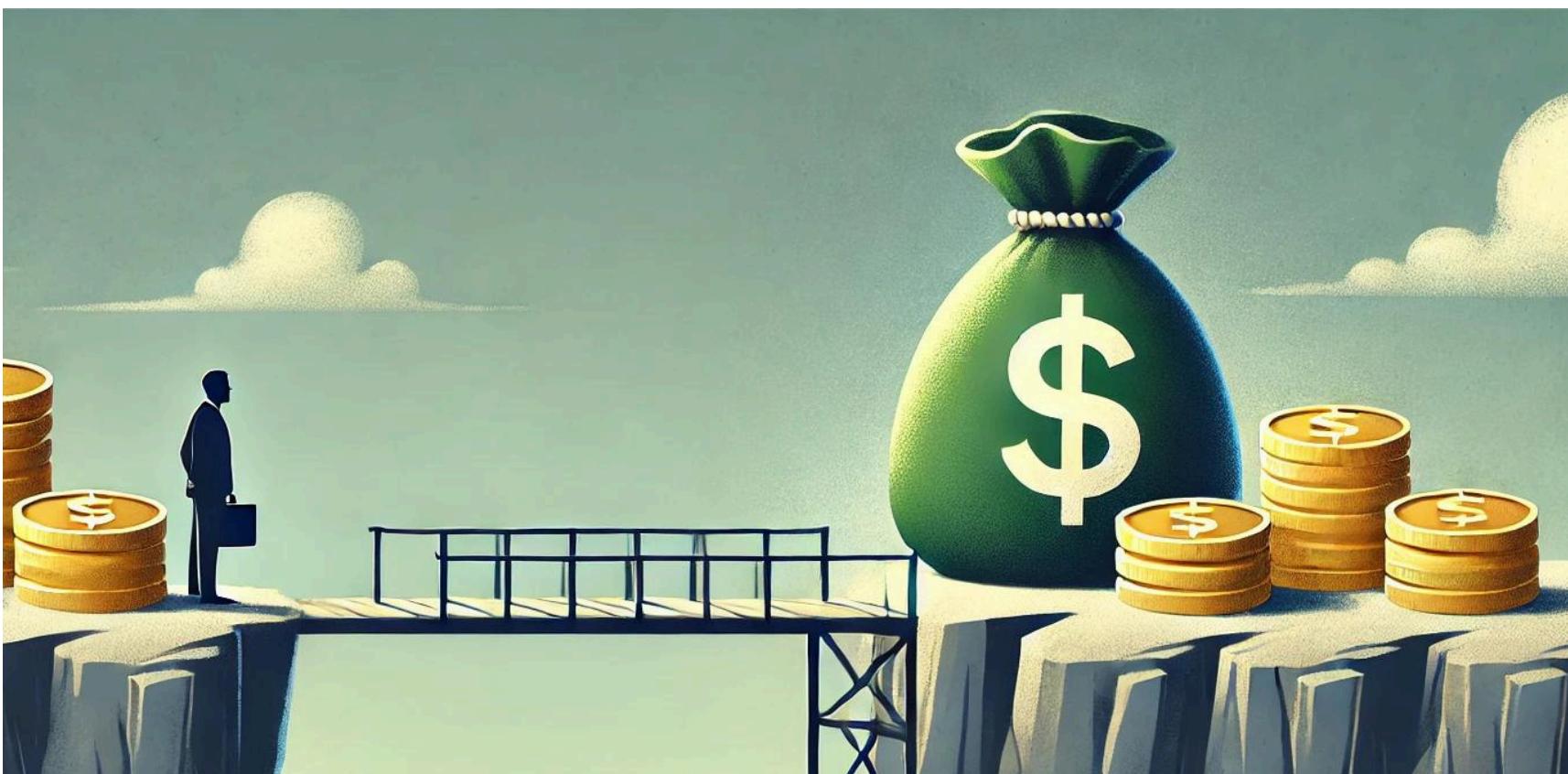


I raised \$250k pre-seed
using this technique

How to prime future investors for a GREAT fundraise



Majd A.
[in](#) @majdalaily



You NEED to avoid this

Investors are overwhelmed. AVOID them discovering your business the day you are fundraising



Majd A.

[in](#) @majdalaily



Bring them in **MUCH** earlier

You will meet potential investors from day 1 of your startup.

Don't waste a valuable opportunity to prime them as you progress.

How? Here's a **POWERFUL hack for you.**



Majd A.

 @majdalaily



Start a Founder's Newsletter

A regular email loaded with (great) news on your startup. Add to it everyone you meet along the way



Friends and family



Potential angels



Corporate investors



Startups KOFs



Press



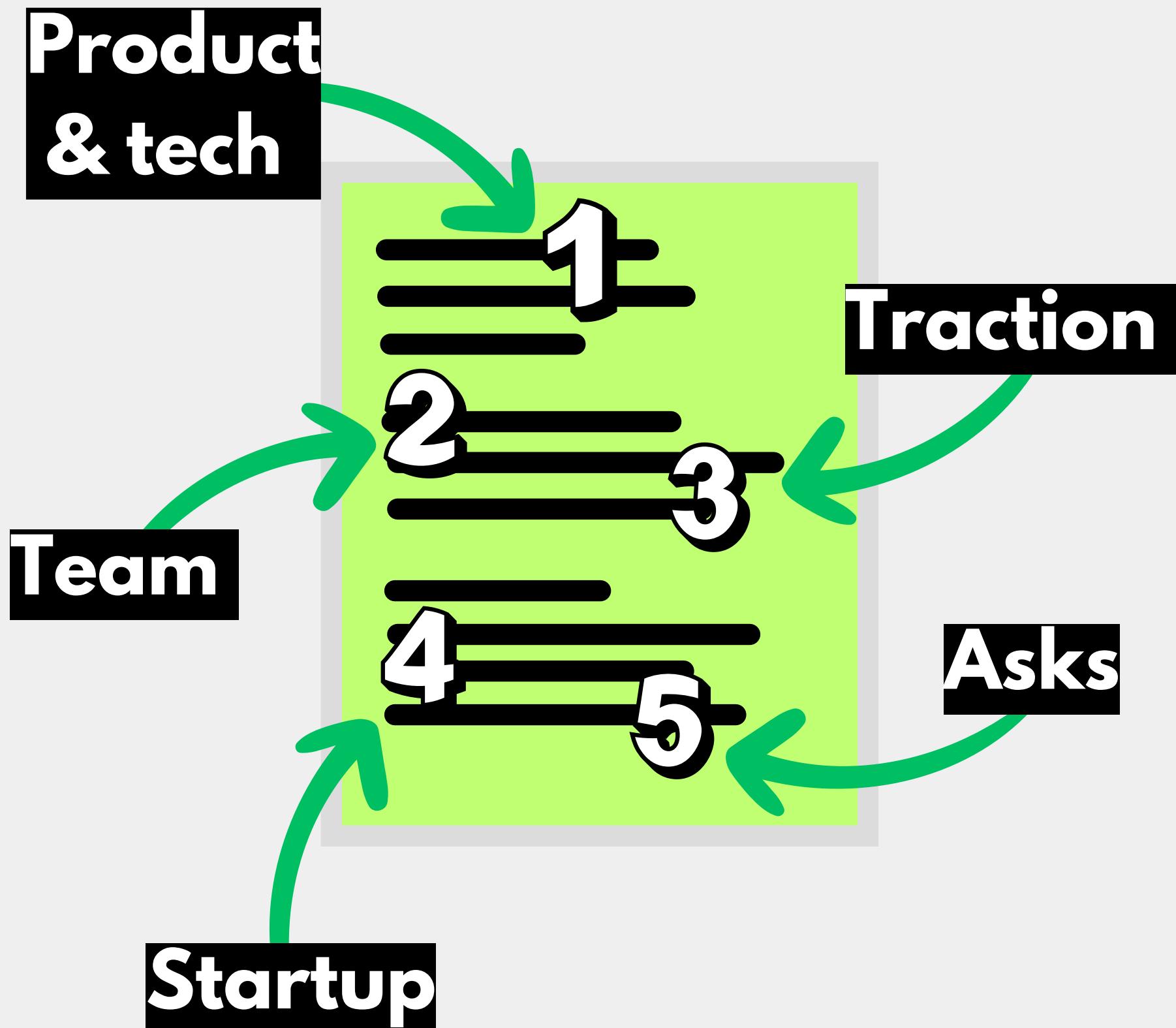
Majd A.

[@majdalaily](#)



Structure it as below

Keep sending **regular** and **CONSISTENT** news about your startup shaping up. **Don't ASK FOR \$**



Majd A.

in @majdalaily



Send it **EVERY** month

Or at least ONCE per quarter.

By the time you need
money, potential investors
have heard from you

**3 to 12 times
already.**

MacBook Pro



Majd A.

 @majdalaily



Investors will be OPEN

They've been receiving great updates for the past 3 to 12 months about you. By now, they:

01 Know who you are, your background, and your startup story

02 Are familiar with your business, your product, and have seen it grow

03 Are fully primed to your narrative and what your vision is

**Now is the time
to ask for money.**



Majd A.

@majdalaily



Here is my Founder Newsletter

Hi everyone,

**Short
niceties**

I hope you are well, and Ramadan Kareem if you are celebrating this month.

I am summarizing some of our key updates for you below.

This newsletter is for friends, family, advisors and potential investors to see how Fankoosh is progressing.

Quick reminder of the purpose of this email

Let's kick off then:

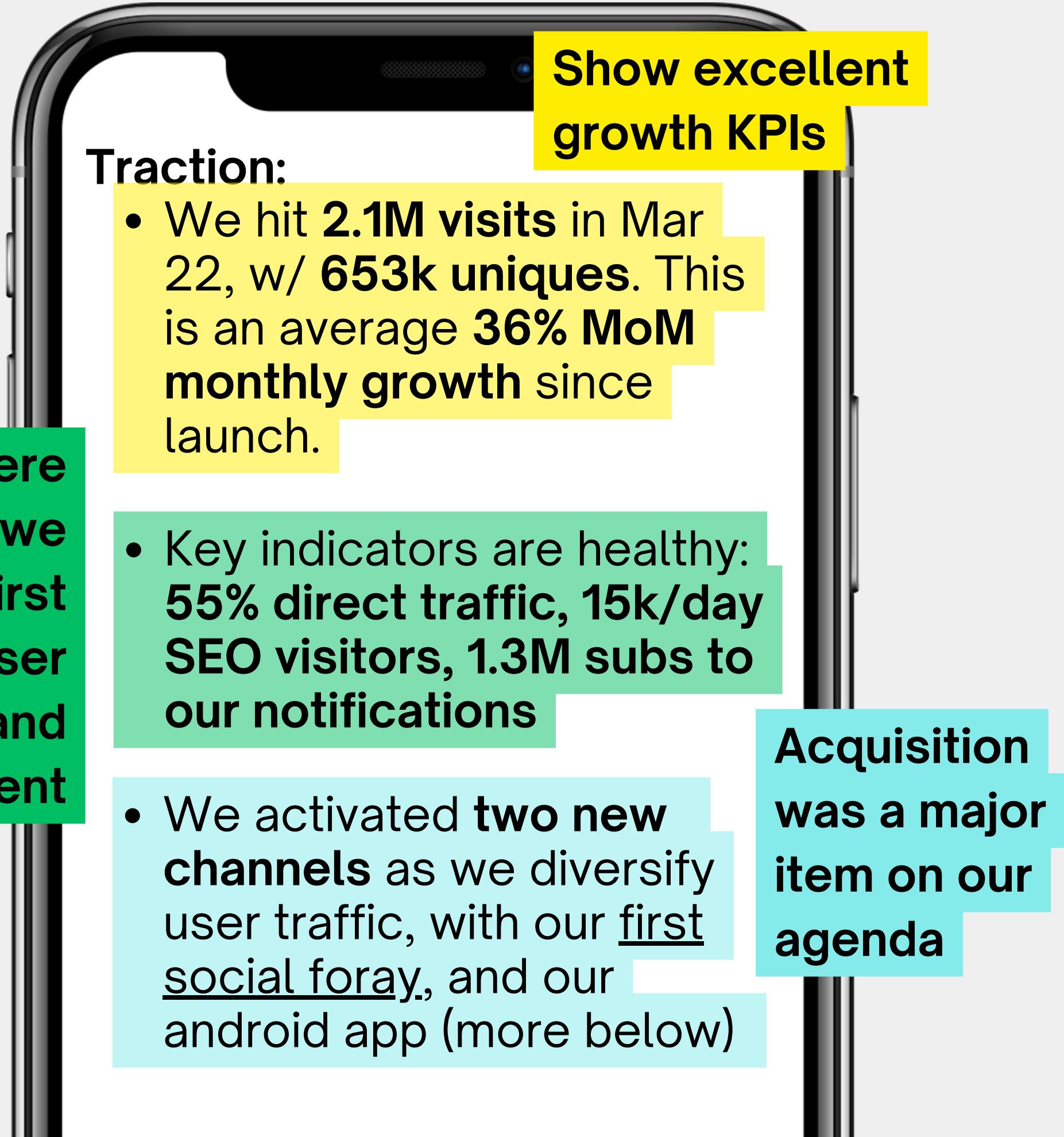


Majd A.

 @majdalaily



1. Highlight your great traction

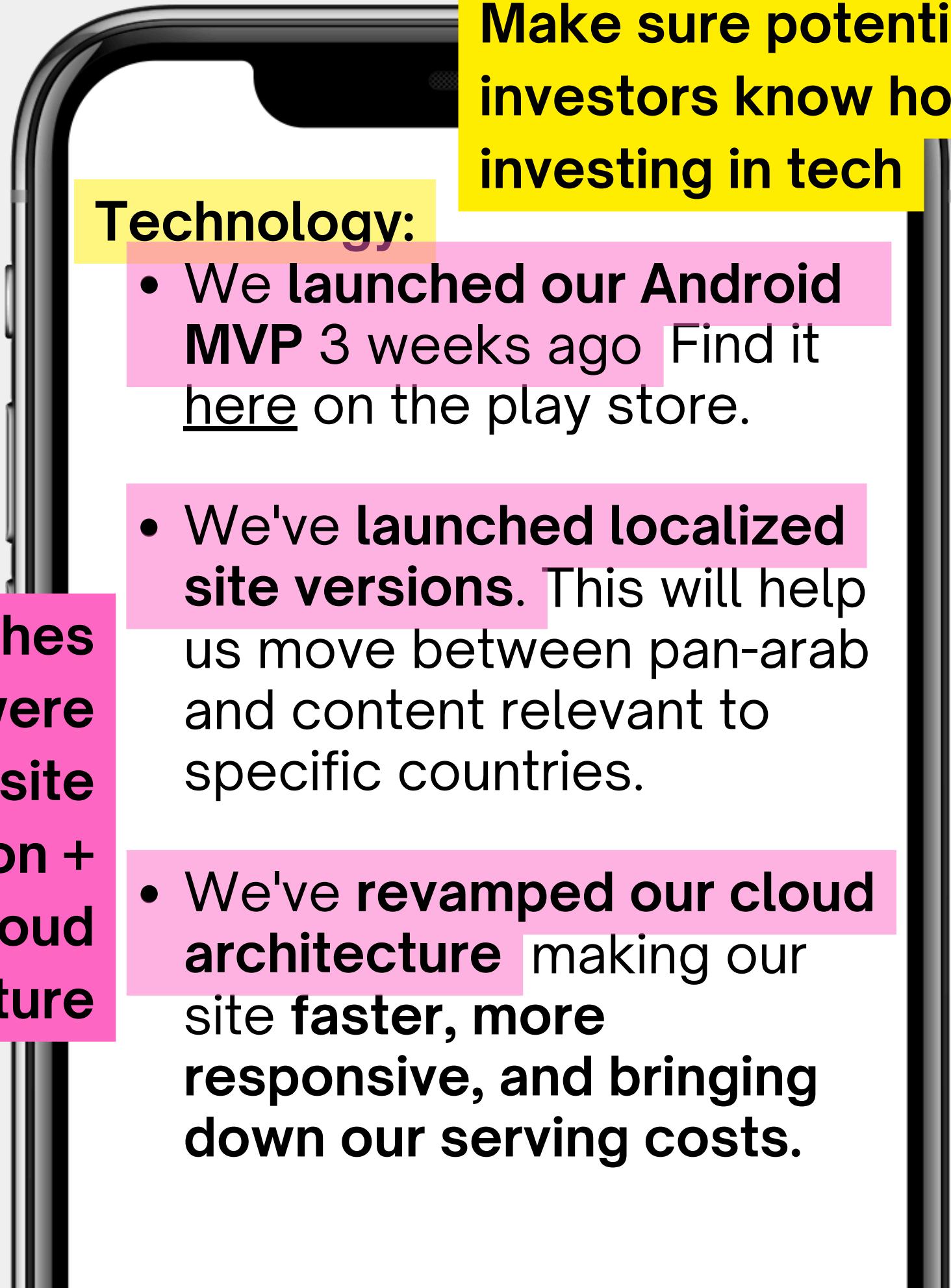


Majd A.

@majdalaily



2. Give a technology update



Majd A.

@majdalaily



Talk about your product growth

Content production and variety was a big indicator for our potential investors

Content:

- We now average **15 pieces per day, roughly to 450 pieces a month.** More than half is **high quality UGC** we generate from the community.
- New Content Formats: We've kicked off **short form entertainment news and snackable video** on site, bringing the content experiences we offer users to 5 (quizzes, articles, news, stories and videos).



Majd A.

@majdalaily



3. Highlight new team changes

Hiring, growth and new responsibilities showcase investing in your team

Team:

- We have welcomed **3 new writers**, to keep up with the increasing demand. **For reference, a (major) content site publishes 100 pieces per day on average.** I'm looking forward to see our traction once we begin playing at that volume.

By this edition we had already started funding discussions (with the people on this email!)

- **We kicked off our fundraising round, and have already secured half the ticket from angel investors** (initial agreement, nothing in writing yet).



Majd A.

@majdalaily



4. Ask for help!

You will build a NL with people in your industry and the startup world. Leverage their network!

Q2 2022 Strategy
(can you help?):

Ask for expertise on areas you are expanding into

- **Building our entertainment news room:** News is a major part of our growth, a "beast in its own right". Do you know any newsroom leads that can give us best practices on our strategy?
- **Building out our snackable video strategy:** FINALLY. With 80% of consumption online being video, we're excited to begin. Do you know anyone with social video exp. that can share their view on a successful video strategy?



Majd A.

@majdalaily



4. Ask for help (part 2)

Going to be honest here, it took a while for us to start monetizing. Today I would start from Day 1

- Optimizing monetization:
Ads have been live for 3 months, revenue has been growing at a healthy rate.
We've signed two key agreements with affiliates to populate product recommendations. Do you know anyone with **yield management experience** to help optimize our **monetization mix on site?**

That's it for this edition, thank you and see you in July!

Best,
Majd

Make sure to stay consistent in your NL



Majd A.

@majdalaily



I raised \$250k in pre-seed funding after building this founder's newsletter.

I added to it any potential investor I met along the way.

I sent it once a month packed with awesome updates on our progress.

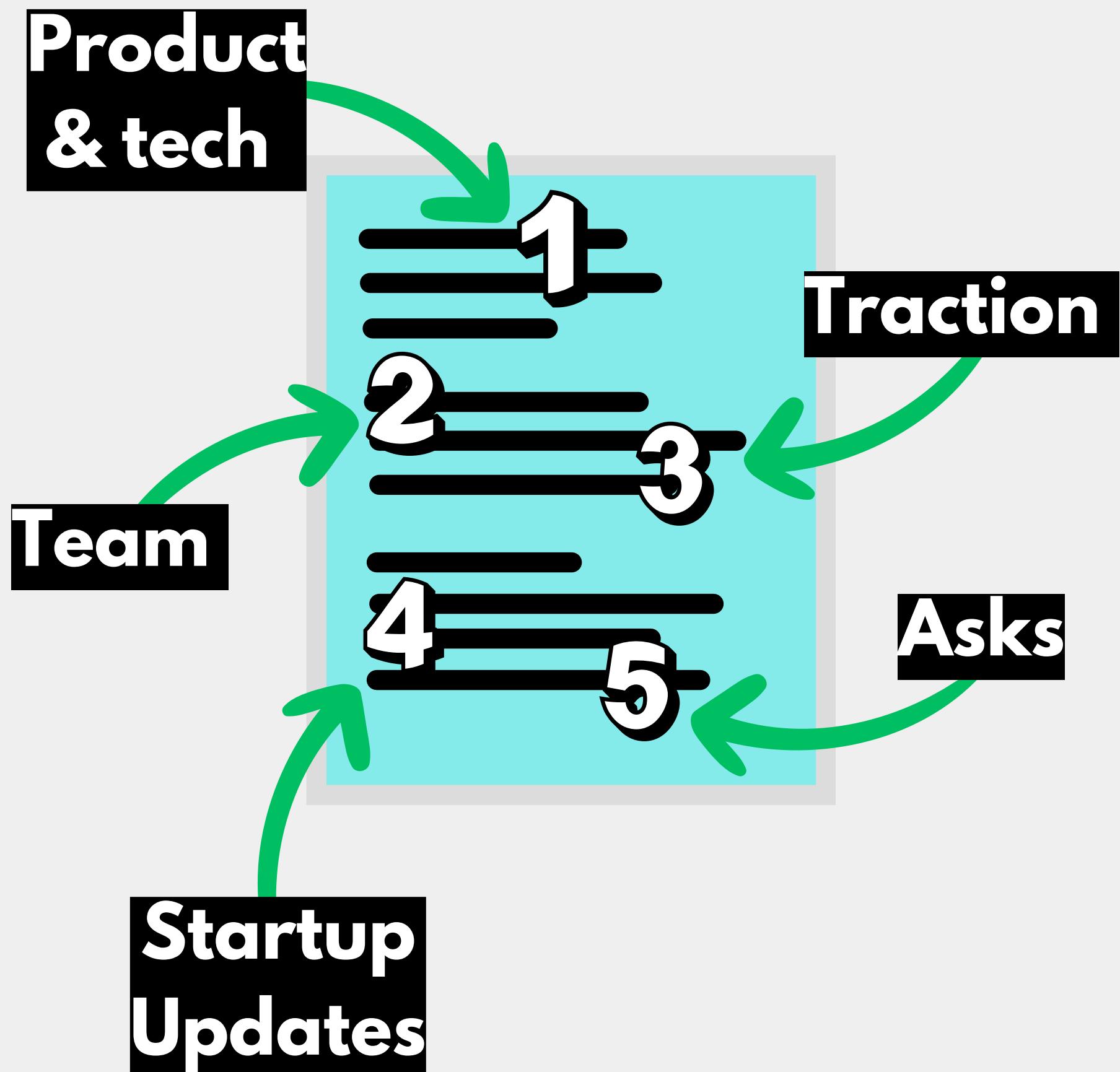


Majd A.
 @majdalaily



Reminder: How to structure it

Send this REGULARLY to potential investors you meet, and make fundraising easier when ready



Majd A.

in @majdalaily



Want More Content To Help You On Your Startup Journey?

Follow and turn the bell on to get notified about all my posts.

Daily ways for founders to win.

