to scale your business efficiently.
* **Personal Brand as an Asset**: A well-built brand drives opportunities, talent, and revenue.
* **Iterative Improvement**: Focus on weekly 5% improvements to achieve exponential growth.
* **Content-Driven Sales**: Use strategic content and CTAs to convert audiences into paying customers.
* **Patience Pays Off**: Success comes in waves—stick with the process and refine along the way.

Matt concludes by offering his expertise in implementing the Content GPS system and launching profitable campaigns through **Founder OS**. For deeper support, viewers can apply to his program.

# Summary of "Sales Revenue OS", Matt Gray

<https://tinyurl.com/SalesRevenueOS>

The **Sales Revenue OS** is a system designed to help entrepreneurs, founders, and businesses optimize their sales strategies, increase revenue, and build scalable sales processes. It combines proven sales principles with actionable frameworks for predictable, sustainable growth.

### **Core Principles**

1. **Sales Fundamentals**
   * Sales success depends on solving real problems for your target audience.
   * Understand the customer’s pain points and offer solutions that deliver tangible value.
2. **Leverage Data and Systems**
   * Use analytics to identify patterns, track performance, and refine strategies.
   * Automate repetitive tasks to focus on high-impact sales activities.
3. **Iterative Improvement**
   * Test, measure, and refine sales processes continuously.
   * Make incremental improvements to achieve exponential growth over time.

### **Key Components of the Sales Revenue OS**

#### **1. Prospecting Framework**

* **ICP (Ideal Customer Profile)**: Clearly define who your product or service is for.
* **Lead Sources**: Use multiple channels, such as LinkedIn, email, and ads, to identify leads.
* **Qualification**: Ensure leads align with your ICP before investing time.

#### **2. Sales Funnel**

* **Awareness**: Generate interest through targeted outreach and content.
* **Consideration**: Nurture leads with personalized follow-ups, addressing their specific needs.
* **Decision**: Provide clear offers and CTAs to close deals.
* **Retention**: Focus on delivering value post-sale to encourage renewals and referrals.

#### **3. Outbound Systems**

* Create personalized outreach strategies for cold email, calls, and LinkedIn messages.
* Use sales enablement tools to track outreach effectiveness and scale efforts.

#### **4. Content for Conversions**

* Develop high-value sales content (e.g., case studies, testimonials, whitepapers).
* Align messaging with customer pain points and desired outcomes.

#### **5. Sales Playbook**

* Document every stage of your sales process for consistency and scalability.
* Include scripts, objection-handling techniques, and closing strategies.

### **Metrics to Track**

* **Sales KPIs**:
  + Conversion rates
  + Sales velocity
  + Average deal size
  + Customer lifetime value (CLTV)
* **Funnel Metrics**:
  + Number of leads generated
  + Conversion rates at each stage
  + Time-to-close

### **Actionable Steps**

1. **Create a Scalable Sales Process**:
   * Map out the entire customer journey.
   * Identify key bottlenecks and address them systematically.
2. **Implement CRM and Automation Tools**:
   * Leverage tools like HubSpot, Salesforce, or Pipedrive for tracking and automation.
3. **Test and Optimize**:
   * A/B test outreach strategies and messaging.
   * Use analytics to refine every stage of the funnel.
4. **Focus on High-Value Activities**:
   * Delegate or automate low-impact tasks.
   * Spend more time on activities that drive conversions and revenue.

### **Why It Works**

The Sales Revenue OS aligns proven sales methodologies with modern tools and strategies to help businesses achieve predictable, repeatable results. By combining systematized processes, data-driven insights, and customer-focused strategies, it creates a scalable sales machine.

For a deeper dive into specific templates, scripts, and tools, refer to the full Sales Revenue OS document.

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# 10 Newsletter Business Models for 2025

Greg Isenberg on the 10 best newsletter business ideas to start in 2025

<https://www.youtube.com/watch?v=gVGqg_kTsxo>

Matt Gray presents innovative, actionable newsletter business ideas designed for scalability, low startup costs, and high profitability. These models integrate organic growth with paid acquisition strategies and offer pathways to expand into larger business opportunities such as software, marketplaces, or agencies.

### **Key Business Models**

#### **1. Marketing Newsletter for Global Talent**

* **Target Audience**: Overseas marketers seeking U.S.-based jobs.
* **Structure**:
  + Remote job listings.
  + Digital marketing updates.
  + Tutorials for skill development.
* **Monetization**:
  + Job boards ($18K/month).
  + Recruiting blasts ($10K/month).
* **Insights**: With low-cost Facebook ads ($0.25–$0.50 per subscriber), this model achieves rapid scaling while monetizing Western employers.

#### **2. Platform-Based Educational Newsletter**

* **Focus**: Deep dive into a single tool (e.g., Notion, Figma, AI platforms).
* **Monetization**:
  + Affiliate partnerships (20-50% recurring commissions).
  + Premium templates.
  + SaaS tools for niche audiences.
* **Expansion**: Potential acquisition by the platform or development of related software products.

#### **3. Local Real Estate Investor Newsletter**

* **Target**: Investors in cities with populations of 200K–1M.
* **Content**:
  + High-quality listings enriched with data (e.g., mortgage rates, ROI forecasts).
* **Revenue Streams**:
  + Ad sales, premium subscriptions, and real estate seminars.
* **Revenue Potential**: $190K/year with 10K subscribers.

#### **4. B2B Decision-Maker Newsletter**

* **Audience**: C-suite executives in a specific niche.
* **Features**:
  + Industry-specific updates.
  + Hyper-relevant content based on ICP (Ideal Customer Profile).
* **Monetization**:
  + Premium sponsorships and exclusive data-sharing opportunities.
* **Unique Value**: Requires only 2K targeted subscribers to succeed.

#### **5. Visual News & AI Newsletters**

* **Opportunities**:
  + Meme-based news: Visual formats targeting tech/finance prosumers.
  + AI-specific tips: Industry-tailored insights with a subscription model ($200/year).
* **Trend**: Visual and prosumer-focused content dominates in 2025.

#### **6. Local Community Newsletter**

* **Concept**: Positive, community-oriented news.
* **Key Features**:
  + "Weekend Plans" format with curated events.
  + Facebook ads ($0.50 CPA) for rapid subscriber acquisition.
* **Example**: Naptown Scoop generates $400K/year in Annapolis, MD.

#### **7. Audience Building for Expansion**

* **Approach**: Use newsletters as "audience-building machines."
* **Scalability**:
  + Transition into software, agencies, or marketplaces.
  + Combine paid acquisition (Facebook ads) with organic growth via pre/post CTAs.

### **Pro Tips for Success**

1. **Data Collection**: Gather detailed subscriber information to enhance monetization potential.
2. **CTAs**: Use pre/post CTAs on social media to tease content and convert followers.
3. **One Platform Focus**: Build an audience on a single platform (e.g., X, Instagram, TikTok) while scaling paid subscribers.

### **Notable Quotes**

* "Newsletter businesses are a cheat code... you can build a marketplace, an agency, and so much more on top of a newsletter."
* "You don't need 100,000 subscribers to make $100,000 a year. With 5-10,000 subs, you can make $190,000 annually."

### **Final Thoughts**

Newsletter businesses in 2025 are more relevant than ever, offering immense opportunities for audience growth and monetization. By combining actionable strategies with scalable models, these ideas provide a foundation to build thriving digital empires. Whether targeting niche professionals or local communities, these frameworks allow creators to generate substantial revenue with focused, value-driven efforts.

Matt Grays Newsletter

<https://tinyurl.com/10IdeasNewsLetter>

Key Points:

• Detailed breakdown of 10 different newsletter business models with monetization strategies

• Focus on building profitable newsletters with low startup costs and high scalability

• Emphasis on combining paid acquisition (Facebook ads) with organic growth

• Strategy for turning newsletters into larger businesses (software, marketplaces, agencies)

1) Marketing Newsletter for Global Talent

• Target overseas marketers seeking US jobs

• Cost: $0.25-0.50 per sub via FB ads

• Structure:

1) Remote job listings

2) Digital marketing news

3) Marketing tutorials

Monetization path to $28k/mo:

• Job board ($18k/mo)

• Recruiting blasts ($10k/mo)

2) Platform-Based Newsletter

Pick ONE tool (Figma, Notion, Perplexity AI) and go deep.

The gold mine here:

• 20-50% recurring affiliate commissions

• Sell premium templates

• Potential acquisition by the platform

• Build & sell SaaS tools to your audience

3) Local Real Estate Investor Newsletter

The math:

• 5-10k subs

• $2 CPA

• $7.5k/mo in ad revenue

• $50k from seminars

• $50k from premium subs

Total: $190k/year with just 10k subscribers!

4) B2B Decision Maker Newsletter

The secret sauce:

• Need only 2k subs (if they're the right people)

• Target C-suite in specific industry

• Collect detailed subscriber data

• Charge premium for targeted access

5) Visual News & AI Newsletters

Two massive opportunities:

A) Meme-based news

• 2-4 stories/day

• Prosumer focus (tech/finance)

• Visual over Text in 2024

B) Industry-specific AI tips

• Target specific verticals

• Focus on time/money saving

• $200/year subscription model

6) Local Community Newsletter

The playbook:

• Focus on positive news

• Thursday "Weekend Plans" format

• $0.50 CPA possible

• Target high-LTV local sponsors

Real example: Naptown Scoop makes $400k/year in one city!

7) The bigger opportunity?

Don't just think "newsletter"

Think "audience building machine" that can spawn:

• Software products

• Marketplaces

• Agencies

• Communities

Start with newsletter, expand into empire.

Pro tip: for ANY of these:

• Use pre/post CTAs on social

• Build one social channel alongside

• Collect subscriber data beyond email

• Think paid first, organic second

Pick one and start this weekend!

Notable Quotes:

"Newsletter businesses are a cheat code... you can build a marketplace, you can build an agency, you can build so much on top of a newsletter."

"You don't need 100,000 subscribers to make $100,000 a year. With 5-10,000 subs, you can make $190,000 a year."

Want more free ideas? I collect the best ideas from the pod and give them to you for free in a database. Most of them cost $0 to start (my fav)

Get access: [https://www.gregisenberg.com/30startu...](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqbVg3emRUTXk1SnpMLUd3U1g2c2xGUzFrVnl4QXxBQ3Jtc0tuQVBvM2djeUJBaWtfcjU5UktiNW9lcGplZ3lyaDFJeE9aajlqdnVPdGt1OGk5QjdOM0pHN0FmQk1wRVFCa1dPaHdQdFllV3B4QWx0NTBlcXkxVUFqcTd6ZzFCUlkzeUtRUlN4czdIR2RxTXp5VldmTQ&q=https%3A%2F%2Fwww.gregisenberg.com%2F30startupideas&v=gVGqg_kTsxo)

LCA helps Fortune 500s and fast-growing startups build their future - from Warner Music to Fortnite to Dropbox. We turn 'what if' into reality with AI, apps, and next-gen products [https://latecheckout.agency/](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqbThTbTRRR1JCSXMxVE5zOWhERUh5X0lZb0ZZZ3xBQ3Jtc0tsSUZyc0ZiWUdhT2dLTzFTSXlrVENodlA4YU9mZTFEc05uZjVJWUhzUDhTbS1wcmZVYUVycmlyekEzYlNjTkVycTlkeDZqcFB1QTFfWnVwZHQ3T01rVEtyWFNQV1Q1RkJ3V3ZWX0dDRzZFcFBxZ01DWQ&q=https%3A%2F%2Flatecheckout.agency%2F&v=gVGqg_kTsxo)

BoringAds — ads agency that will build you profitable ad campaigns [http://boringads.com/](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqbml5SzUzTG9XRUNTbkpndk04R3R4TG9MelhLd3xBQ3Jtc0tuNm5hb0J3SjNLYXI3dWU0Y0pkUzJPOHZ5R0RRWGxmd25BUmtxUElUWlg5Skx2clczNGxzbVZTWmczazdrVWhqVHZFLTRlUEdCVG9MWE1FQW5HVXFnZnhPcWZMQ0paYS03YUZxVDdZRElaV21jMm8zNA&q=http%3A%2F%2Fboringads.com%2F&v=gVGqg_kTsxo)

BoringMarketing — SEO agency and tools to get your organic customers [http://boringmarketing.com/](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqblFiQ2lUV1pqYTJ1MWlTSjJjaE13MUV4STJwUXxBQ3Jtc0ttT0pDU0EyTm5qcTF0dU8talRCckJRWFhObHdzcHhIM0QteDQ0RzFNMmEzbFJzVEFiZjl6M19RT3phSnp0NnBMajlhQ1g3RE5pdXZ6UXgyNk9OMS1NRExBa1JoV2NJREF4UlZvX2ZOVndlSi1qRTV5aw&q=http%3A%2F%2Fboringmarketing.com%2F&v=gVGqg_kTsxo)

Startup Empire - a membership for builders who want to build cash-flowing businesses [https://www.startupempire.co](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqbW1kaXdWRFI1N0xrNUlzSm4zLWVlYjY1WkV6QXxBQ3Jtc0tsOVJOVE5oQ2FOZktCZG1jdFBJaDFIVzM2RlNTV2toQXF2WEFnOHpMVUZfV3hvR0pBLWNmX2JOeld3OXpMazEwdHNLY2RnV1ZmNWNvVWVKX0QtUDJNdlpWY3ZZbTVySm9VQ1R4R090TkRQMmZ3SU5KTQ&q=https%3A%2F%2Fwww.startupempire.co%2F&v=gVGqg_kTsxo)

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# 84 subject line templates to boost your open rates

([LinkedIn](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcKgUsx8Y7Yz48Sj6pRDQq2tCQuAP2tyIBx6y3vPKhx0W0cu9YX-ANVNObIaGiCLBN3-AVQrb2_2jQjnzISM-6JLoWsg3zITqt5-al0szTQo0NmrHXi5YABS24JnguYB3bqYiRB5y3gsLOWrImOQ02RS2wrMBUmWyD-lp-6tgFrfdTfOd1hZWO0M92fkl9UD5pZ7vO7FPKfZeTaY7a2syWbrDFDd9EE7plRENKC_OtETyJD2baIAIMlY1o4oa8CHsz0KrviH6Aw2uzEWQs8bo-b0/4cv/jOq6GYU_QzCG6R7wrhn2yA/h7/h001.xIAXK4jtD6lVctaWJJzzH7qSqG9IuLQFP0tQ0AkcSy8))

https://www.linkedin.com/posts/dbusta\_84-subject-line-templates-to-boost-your-open-activity-7279500238707388420-0PEf?utm\_source=share&utm\_medium=member\_desktop

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# Tools

## **Taplio**

is a social media management platform designed specifically for LinkedIn users. It helps individuals and businesses grow their personal brand, increase engagement, and streamline LinkedIn content creation. Taplio leverages AI-powered tools, analytics, and automation to make it easier to create impactful posts, manage a content schedule, and optimize performance on LinkedIn.

### **Key Features of Taplio:**

1. **AI-Powered Content Suggestions**:
   * Generates LinkedIn post ideas tailored to your audience and niche.
   * Suggests relevant topics based on current trends or your expertise.
2. **Content Scheduling**:
   * Allows you to schedule posts in advance, ensuring consistent activity.
   * Provides optimal posting times based on analytics for maximum reach.
3. **Engagement Tracking**:
   * Tracks the performance of posts (likes, comments, shares, impressions).
   * Helps you identify what content resonates most with your audience.
4. **Profile Optimization**:
   * Offers suggestions to enhance your LinkedIn profile for professional visibility.
   * Includes keyword and branding tips to attract your target audience.
5. **Automation**:
   * Simplifies outreach and networking through LinkedIn messaging templates.
   * Automates follow-ups to save time while maintaining personal touches.
6. **Analytics Dashboard**:
   * Provides insights into post performance, follower growth, and audience demographics.
   * Helps refine content strategy based on data-driven feedback.
7. **Collaboration Tools**:
   * Ideal for teams managing LinkedIn campaigns collaboratively.
   * Enables content approval workflows and shared scheduling.

### **Target Users:**

* **Professionals**: Individuals looking to build their personal brand or establish thought leadership.
* **Marketers**: Teams running LinkedIn campaigns for brand awareness or lead generation.
* **Founders and Entrepreneurs**: Seeking to grow their visibility and attract partnerships, clients, or investors.

### **Benefits:**

* Saves time by streamlining the content creation and posting process.
* Helps you consistently produce high-quality, engaging LinkedIn posts.
* Enhances visibility and authority in your field or industry.

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## **TrafficGrid**

is a tool or platform typically used for managing, analyzing, and optimizing web traffic and advertising campaigns. While the exact definition and functionality can vary based on the provider or developer, in digital marketing and advertising contexts, TrafficGrid often refers to solutions that help businesses drive traffic to their websites, track user behavior, and improve ad performance.

### **Common Features of a Tool Like TrafficGrid:**

1. **Traffic Management**:
   * Centralizes ad campaigns from multiple platforms (e.g., Google Ads, Facebook Ads).
   * Optimizes traffic flow to specific landing pages or websites.
2. **Analytics and Reporting**:
   * Provides insights into traffic sources, click-through rates (CTR), conversion rates, and other metrics.
   * Tracks user behavior to understand how visitors interact with your site.
3. **Ad Campaign Optimization**:
   * Uses AI and algorithms to optimize ad spending and maximize ROI.
   * A/B tests ads, landing pages, and targeting strategies to determine the best approach.
4. **Audience Targeting**:
   * Enables precise audience segmentation and targeting based on demographics, interests, and behaviors.
   * Incorporates retargeting features to re-engage users who have interacted with your site.
5. **Affiliate and Partner Tracking**:
   * Tracks referrals from affiliates or partners and calculates commissions.
   * Ensures accurate tracking of conversions and payments.
6. **Fraud Detection**:
   * Identifies and blocks invalid or fraudulent traffic, ensuring ad spend is not wasted.
   * Protects against bot traffic and click fraud.
7. **Customizable Dashboards**:
   * Offers a user-friendly interface to monitor campaign performance in real-time.
   * Allows customization of reports to focus on key metrics.

### **Potential Use Cases:**

* **Marketers**: Optimize campaigns for better ROI and conversion rates.
* **Businesses**: Drive targeted traffic to increase sales, leads, or awareness.
* **Affiliate Marketers**: Manage affiliate programs and ensure accurate tracking.
* **Agencies**: Provide clients with detailed traffic analytics and campaign insights.

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# 12 Email Deliverability Tactics for 2025

<https://tinyurl.com/EmailSecretApplication>

Achieving strong email deliverability is crucial for maintaining engagement and maximizing the effectiveness of your campaigns. Here are 12 essential tactics for 2025:

### **1. Authenticate Your Emails**

* **What to Do**: Set up DKIM, SPF, and DMARC authentication protocols.
* **Why It Matters**: These protocols prove your emails are from a trusted sender, reducing spam folder placement.

### **2. Build a Clean Email List**

* **What to Do**: Use double opt-ins and periodically remove inactive subscribers.
* **Why It Matters**: Keeps your list healthy and improves engagement metrics.

### **3. Warm Up Your IP Address**

* **What to Do**: Gradually increase sending volume for new IPs or domains.
* **Why It Matters**: Builds trust with ISPs, avoiding spam filters.

### **4. Segment Your Audience**

* **What to Do**: Group subscribers based on behavior, preferences, or demographics.
* **Why It Matters**: Increases open rates and reduces unsubscribes by delivering personalized content.

### **5. Use a Recognizable Sender Name**

* **What to Do**: Use your company name or a consistent sender identity.
* **Why It Matters**: Builds familiarity and trust with recipients.

### **6. Write Engaging Subject Lines**

* **What to Do**: Avoid clickbait, excessive punctuation, or all caps.
* **Why It Matters**: Reduces spam triggers and increases open rates.

### **7. Optimize Email Content**

* **What to Do**: Balance text and images, include alt text for visuals, and avoid spammy language.
* **Why It Matters**: Ensures compatibility across devices and email clients, enhancing user experience.

### **8. Test Emails Before Sending**

* **What to Do**: Use tools like Litmus or Mail Tester to check for deliverability issues.
* **Why It Matters**: Identifies potential issues before they affect your campaigns.

### **9. Avoid Using Link Shorteners**

* **What to Do**: Use full URLs or branded links.
* **Why It Matters**: Shortened links can trigger spam filters and reduce click trust.

### **10. Respect Frequency and Timing**

* **What to Do**: Send emails at optimal times based on audience behavior and avoid over-emailing.
* **Why It Matters**: Prevents subscriber fatigue and spam complaints.

### **11. Monitor Metrics**

* **What to Do**: Regularly track open rates, click-through rates, and bounce rates.
* **Why It Matters**: Detects potential deliverability issues and guides improvements.

### **12. Partner with a Reliable ESP**

* **What to Do**: Choose an Email Service Provider (ESP) with strong deliverability infrastructure.
* **Why It Matters**: Improves inbox placement and provides essential analytics.

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| | | 12 steps to a $10k+ per month newsletter | | --- | | | --- | --- | |
| --- | --- | --- |
| I’ve generated 7-figures from my newsletter and helped clients add 10,000,000+ subscribers and tens of millions of sales.  Here’s how to get your first $10k: |
| **1) Be hyper-scale or hyper-niche** |
| You should have an audience as broad as the New York Times OR as niche as Industry Dive’s B2B brands. |
| Don’t be in between. |
| * Advertisers want hyper-scale — the ability to reach millions or tens of millions. * Or hyper-niche — the ability to reach a targeted high-value audience. |
| For new founders, I recommend hyper-niche. |
| By narrowing down who your content is for, you stand out more. |
| Most newsletters fail because they try to be everything to everyone. Inevitably, they end up nothing to no one. |
| **2) Your newsletter needs to solve a problem. Have a clearly defined “job to be done”** |
| Step one of starting your newsletter is to develop your newsletter’s value proposition — how your content solves a problem and helps the reader reach a goal. |
| We’ll use the “Job’s To Be Done” framework to do this. |
| You can bucket every great newsletter into the “job” it’s doing for people. |
| For example: |
| * Help me save money on flights: Going * Help me become a better dad: Daily Dad * Help me build better habits: James Clear * Make me smarter about crypto: Milk Road * Keep me informed with just the facts: 1440 * Help me expand my vocabulary: Word Daily * Inspire me and help me be positive: Nice News * Keep me up to date on tech in 5 minutes: TLDR * Help me sell more sponsorships: Creator Wizard * Help me get a job on Wall Street: Wall Street Oasis * Help me win more at fantasy football: Football guys * Help me use AI to become productive: Superhuman |
| My newsletter’s job-to-be-done is to help you grow and monetize your newsletter. To share news, insights, and tactics on how you can do that. |
| If I can do this job for you consistently, you’ll keep reading. |
| When starting a newsletter, your goal should be to find one “job to be done” that you can do better than anyone else in the world. |
| You don’t need to be the best in the world right now. But strive to be. |
| **3) Publish one newsletter per week** |
| Start weekly, even if you plan on publishing more often in the long run.   A weekly newsletter is the sweet spot. |
| * It’s often enough to keep readers engaged. * It’s possible to write in your free time without feeling overwhelmed. |
| Don’t publish more frequently until there’s a clear way to make more money from each issue you publish. |
| For most, that means you need to sell out of ad inventory in your weekly newsletter for 2-3 months. Then, add an additional newsletter send to give you more ads to sell. |
| For others, you can build a 7-figure business on the back of a weekly newsletter – plus email automation and one-off marketing emails. |
| **4) Create once. Distribute forever** |
| Every newsletter you write should be repurposed into 5+ social media posts on 1-2 platforms. |
| Your newsletters should also be published as a blog and optimized for SEO. |
| This is how you get discovered. |
| Publishing an email newsletter alone won’t grow your audience. You must utilize discovery platforms like X, LinkedIn, Instagram, YouTube, and search engines. |
| If every newsletter you publish is repurposed into 5 social posts on two platforms and one blog post, you’ll publish… |
| * 520 social posts per year * 52 blog posts per year |
| If that content is great, you’ll grow. |
| **5) Build relationships in your niche** |
| Entrepreneurs and investors use other people’s money (OPM) to grow their wealth – you need to learn how to use other people’s audiences (OPA) to grow yours. |
| Here’s how to start: |
| * Reply to your favorite newsletters. Tell them you liked the issue or share helpful feedback. * Respond to everyone who replies to your newsletter or comments on your social posts. * Leave thoughtful comments on ten posts in your niche every day. * Send cold emails to creators you can help or collaborate with. * Respond to polls and surveys from your favorite creators. |
| Don’t do these things without an objective. Be helpful for free. |
| After you’ve built a relationship with a publisher or creator for a few months, you can ask to: |
| * Be a guest on their podcast (pitch yourself with ideas or stories you can share) * Agree to like and comment on each other's social posts to boost reach * Create an affiliate agreement and promote each other's product * Do a cross-promotion between your newsletters * Guest post for their newsletter and/or blog * Speak at their event * And more… |
| **6) Convert your rented audience into an owned audience** |
| Make the most of every follower and view by: |
| * Send a DM to every new follower |
| This is a simple way to convert 40-50% of your followers into subscribers. Yeah, it takes time, but you can hire a VA to do this for $5 per hour. |
| * Post 1 pre call to action and post call to action per week to tease your newsletter. |
| This is the [#1 growth tactic you’re probably not using](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcBfdVvIZwBlJpp6Wi8mKgJd7G6N-y0kJHWkPf4olRxBj9zCvSHORSYkTJeT7dVrLPu7wBqYMXtRViL0edBnugNUT0sBuwf0F57oOKxsxBMMehq6mRNxk8p_Y9wpK1Cy4ASjZLUVVrKzzCuTkt8l7TEdBbQafC7evFX7ddJip8B1QRxPK1_ZzuwDPHRhF0bneJJTOaOToXoG5WAR1Mg5heuAA5UYqiF2-4tue51KG4X7BzziLWDvcxQ_-ionsGPWumhRnj4hs48tmQyZfHBXQ55hLCuD1wrXqwfsx0UUFhFc7tIiVhv9wmDfI4cSWTIDKIj6UC9mOaIHQTAltRCxJfR5OvluWizQAH0tJaySYRMPA9S1OizeyT0oaYmnfUj8oI-ouzn1SBJlelaDbi5yDY_UPlbrBJ0n2UYDgcH-I9ZyfNSBqYtezcMWkLn8GSRKGRuvFofBSgLk8Yo5zTLiDr3SuGqmBZIxPfMYB4QIHnDYgQA3z8aC4Bosa8paFqVyjfEonAGVmpSVaTyhaAF_OhEsDh26Ll04D7YZZi0xi2zF4D-l-uPI97xKMD6OUoMoISSM6M2yvxPC1GOGsrpSLwA2cQoU5QKfqyLSfr8dQuciXKj7aj24FZJtKFHUl30ooquXqg2k85hy-mrPhFQay1qbRLPCuWcm6VQltyjolcQKa5iirUv97EqidHup2Kv5aNjYyTOpJ5lYYW5n6Qsf_QHCvZECCTCbcZXMOIn-ttwuOFsM44dRfLROC--eiDskvRzYDtBysHfGZZvENK1Zj-pIqbdChq_kIQo2rQC_k9Wp_/4cv/jOq6GYU_QzCG6R7wrhn2yA/h12/h001.EUEp7wJHncqgl4XdDQR_AV0UcxbE2tG7ymLlaWMWy_Q). |
| * Include a call to action in (almost) every post. |
| Even if it’s subtle, mention your newsletter and it’s value proposition. |
| * Create and promote a new lead magnet every quarter |
| Incentives are powerful. Give people something for free if they sign up. They could be a template, checklist, cheat sheet, guide, video, etc.   Just make sure this lead magnet is aligned with your newsletter content. |
| **7) Reach out to 10 sponsors per week to sell ads and custom content** |
| If you’re struggling to get sponsors, do more outreach. |
| Reaching out to 10 sponsors can done in <1 hour. Plus, you can outsource this to a VA after you’ve recorded yourself doing it 3 to 5 times. |
| If you convert 10% of those prospects into a sponsor each week, you’ve sold all your ad inventory that month (assuming you're sending once weekly). |
| Here’s how to do it: |
| * Create a new email address * Subscribe to every newsletter that is similar to your (in audience, niche, or content). This should be 10-50 newsletters. * See who’s sponsoring those newsletters. * Find the contact information of the person who manages ad buys. * Reach out to them via email and LinkedIn * More advice and examples on this [here](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcBfdVvIZwBlJpp6Wi8mKgJePEtnPI9rw6aq8A7vK5imyT5kNUJJeJ_a4gO9awqSAYFTR2zf1nxp9PUOzd1OyF4YYIMMnD5YrW_j-OUmSsM9GT_hmvd0Qk0mn275pG_YOSwRcBvlWd19o6Ll_GIE1ZSeUEdLyri369Bv91VOuv9-sssyFdsZLx4DwXP-ZhF1T6UoA56FBIlBS9xoiyIzqtQj8p-k10-GDbgMStExCobWJ9q6gXJXo0959_ySSzDZysNozQcnapBCmSoDyMWDgW-jXeS732ViUn4-Mh9lbazAD4eyNftuM16AaPIGjyx_tlXx429N5hOvzNlDwMtorzPSq7lN3A46ChgWoLw2VXIb2lhF2ZNwbjLW_mrl_Lx3entK_aYL8IaYllALbaAD399sc46FWbgX1XbVKWQTh0N2RFw92fNY8oMmZylA_5LEUwmFkMw_6CQxzfBcecxnaANut7A1CukhcwnXYwx-JuxRcGLCr0AwGcwWa41W0HUCj9GEBoij4BroBJ3VN9cfzzT-iHNq8CxPDmk5QNqp3lndEqbajkT1-J1RLyAzrnzNWBHr7JPgm84k4XRlLsVCnVjIvYHZBEsW8qGjMW6e-Slxje-aB1xF5lugfTCCdqEOXqBEQiL2Rhpay-OeUvKgpxucccAQ20IhaUEyPDOOmV8Le-2egEs_M8dUfDCxpuHIDankiimBqQ074T9i7N_9A4Ns_7AaPvrSC96lfqFT-UmyIx8VTCSMNaCD6PLwAmvL-udfGLhnsF03PpxHCO9toeAg0yVU-CUNzdJkkvf3WOsMw/4cv/jOq6GYU_QzCG6R7wrhn2yA/h13/h001.BkwDK_sQCfhzKAqHLshtkNKg-ZeG_rqFRQIc9AgzJs8) |
| One more thing:  You should sell sponsorships AND custom content. |
| * Sponsorships mean a primary ad spot in your newsletter ([examples here](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcBfdVvIZwBlJpp6Wi8mKgJegQ-GsEgkowW0IQKTwi_ySKKBVBrnDtSumYIQUJ-NdXj2rolggv-CqSPTEUkRDScqNtmocZmYfNranGsiHQ88zFdGovdpC9i4GTMzHyhi3DFyhe6sUt5srKCE82AUJn8lzbWdbwS69XFlcX5gNrJhPz-PfbkdL_qGzchCEvENll3uMkk5sWalotysM6aC9XF0IJH6glfg9M9CptO4ex5PPTXEn86Q7m4Ksjp71aTP62cuIIckHHdKoBFSzcqebDc4LhxDSW_L0235NrqILiw5Juknxm8wDDvOkuqe5BBGLiivef3YCoj2Oih4bdn-DoCYfkSRYS8dgF_DvAazGewCguesql82h7yWEZKBYvq4DnpauWOWFfOiFjVW4WEWQjjte9HWTTRzZ2KUkfcawDhJvRnvKOAMOyqAHZTywVBkdrvp1Y7TAMH0wEpNVU9uWJYBL1ESlWqIUurtY_JD1MOVwwBHGk-kuxUJZ75KzjVxP26R_DrgkzCkLVRT5dSRZYy_s5crSkj5fhVPJ1KGxeOJW6dl973rqD_7IV-iZDZEA1hsrJN71snukSPaRif5VxWUAZiyERCedppnwX7NszJ6-Jq9Mrkp_J_pjkZWL7QW0TT0kYHL5dvvB06BwPJcZua8xtOUHWZcHizLt8S4wK0TskOoExPaD0FveT7L-brT-rql8Z969OrFdC-feO1V_Zn3J2Fq6W-1yDamwZ66zjgHzylFAV-e3euesEYlJN9N1gD52tooh16quidlUxClkiM8/4cv/jOq6GYU_QzCG6R7wrhn2yA/h14/h001.QA1EuYkeyofcIGYNXte9imK_88XwZzkf6NTvN0Yxj4c)) * Custom content means a sponsored post about the advertiser you publish as a newsletter and a blog post. |
| Custom content creates more value for the advertiser and can sold at a 3-5X higher rate than a primary ad. |
| The advertiser gets: |
| * A dedicated newsletter sent to your entire list * A blog post that can rank on search engines * A blog they can link to, use on their website, or drive paid traffic to * Quotes from the post they can use to build social proof and authority |
| Custom content could be a product review, a listicle, a “how-to” article, or a deep dive. |
| The format should fit the advertiser's goal and what resonates with your audience. |
| **8) Sell 1-3 hours per week of your time** |
| Sell 1 hour of your time using Calendly and Stripe/PayPal. |
| You can see your CUSTOMERS' problems and challenges by selling coaching calls. |
| Use these to identify the focus of an information product you’ll sell later. |
| Talking to people who pay you (customers) and seeing their problems and what they will pay to fix is a better signal of what product you should create than surveys, polls, and interviews. |
| **9) After 2,000 subscribers, sell an online course or digital product** |
| Don’t wait too long to actually sell something to your list. 2k subscribers is enough. |
| I recommend creating an online course with 2-5 hours of content plus a few resources. |
| Start with a $99-$199 price point. Presell it for 30-50% off. |
| For more, read my guide on [launching your first info product](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcBfdVvIZwBlJpp6Wi8mKgJd7VaQs9-fCVYbEtBRqcvuFzaWu21fv3U56SymNSSSQDnzJYg7ktJjfX_dz2mwSj0K4ePqescol4_CuFyQqK2xf52fx1joAA6K5TDxD5X5zJNBltg41tPfMKcC3mjPB81xf_cwnSSwMny40au_3_h_CqizD9rqeqDt-7srrh7JAZr8ftZk59d1gcIXKCjeAMEVf2tcB5LgWS62T0zwe7mlrO4M2ZVin-qbMxZKKK5MSF3o_D1xp3ts3NgwuF481L__w0npuiwaQ0i2OMZ8ZlXApdr5BgvLAuznmm0yKx8qmii3-SwYYMWnsOB7GaSdIlLuMyyO0kzCKjkFBbU-jym0WoonANmPn9ZHGIh2H5AnUUwsTLfwG0MCWSlDAEGnlsBElvI-TyW3nDr9C5dW0YBY5CPzKduPguuOg157fO0Uw7jwMgTAfQAXUzJdi5-8DMqWIHfU-DfR-r-QFsaido6Sw3f98v25uOlLqXtFRf2dR7TpAyFAh95wkzCOjH7Z8sgIriLSRwNnGh-jv7YRCkKsM7-K6SWdvV6YUnMR1_BeltF5tu8SqZ6VYFew6AdFGeSH4YhvY-8Jk3bJMbWYM_ifT7ekyw2RuL8GWV8MfJuUnr7RHlf-0d7RXb0aHzRovOTGsgz7znun-8yTjlrNVzrPnnjijE_0opiYz4qOOPsUmVaplSSDeQ6LhLCCnyagst0l7_kLzWWv4eD-x_aj2mrheo5FcHYwgImAXxFHE-tt6N5y9BDrUa5L8g5sOVwKsmj9WJuNTosSFz6lGQqEPcIHUEhXb5wo-oqXQWJ7NKn2mkcsZa_69fXW0OI0pzzscQeA/4cv/jOq6GYU_QzCG6R7wrhn2yA/h15/h001.xxZk73MkuFHh2dGOHTaCzoJMmaagcG6cjAt5nVllZrw). |
| **10) Make money in your sign-up flow** |
| It’s easy to make $0.50 to $1.00 for every new subscriber you get with: |
| * [SparkLoop Upscribe](https://link.mail.beehiiv.com/ss/c/u001.qQwWsC4Cf1ukOTzeMrMLW6lXqQktkb6mB71P78GLk8_KsvZSHUl_6A49SHTa_QQeWA3bPxMjQ0pSlSKt0CgyCcWTazCJREYGUAqeLbwzSg78YxejzpgT_PeWdscRoWOyhWLDjQ7IETnKCwkIzwbR-5y1c1ggYHRpiRId1N12uP77DzemGaJk5T8HiEA6hdTRNVJNQpUxp5iYHrR_AhBIcbRfaAdnU1GiFZtGMBFiNvkq38unRwxwSHqF0r2cYrXPttU75EEzNQFz3wbFpshFbg/4cv/jOq6GYU_QzCG6R7wrhn2yA/h16/h001.FZ7x7gdr9x7OGAHr6eSbCJojntMaHB9PfLvMPd3-Zps) or [beehiiv boost](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcP1ldGxzun7cLUhuANKzK8uY2Lkf1zuUjfm4v8V01AevppipKQjwkWtCQNiqebKK1dIaBbDoYFbfy7HjRbOTdfTSchCAtNSbziDGiM22Pho2MH6tmbWTyZdMKq8b9ivW0FibS1OCCtqqCvtOQ1cB77OM7J6ZWmcwK8bv-91wywQS7Z1LMZfMPzjYvH-LKrog1wj6IoXfFTv-sKrv0v-MQMJuNfNqQaRnFiwS6VbFsyWGqYiWqHZAJYAH0pqvcivaqQ/4cv/jOq6GYU_QzCG6R7wrhn2yA/h17/h001.Z48bLTwc2h9k2UVK3vVzu0vzY75aWijdZdGHq2pwLcc) paid recommendations * Promoting your product and/or coaching on your thank you page and welcome email * Promoting other products with affiliate links on your thank you page |
| Use at least 1 of these tactics in your sign-up flow (landing page, thank you page, and welcome email) to bring in revenue immediately from new sign-ups. |
| **11) Create a list of recommended tools or products with affiliate links** |
| This is a simple way to create (mostly) passive income from your newsletter. |
| * Find products you genuinely use or recommend to readers * Sign up for their affiliate program (or negotiate an affiliate deal if they don’t have one) * Create a post on your site with your “favorite products” or “recommended tools” that list 5-15 products and why you love them. * Highlight this on your website and mention it at the end of each newsletter. |
| If you have a product audience match, it works.  I’ve earned over $40,000 from [beehiiv’s](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcP1ldGxzun7cLUhuANKzK8uY2Lkf1zuUjfm4v8V01AevppipKQjwkWtCQNiqebKK1dIaBbDoYFbfy7HjRbOTdfTSchCAtNSbziDGiM22Pho2MH6tmbWTyZdMKq8b9ivW0FibS1OCCtqqCvtOQ1cB77OM7J6ZWmcwK8bv-91wywQSjSciVVH6-RuLbkO_sbuz32Rvn5lmgvsL_xoLXIVMGx2ldZ65zeAGoLBgSpfoeeBXesHPHrlYnB6EoQREcJt9CQ/4cv/jOq6GYU_QzCG6R7wrhn2yA/h18/h001.ZNOPb3icaGTECMq8lzGlYTYbAYpZOFR5svuQTXV76C4) affiliate program just by mentioning it in my newsletter. |
| By the way – beehiiv is my favorite ESP. |
| Try it for 30 days for free and get 20% off your first 3 months with my [exclusive link](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcP1ldGxzun7cLUhuANKzK8uY2Lkf1zuUjfm4v8V01AevppipKQjwkWtCQNiqebKK1dIaBbDoYFbfy7HjRbOTdfTSchCAtNSbziDGiM22Pho2MH6tmbWTyZdMKq8b9ivW0FibS1OCCtqqCvtOQ1cB77OM7J6ZWmcwK8bv-91wywQShzGN9fcQQn0YkgeahXmEPbLyltqgfoovHwcMbKSrHlTbYN8dVhWogbWtgKelOThilclBEiEsZOfXf1d0th8KyA/4cv/jOq6GYU_QzCG6R7wrhn2yA/h19/h001.dfrllsulq-684_7lpWS594cpn7v3XTdBHRzus8nwtKQ) ;) |
| **12) Spend $10-$25 daily on paid ads to grow your list** |
| To stay motivated, you need momentum. |
| Early on in your newsletter journey, getting a few new subscribers daily will motivate you to publish every week. |
| The easiest way to do that is to set up a Facebook ad campaign with a daily budget of $10-$25. |
| At this level of ad spend, you can bring in new subscribers for $1 to $2 or less. |
| * Set this up in <1 hour after reading my [paid ads guide](https://link.mail.beehiiv.com/ss/c/u001.l6LxXH-B-Cz8PwCfp9QPcBfdVvIZwBlJpp6Wi8mKgJeRW5-K8OFdHg-591pNBQ-L3OrAReKyex5NX2YaD9T307HyRshvDWosBEPWAoe4Dbgan8LscjWuzvDN9G351Fdtjrs3vdUMwU6yaAoRoyPczkUommLnzOLOlNAJVarYr3RTWdUEop6P4s8VO0zXsWzJCsTwjWt-8hQeE7cqCeUZ7P6jmkS8HP2cE9H0Qhx8ncdLBfuP2njvz7YYS9i9lY4hnWF3nSeON4tOPs0mSX_eB6ZjsblPj9XzOeC7eeNaziSe6M8IMbOxK6iKf4sxgdNzCT-jwFB96RBcP2kB7YhNPyMfnFuC7FPKBa2VUkZwGcezZ6DTHQ3Pcl2Akjpotft0yiBaoMxxJVxu-8kr3Y0O4xXocFbzXqa6iLBq4FbqJetokDaA7Xb5YxSvCMwRt1GI6Ttot5FPjC-2l3K0cTBgiuhPhl3rRZgC1bk-wfKihNBloJMMhJE55rjgl0Y5C6Hmgol8fRCH97Mei0d5hoCHVp8WC_jzHP003oyr4oEMCyPNtIuDQrK9HXLDlNx-DAFgHFYBUGl8faBEAPQNpvQjWvMIR52gNr8Wpq-vMjD15BZ2U9DL9ujMFQLDlwqjy84AnQwcwmEldX0EBmbsXUAw2sSB4ib6QS5uJ5tBIfsH-JFPqgALryD83gPa1UYlreG0Dx_OFmoq-QtxrWURc4nZUtS_03uhx8ruJ9kN-L0c5PBRkT_pZFi9_3XaMKqId5GkQHAgNnIiwf8bjBXVpt76oyzrl3ouhzOYzD9UbzUUvf-DGDzt1rpHIqvo05GkEe6a/4cv/jOq6GYU_QzCG6R7wrhn2yA/h20/h001.ylz9yfR2l-_jkBezCET-fHaAi-VRUpskjmaH681Nmno). * Keep your budget <$25 per day until you make the ad investment back in <30 days with revenue from paid recommendations, sponsorships, affiliate, and product sales. * Don’t forget about organic growth channels. You need both to be sustainable. |
| **Conclusion: The math you need to reach $10,000+ per month** |
| There are many ways to reach $10k+ per month with your newsletter. |
| Here’s the path most people should take: |
| * Sell 4 sponsorships per month at $500 per ad spot = $2,000 * Sell 1 piece of custom content per month for $2,000 = $2,000 * Sell a $150 info product to 20 customers per month = $3,000 * Sell 8 coaching calls per month at $250 for 45 minutes = $2,000 * Sell $2000 of affiliate products and earn a 30% commission = $600 * Make $0.50 per sub with SparkLoop or Boosts and add 1k subs per month = $500 |
| **Total monthly revenue = $10,100** |
| Here’s a [Google sheet](https://link.mail.beehiiv.com/ss/c/u001.qQwWsC4Cf1ukOTzeMrMLWyzsiCaEJPyrFzSD_SQDkwpuC9JKMgpsWRUSuWSLlln3ZWQnWhStQhNW59X_ydG0NI5Y2IwvrJPUdbQB4sev75kN3zvgNkCHJZOjpu8bIlzpl6fS5HjWYYCNszf8nqYkuZ3tvsjkcwtvYhkvkB9IiUNBJcnb06LjYnJ--TN4-3ExY7vk7PNur9MlXuR1k0Cd7v6MbpMZn5auTKF9orUF65iko5Ci48LyPpbMpCixg4NzTcZ469YNW0HhQZSxWN_abMGrSkl95sghtHjUyAFZvypwTWMopf8cka7FVKBR4G8o5sevnJBH9RfUK-Ky4xsbgdexkIhR9wDXVv4ycQ_5A9k/4cv/jOq6GYU_QzCG6R7wrhn2yA/h21/h001.hvO1D1NzrWjK0or4UCLg-PNBo-IxvB0zEHrJKMjpLyg) with the math you can copy and edit. |
| This model is designed to show you that $10k per month (and much more) is achievable. |
| Yes, it’s an oversimplification. Yes, most people will never put in the work to get there. |
| But it’s possible. |
| In fact, a great newsletter in the right niche can earn so much more than $10k per month with 10,000 subscribers. |
| My business hit a 7-figure revenue run rate at just over 10,000 subscribers, and many other founders have done the same. |
| **Last thing:** |
| Get my step-by-step training how to build a $10,000+ per month newsletter on the [LIVE training this week](https://link.mail.beehiiv.com/ss/c/u001.9qKro21zmx0GeVc3ZvMc4LW0A72b1_5-y0E3Hfy0YbE_uTMvf_w3ysgTXAvafh8omh7df1WBjeBagHjKOaxL5Kj54ddt8vWF4KUYAzBvK69fIhlxeuLxFbg6kA6o7AzFyMNRAZPEB6vObnrLEVyGqtiIe-fSzs8Pka5WCwLjXlEGw-r4jAFWDD9huZrg_QtGGHSpPmk1Mjab92ovBuCH_RWdJG6qYIjgyBH03c3AKZ2G3lnzEoCX3sx0ETdtfkBHzqdS4yHRDtE34FhnoSBxmA/4cv/jOq6GYU_QzCG6R7wrhn2yA/h22/h001.AdTgZ4LD_TjteLF2zBwdI0zQxjsAPUuqt1uzoKD43to). |
| I’ll walk you through the entire process and answer your questions live |

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