



**MATT GRAY**

@matt\_gray\_

**11 secrets to create a killer newsletter (steal these):**

8:19 AM · Aug 3, 2022 · Hypefury

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## Start With a Strong Header Image

Custom headers look much better than plain-text headers.

Make your newsletter memorable.

Branding is key.

@milkroad does an incredible job:

# HEADER



The most successful newsletters have a stylized image that is visually striking, rather than leaving it text-based.

## Ensure There is a Clear Benefit

Every week I give 1 free business growth tip in my newsletter.

### Examples:

- 10 of the Best Websites You're Not Using (but should be)
- 10 Audience Growth Tools I Used to Grow Herb to 14+ Million
- 8 Things I Wish I Knew In My 20s



## Implement a Referral Engine

This is the biggest growth hack.

It helped Morning Brew grow to 3M subscribers.

I use [@beehiiv](#) for this.

Have a gift you give people at each of these milestones (steal mine for inspiration):

REFERRAL  
ENGINE  
GROWTH  
HACK

### Share The Soulful Entrepreneur

You currently have **2** referrals, only **3** away from receiving **Find Your Calling Cheat Codes**.

Find Your  
Calling  
Cheat  
Codes

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Click to Share

## Have Valuable Milestones:

- 1 Referral: Content Creation Cheat Code Playbook
- 5 Referrals: Find Your Calling Shortcuts + 50% off my course
- 10 Referrals: Vision Board Template worth \$399
- 20 Referrals: How to Create a Content Strategy + 80% off my course

## Include Links to Your Social

I've grown my Twitter and LinkedIn at 44% month over month.

This helped grow my LinkedIn to 65,096 followers:





## Create Franchises

People love patterns.

HBO has The Sopranos.

Netflix has House of Cards.

What is your franchise that people come to know and love?

The Herb newsletter highlights the best music each week:

HERB FREQUENCY

THIS WEEK'S HOT 5

				
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
MEMORY LANE Wiz Khalifa	PARIS TO TOKYO Fivio Foreign & The Kid LAROI	FALSE DICHOTOMY Metric	THESE NIGHTS Loud Luxury feat. KIDDO	RUNNING UP THAT HILL Kate Bush

HERB FREQUENCY

## Implement Polls

Give your community what they want.

Ask.

Then listen.

Here is an example in my newsletter:



### How would you characterize yourself?

- I am an entrepreneur
- I am a wantrepreneur
- I am a marketer
- I am a spectator

[Login](#) or [Subscribe](#) to participate in polls.



I've researched 21 newsletter tools.

[beehiiv.com](https://beehiiv.com) is the best.

The team built Morning Brew to 3M subscribers.

Enough said.



[beehiiv.com](https://beehiiv.com)

**beehiiv**

Access the best tools available in email, helping your newsletter scale

**Make it Scannable**

**Use custom images for content breaks.**

**Make it easy to digest.**

**82% of people are reading on their phone.**

**Make it easy to read.**

Inspire People

My mission is to inspire 100M entrepreneurs to live their dreams.

Each week I end with a quote to inspire people.

How are you inspiring your community?





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Thanks for reading! If you found this post helpful, follow me for more insights on marketing, branding, and systems.



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👋 On August 11th at 4pm EST I'm running a FREE workshop.

I'll be revealing the 4-step framework I used to grow Herb to 14+ million loyal fans.

I'll be giving away a free playbook (\$4,900 value) to LIVE attendees.

Join via the link in the comments 📌