![HubSpot]

Email Newsletter
LOOK BOOK

Introduction

When people first start doing email marketing, they often assume they need an email newsletter. "It'll have everything our customers care about, all in one place," they rationalize. "Our list will be different -- people will actually look forward to getting our newsletter," they argue. "Since we're only sending it once a month, it'll be a breeze to put together," they say.

And while all of those things may become true for a few lucky individuals, lots of email newsletters flop. They become an uninteresting mush of content people automatically ignore, archive, delete, or straight up unsubscribe from. And this isn't great for you, your metrics, or your company's success.

So if you're thinking about creating an email newsletter, check out this lookbook and think really hard about whether that's the right move for you in terms of your marketing strategy.

If you've decided that you want to start an email newsletter, or you want to revamp one that's not performing well, keep on reading.

Then, to help inspire you to make the best email newsletter for your company possible, we've compiled some of our absolute favorite email newsletters. They are all fabulous for different reasons -- some have exceptional design, some have exceptional copy, some have exceptional calls-to-action ... but all are exceptional at solving for their subscribers' needs. Check 'em out!

TheSkimm

If you want to stay up on what's happening in the world and have some delightful writing delivered to your inbox first thing in the morning, look no further than TheSkimm. It's a daily roundup of what's happened in the news in short, punch paragraphs. Bonus: You don't have to click out of the email to read the news if you don't want to.

For your own email marketing, TheSkimm is the place to go if you're looking for writing inspiration or for emails without much visual content.

Is this email not displaying correctly? View it in your browser.

SHARE THIS 🐦	SHARE THIS f

Skimm for May 4th

Skimm'd on the stoop

QUOTE OF THE DAY

"The likelihood of the laws being enforced is slim" – The head of the Federal Election Commission, which is supposed to monitor election spending, saying there's really no way to monitor election spending. Looks like 2016's off to a great start.

SKIMM THIS f 🐦 📷

THINGS THAT PEOPLE BET ON

#MAYPAC

THE STORY

On Saturday night, Floyd Mayweather beat Manny Pacquiao in the so-called "fight of the century." Mayweather took home a casual $100 million check. Still, a lot of people felt meh about the fight, and not-so-great about Mayweather…if they were able to watch at all.

theSKIMM

There was way more drama outside than inside the ring. Cable companies were overwhelmed with the demand, which forced the match to start late. While Mayweather is the world's highest-paid athlete, he's not the most well-liked. Many used the opportunity to bring up his long history of domestic violence against women — he's been arrested or cited seven times for assault allegations.

SKIMM THIS f 𝕏

KENTUCKY DERBY

THE STORY

Saturday was also Derby day. American Pharoah won the Kentucky Derby, as did this hat.

theSKIMM

Saturday might have been one of the biggest days ever for US sports. Now, American Pharoah's entourage is hoping he can run like an Egyptian, all the way to a Triple Crown. Next up: Preakness.

SKIMM THIS f 𝕏

ROYAL BABY

THE STORY

Prince Harry was bumped down in the line to the throne on Saturday, when the Duchess of Cambridge had a baby girl. She doesn't have a name yet, but she already has more followers than you.

theSKIMM

Although the baby was just born, betting on names is in full swing. Alice and Charlotte are at the top of the list. Contain your excitement.

REPEAT AFTER ME...

WHAT PEOPLE ARE WATCHING...

Garland, TX . Last night, two men started shooting outside a "Draw Muhammed" event – apparently an art exhibit and cartoon contest to draw the Prophet Muhammed. Many Muslims believe that drawing Muhammed is out of bounds. The shooters drove up to the event location, and opened fire on one security guard before being shot and killed by police. The guard is OK and has been released from the hospital. A bomb squad was also called to the scene after police suspected the vehicle might have explosives. The FBI is looking into this incident.

WHAT TO SAY IF YOU HAD A LOW KEY WEEKEND...

Thankfully, so did Baltimore. Over the weekend, things there calmed down. The city's been a mess ever since Freddie Gray, a 25-year-old black man, died from a spinal cord injury while in police custody. And last week, peaceful protests turned into violent riots, forcing the gov. to declare a state of emergency and bring in the National Guard. Protesters wanted justice for Gray — and then on Friday, six officers were charged for their role in Gray's death. While there were still some incidents over the weekend, demonstrations were mostly peaceful. Yesterday, a curfew was lifted and the National Guard started to pack it on up.

WHAT TO SAY WHEN YOU HAVE DEJA VU...

Tensions in Israel. This time, it's with Ethiopian-Israelis. Over the weekend in Tel Aviv, thousands of Ethiopian-Israelis protested alleged racism and excessive force by police. This comes after a video was released last week that showed cops beating an Ethiopian-Israeli soldier . It did not go over well with the Jewish Ethiopian community. Yes, there is one. For a while, they've been feeling like discrimination and racism against them is the norm in the country. And some protestors, who would like PM Benjamin Netanyahu to step in, said that they don't want the situation to become 'as bad as Baltimore.' Insert international irony here.

WHAT PEOPLE ARE TALKING ABOUT...

Dave Goldberg. On Friday, the CEO of SurveyMonkey, and Facebook COO Sheryl Sandberg's husband, died suddenly at age 47 of undetermined causes. Goldberg was one of the most well-liked people in Silicon Valley – not an easy thing to be. He first got into startups when he co-founded Launch Media – an early digital music company – and then helped build SurveyMonkey into a company valued at $2 billion. So, he was a successful guy – even though he joked about being known as Sheryl Sandberg's other half. Sandberg called him a "true partner" who was a huge part of her success. Goldberg is survived by Sandberg and their two kids.

THING TO KNOW

China: Through the Looking Glass: The name of the Metropolitan Museum of Art's latest Costume Institute exhibit. Also the theme of this year's Met Gala, aka Vogue prom. It's tonight.

SKIMM LIFE

Check your calendar. Mother's Day is coming up. And this year, you want to avoid picking up a dozen roses at the bodega before brunch. Click here, and thank us later.

SKIMM SHARE

Want to share theSkimm? Do it with our new invite page. Dare you. http://www.theskimm.com/invite

SKIMM BIRTHDAYS

*indicates Skimm'bassador. Go shawty.

*Emily Olson (Minneapolis, MN); ***Meaghan Webster** (Washington, DC); ***Alessandra Moore** (Roseland, NJ); ***Mary Chamblee** (Raleigh, NC); ***Rachel Rogers** (Webster, MA); ***Sylvia Yi** (Portland, OR); ***Johanna Yannello** (New York, NY); ***Andy Nwaelele** (Chicago, IL); ***Katie Biggs** (Manhattan, KS); ***Kristen Vaslet** (Brooklyn, NY); ***Kristen Enright**(Boston, MA); ***Jordan Bowles** (New York, NY); ***Ruma Mazumdar** (New York, NY); ***Amy Solomon** (Framingham, MA); **Joshua Greebel** (New York, NY); **Peter Sundheim** (New York, NY); **Pam Caffray** (Greenwich, CT); **Emily Schuman** (Los Angeles, CA); **Samantha Campbell** (Minneapolis, MN); **Cristin Fitzgerald** (New Orleans, LA);**Emily Carone** (Woodstock, NY); **Alex Marquette** (New Orleans, LA); **Brittany Semones** (Greensboro, NC); **Muriel Neary** (St. Louis, MO); **MK Keppler** (Chicago, IL); **Kellie D'Amico** (Allentown, PA); **Tess Korbesmeyer Holman** (Boston, MA); **Elena Farmer** (Detroit, MI); **Suzanne Mazel** (New York, NY); **Tina Mills** (Prospect, CT); **Brooke Wagner** (Baltimore, MD); **Stacey Gish Wallenstein** (Plainview, NY); **Tina Hatano** (Washington DC); **Alex Sutty** (Huntington Beach, CA); **Tish Laughrey**(Wexford, PA); **Alex Clapper** (Columbus, OH); **Rose Shallo** (Armonk, NY); **Casey Baksa** (San Francisco, CA.); **Barbara Hicks** (Holliswood, NY); **Tyler Hall** (Boston, MA); **Maggie Connolly** (Chicago, IL); **Caroline Sholem** (New York, NY); **Eileen Connolly** (Chicago, IL)

Skimm'd something we missed?

Email SkimmThis@theSkimm.com • Read in browser »

Austin Kleon

Not to play favorites, but this is perhaps the newsletter I most look forward to for a couple of reasons.

First, I love the simplicity. It's not flashy, nor is it overly promotional. That's the hallmark of a successful email newsletter: most effective newsletters aim to educate, not sell.

I also love the overall informal tone of this newsletter as it makes it feel as though you're hearing from a friend. If you're looking to lower the barrier between your company and your audience, consider using language that is friendly and inviting, not buttoned-up and jargony.
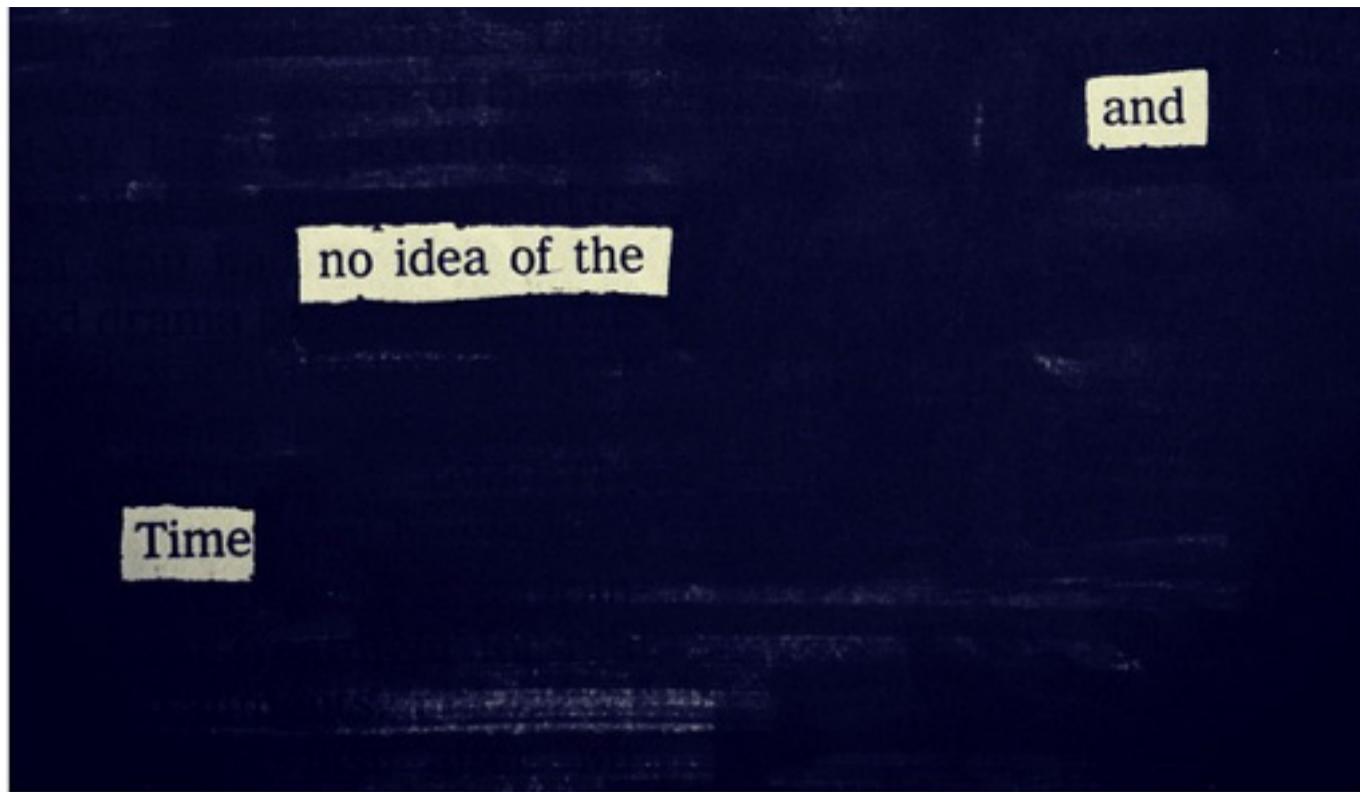
This week: advice for struggling artists and lots and lots of drawings.

View this email in your browser.

A NEWSLETTER FROM THE DESK OF
AUSTIN KLEON

24

tabs open

and

no idea of the

Time

Hey y'all,

Here are 10 things I thought were worth sharing this week:
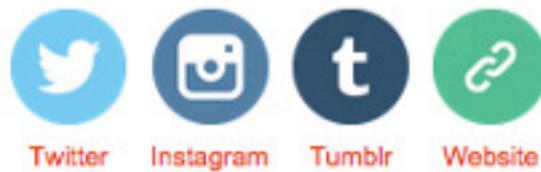
1. *Mad Men* creator Matthew Weiner's advice for struggling artists. (And why he thinks all artists should show their work.)

2. Emily Dickinson's envelope poems.

3. I'm obsessed with Tove Jansson's *Moomin* comics. I highly recommend this BBC documentary about her life, *Moominland Tales: The Life of Tove Jansson*.

4. I've been drawing a lot and looking at drawings. Here are Basquiat's drawings, Paul Klee's drawings, presidential doodles, and how to draw a truck in 5 seconds.

5. Penelope Umbrico's sunset photocollages.

6. Maureen McHugh on why being a good mom and a teacher is just as important as being an artist.

7. Artist Rafaël Rozendaal discusses the difference between the art world and the internet. (He says to forget self-promotion, and just show what you're doing.)

8. Playing on the studio speakers: Lower Dens' *Escape From Evil*, Wilco's "You and Me" and *The Whole Love*, James Carr, and classic performances from The Grand Ole Opry.

9. Love these mostly black and white paintings by Milwaukee artist Shane Walsh.

10. My book *Show Your Work!* came out in Greece this week. It's now available in a dozen languages. (*Steal Like An Artist* is up to around twenty.)

xoxo,

Austin

Community.is

Community.is is a handcrafted newsletter created for people who "put people at the center of their work." This unique concept attracts a variety of readers from executives at ad agencies, to community managers at startups, to marketers and creatives of all shapes and sizes.

In an effort to cater to their melting pot of subscribers, Community.is adopted a 3-tier format -- Short, Mid, and Long. While an executive may only have time to skim the short stuff, a marketer might be looking for a more in-depth read to spark some inspiration for their next campaign.

Organizing a newsletter in this way helps ensure that you are serving the distinct needs of your audience without it being too confusing.

Community.is, created by Loyal, is for anyone who puts people at the center of their work.

View this email in your browser

When thinking about the relationship between culture and community, we sometimes find ourselves in that chicken-and-egg circular pattern of thought. Which comes first? We're up for debunking, though from our POV, culture determines a people's openness to community and the way that it takes shape (if at all). Consider: a golf club vs. an open source project -- these communities come from very difficult cultures. It's not until a community becomes deeply engrained in a culture that it's able to shape it. Case in point: chat rooms.

What do you think?
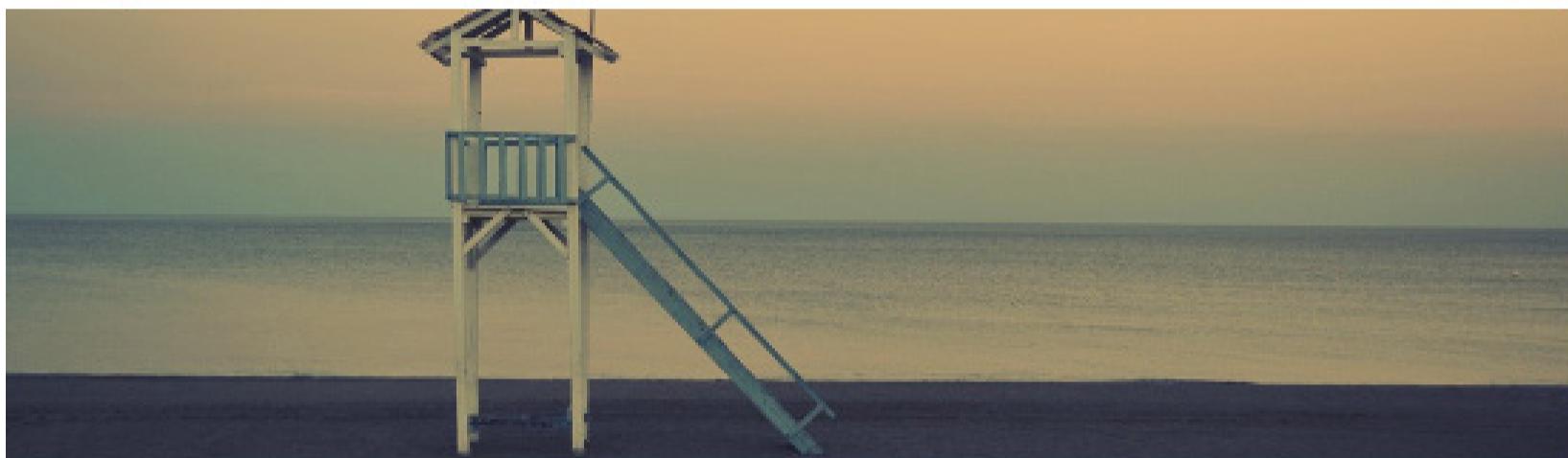
"It's not part of a true culture to tame tigers, any more than it is to make sheep ferocious."

\- Thoreau
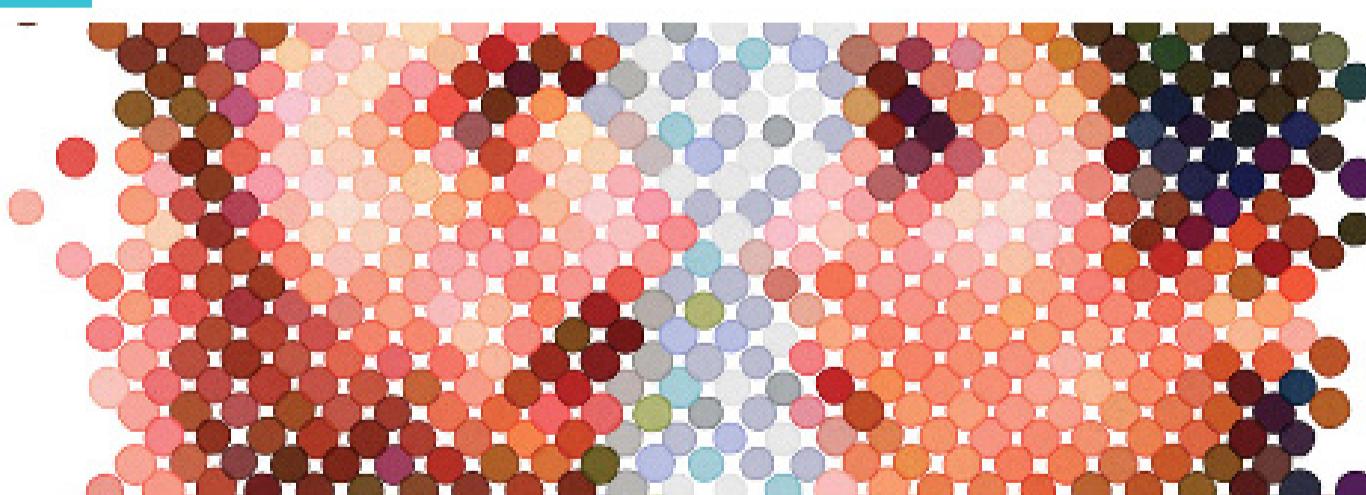
Culture is based on what already exists. It can't be faked or coaxed.

In this quick read, Lauren Sinreich demonstrates how community initiatives are enabled - and curtailed - by culture, especially when it comes to innovation. How can a community-driven solution succeed without the tenant values of openness and collaboration?

Yesterday in The New Republic, Kyle Chayka chronicled the cultural perception of online friendship from a symptom of nerdom to a reality of modern intimacy. From blogs and Myspace to Meetup and gchat, we're slowly lowering the bar to online friendship.

LOYAL'S LINKS

Last week, Community.is was featured in **SwissMiss**, CreativeMorning's collaboration with MailChimp, **Out of the Ordinary Emails**, and in RRE's **NYC Built**. *heart thump*

How to Get the Engagement that You Actually Want

Data isn't just for proving ROI. It's a **tool for community**, too.

Passionate about collaborative consumption? Our friends at RelayRides in SF are on the hunt for a **Community & Social Media Manager**!

Subscribers at Meetup are hiring an **Engagement Strategist** to increase participation of existing members.

Our friends at Socratic are hiring a **Growth Project Manager** to put knowledge in the hands of students and teachers everywhere.

Sarah Judd Welch
CEO/Head of Community Design
Loyal

Let's be friends: **Twitter** | **Community.is** | **letsbefriends@loyal.is**

NoshOn.It

NoshOn.It's email newsletters are insanely well-designed and supplemented with helpful visual content -- just what the aspiring foodie needs. I love how the layout goes from having one column to having two -- a perfect way to balance a featured piece of content and all the supplemental stories in one email. The red boxes with short, one-word article summaries are also eye-catching, making it really easy for you to find the content you need.

Everything you need to know about cooking a turkey   View this email in your browser

NOSHON.IT'S GUIDE TO THANKSGIVING 2013
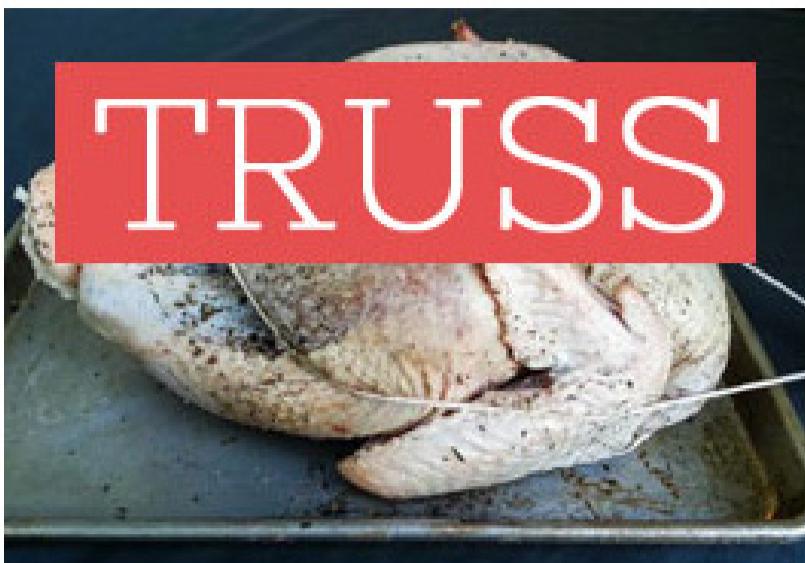
Last Minute Turkey Tips

Ready to get that turkey in the oven tomorrow? We want to make sure you're well-equipped with everything you need to know to get your turkey from the fridge to the table with picture-perfect presentation. Check out our tips below for how to truss, cook, and carve a turkey with ease.

Happy Thanksgiving from our family to yours,
~ The NoshOn.It Team

How to Easily Truss a Turkey

Trussing helps cook a turkey evenly and makes the final presentation picture-perfect. Here's the easy way to do it.

Tie it up >

Turkey Times & Temps

Everything you need to know about roasting a turkey including a cooking time calculator, temperature guide, and more.

Roast away >>

How to Carve a Turkey

Learn the right way to carve and present a turkey with step-by-step instructions. Plus, learn our trick for keeping the skin crispy even after resting.

Hand me a knife >>

unsubscribe from this list   update subscription preferences

Litmus

You'd hope that an email marketing testing company would have great emails ... and Litmus definitely does.

While the content of the emails is certainly interesting, I'm especially digging the design -- the blocks of color help break up the newsletter into sections that are easy to differentiate.

litmus

Market share stats: 53% of emails now opened on mobile

With mobile opens on the rise, desktop opens continue their decline—mostly at the expense of Outlook, which decreased 33% in 2014. What other email clients have seen major changes?

Get the latest stats ➡

ENVIRONMENT GROWTH (WITH EMAIL)

Using advanced techniques in email

A guide to HTML5 and CSS3 in email
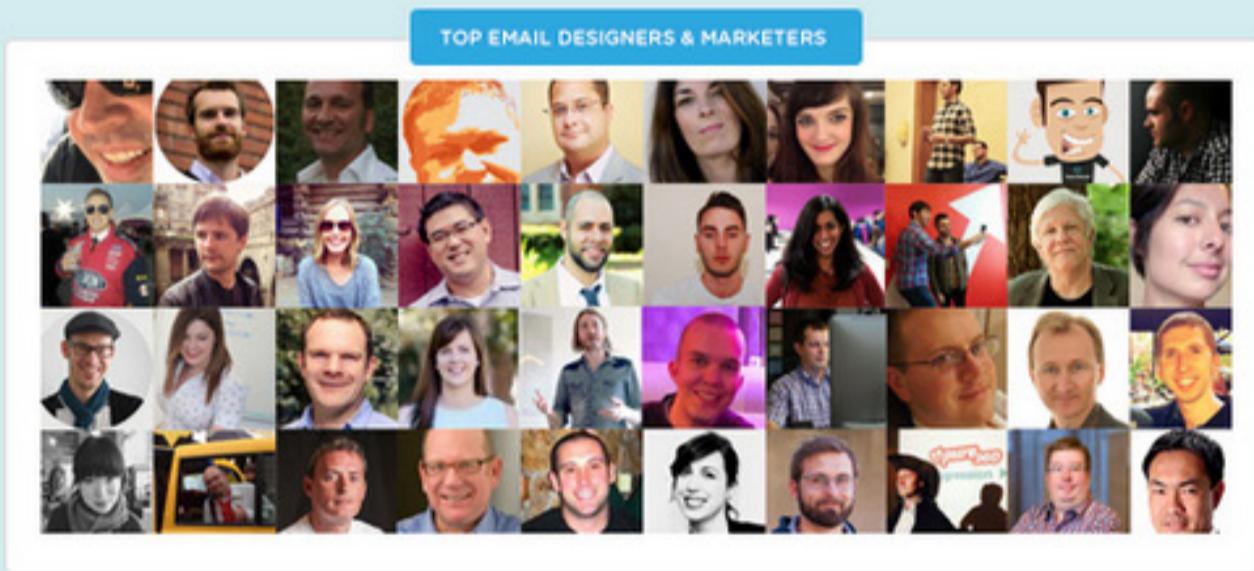
We break the myth that you can't use HTML5 and CSS3 in email by taking a look at support, fallbacks, and progressive enhancement for improving the subscriber experience.

Read the guide ➔

Typography tips for email designers

We take a look at the basics of email typography and provide handy tips on how to push text to the limits by using web fonts, column counts, and other advanced techniques.

Get the tips ➔
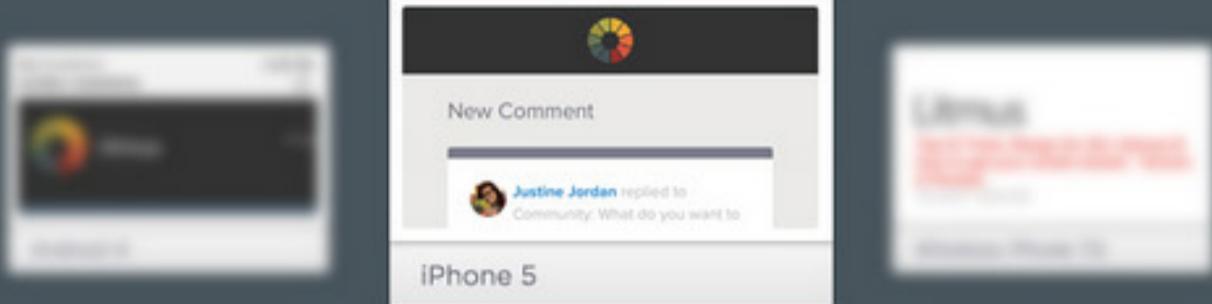
TOP EMAIL DESIGNERS & MARKETERS

The top email marketing + design thought leaders on Twitter

A roundup of passionate email geeks who spend their days planning, coding, testing, and sending emails. Because of them, email is finally being recognized as a results-driven craft—one that's thriving.

Follow these email geeks ➔

iPhone 5

Use open data to focus testing efforts

With so many email apps available, it's easy to feel overwhelmed trying to test every possible combination. Using your open data is one of the best ways to target your testing efforts.

Narrow your efforts ➜

Case study: Optimizing for your audience through A/B testing

The team over at Emerson, a manufacturing and technology company, wanted to generate interest in their product by offering a free trial via email. Unsure about which type of offer would perform best, they set out to test, test, and test again!

See what they learned ➜

A   B

ROSEMOUNT   ROSEMOUNT

How Much Energy Can You Save?
Find out for yourself with our Free Trial

FREE TRIAL AND INSTALLATION

Capture 10-20% energy savings annually with real-time, automated steam trap monitoring provided by Rosemount® 708 Wireless Acoustic transmitters.

Experience the savings for yourself; take advantage of this risk-free trial.

Rosemount® 708 Wireless Acoustic transmitters provide constant visibility to and accurate measurement of all your critical steam traps without the effort of a manual inspection, enabling you to dramatically reduce steam trap failures and save up to 10-20% annually in fuel costs.

Now for a limited time – Free Trial, Free Installation.

FREE TRIAL AND INSTALLATION

Offer ends May 14, 2013!

Save Your Energy!
Free White Paper

DOWNLOAD THE WHITE PAPER

Failing Steam traps can have devastating effects on your operation:

Safety
Failing Steam Traps can put plant personnel and equipment at risk

Reduced Thermodynamic Efficiency
Water on heat transfer surfaces results in decreased thermal performance

Energy & Steam Loss
Failed high value steam traps can cost $10k - $25k/yr in lost steam

Free Trial. Free Installation For a limited time!

Rosemount® 708 Wireless Acoustic Transmitters provide constant visibility to and accurate measurement of all your critical steam traps without the effort of a manual inspection, enabling you to dramatically reduce steam trap failures and save up to 10-20% annually in fuel costs.

Offer ends May 14, 2013!

Free Trial and Free Installation

The Email Design Podcast

▶

Email Design Podcast:
Our Top 5 Favorite Emails of 2014

In the latest episode, we break down and review our top five favorite emails from 2014.

Watch now →

Interested in joining our team?

Between catered lunches, top of the line equipment, 28 vacation days, and much more, Litmus is a great place to work. And, guess what? We're hiring.

Ruby on Rails Developer

We have too many ideas. We want to try them all. Iterate quickly on the tools and services used by thousands of email markers.

Build awesome tools →
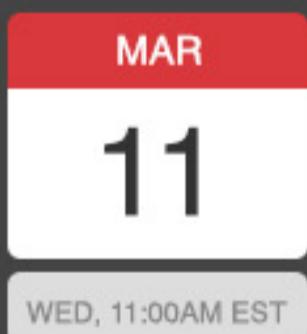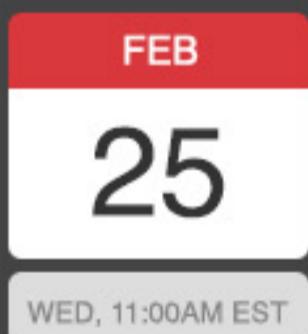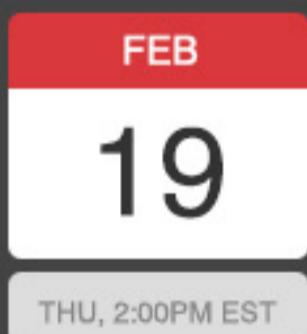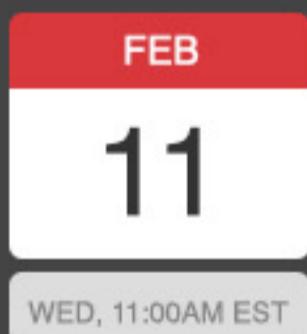
Customer Support

Are you great with customers and problem solving? We're looking for someone to join our support team to work out of our London office.

Learn more & apply →

Upcoming Litmus Webinars

Join our customer support team as they show off all our latest features and answer questions about the best ways to use Litmus. Current and future customers are encouraged to attend!

FEB	FEB	FEB	MAR
11	**19**	**25**	**11**
WED, 11:00AM EST	THU, 2:00PM EST	WED, 11:00AM EST	WED, 11:00AM EST

Register now →

Very Short List

Very Short List (VSL) is a playful newsletter that delivers "cultural gems" to your inbox every day.

What's unique about VSL is that every day they invite a different guest contributor (or two) to curate the entire newsletter (fresh faces and fresh content). Each contributor is then tasked with serving up three short pieces of content related to a given theme.

This is a great way to publish a variety of content and develop brand loyalty at the same time. Win-win?

TODAY'S VSL   **ABOUT US**   **MY ACCOUNT**   **ARCHIVE**   **SUBSCRIBE**   search

- 11 Mar 2015 **culture** VSL // Design With Humans In Mind

very short list is a delightful e-mail that shares cultural gems from a different curator every day.

SUBSCRIBE
FORWARD
MY ACCOUNT
UNSUBSCRIBE

- Design with humans in mind. That's the message behind **The Urban Yoga** photo book by Anja Humljan. She went off the mat and into the city to change the way we feel, move, and breathe in urban environments. [1 of 3]

- Tired of mass-produced art prints? Check out **this experiment** using meticulous design and smart programming that puts you in the centre of the final art piece - all through a single tweet. Running now on Kickstarter. [2 of 3]

- In the **"ICED FLOWERS"** exhibition, Tokyo-based florist-artist Azuma Makoto observes the changing life of flowers that are locked in ice. [3 of 3]

Hacker Newsletter

Many marketers don't frequent Hacker News, but they should still check out this hand-picked curation of the social network's top stories of the day.

Why?

The newsletter is clean and minimal, but still sends a ton of really great content its subscribers' way. The way it distills potentially overwhelming information is by bucketing content into sections. The newsletter also looks very similar to the site, so for those who love the site and how it's laid out, the newsletter feels like a comforting, familiar way to consume content.

hackernewsletter

Issue #179 // December 12, 2013 // View in your browser

- -

The book section below is always popular, so I wanted to mention two guys I happen to know that have new books out: John Foreman's Data Smart and Dan Lewis' Now I Know. I can't recommend both of them enough. –kale

#SPONSOR

#FAVORITES

OK, Milt Olin, I'll start writing again

//sivers comments →

How the Bitcoin protocol actually works

//michaelnielsen comments →

Show HN: I mapped US medical prices. Save thousands by driving a few miles

//bestmedicareprice comments →

Are Your Programmers Working Hard, Or Are They Lazy?

//mikehadlow comments →

News is bad for you – and giving up reading it will make you happier

//theguardian comments →

People Don't Actually Like Creativity

//slate comments →

DIY microhydro power plant

//ludens comments →

A CNN Viewer Has Questions - Mike Rowe on American Work Ethic

//profoundlydisconnected comments →

Doom released 20 years ago today

//wikipedia comments →

Why cul-de-sacs are bad for your health

//slate comments →

Ask HN: Those making $1,000+/month on side projects - what did you make?

//ycombinator comments →

#SHOW HN

Minecraft clone in 2500 lines of C - even supports multiplayer online. //github

comments →

3D Vim //vim3d comments →

tyto //github comments →

Hacker news for data scientists //datatau comments →

[Coinspotting - A Hacker News For Bitcoins and Other Cryptocurrencies](#) //coinspotting comments→

[MightyName, search over 4.7 million available english .com domains](#) //mightyname comments→

[New unix utility "when"](#) //github comments→

#CODE

[Turn any application that uses STDIN/STDOUT into a WebSocket server](#) //github comments→

[Your own mini-Heroku for $5/month](#) //rajivm comments→

[Edit a Google doc with vim](#) //commandlinefu comments→

#DESIGN

[The Guardian has open-sourced its code for its responsive website](#) //github comments→

[Touch Gesture Icons](#) //mobiletuxedo comments→

[BBC-News/Imager.js](#) //github comments→

[The top 25 responsive design tools](#) //creativebloq comments→

[What Design at a Startup Actually Looks Like](#) //yesgraph comments→

#LEARN

[Linear algebra tutorial in four pages](#) //minireference comments→

[Introduction to Artificial Neural Networks - Part 1](#) //theprojectspot comments→

#BOOKS

[A Programmer's Guide to Data Mining](#) //guidetodatamining comments→

[Experiments to do with your baby](#) //theatlantic comments→

[Free Mathematics Books](#) //e-booksdirectory comments→

[The Best Books I Read in 2013](#) //thegatesnotes comments→

#WATCHING

[The Mother of All Demos is 45 today](#) //theatlantic comments→

[RubyConf 2013 Videos](#) //confreaks

#WORKING

[An Engineer's guide to Stock Options](#) //alexmaccaw comments→

[Employee Retention](#) //samaltman comments→

[Why we removed bosses at Treehouse](#) //ryancarson comments→

#FUN

[Your location history](#) //google comments→

[IsUserAMonkey()](#) //android comments→

[DIY Coffee Table Pong Game](#) //digital-diy comments→

__END__

NextDraft

NextDraft's minimalist design is fantastic.

Not only is content delivery is clear, organized, and digestible, but also the inclusion of social share buttons underneath each story is brilliant. Rather than assume that the reader is going to make it to a social sharing option at the bottom of the newsletter, Pell provides them with multiple opportunities throughout.

Social engagement can play a big role in growing your newsletter, as every share on social opens up a valuable opportunity to attract more subscribers.

Subscribe   Share ▾   Past Issues

NEXTDRAFT

THE DAY'S MOST FASCINATING NEWS **FROM DAVE PELL**

Brought to you by ⓦ WordPress.com

Wednesday, April 29, 2015

1. A Remote Possibility

Netflix apparently gained in a lot subscribers after licensing *Friends*, because Hulu felt compelled to sign a $180 million deal to buy the

rights to *Seinfeld*. It turns out the the new age of television looks a whole like its previous incarnations. Except, now, with apps on your set top box, your various streaming TV apparatuses, your DVD player, and built into the software powering your smartTV, it's almost impossible to find and access a show with fewer than 14 remotes. Trying to tell someone how to find a modern show makes programming a VCR seem like a breeze. In the past, there was nothing on. Now, there's too much on, but it's harder to watch. It's enough to make you get up and walk across the room and change the channel manually. But sadly, even that's impossible because your new TV has no buttons or dials.

2. A Shot in the Dark

The Supreme Court is hearing arguments to determine whether "Oklahoma's use of the common surgical sedative midazolam fails to make prisoners unconscious during lethal injections, thus violating the Eighth Amendment's protection against cruel and unusual punishment." Among the experts in the case is a guy who researched the issue on a website.

+ *The Marshall Project*: Which do we kill more humanely, our pets or condemned prisoners?

3. Prosper and Live Long

"Probable cause was destroyed by the drug war. It happened in stages, but even in the time that I was a police reporter, which would have been the early 80s to the early 90s, the need for police officers to address the basic rights of the people they were policing in Baltimore was minimized." Bill Keller talks to David Simon about Baltimore, Freddie Gray, the drug war, and the decline of "real policing."

+ "It ain't no race thing." *NPR's* Steve Inskeep: Baltimore Is not Ferguson. Here's what It really is.

+ *Fusion*: How life expectancies in Baltimore can drop by as much as 20 years in a few miles.

+ The Orioles scored seven runs in the first inning. But no fans were at Camden Yards to see it.

4. Team Effort

"He had an inkling about how to get back at her -- how to weaponize the metadata of their relationship. He wouldn't even need to touch her. In fact, he already had the goods to destroy Quinn if he wished. But it wasn't enough. He wanted more." *Boston Magazine's* Zachary Jason looks at the modern version of character assassination, when thousands of strangers are willing to help.

5. David (Way) After Dentist

You know you're getting old when you start feeling nostalgia for earlier forms of Internet technology. As YouTube turns ten, *Business Insider* catches up with some of the early and beloved YouTube stars. The kid from David After the Dentist is old enough to be wearing braces.

+ As I shared in the past, while Dentist David and other children were hitting the big time, my own kids refused to go viral.

+ Meet Bizagwira Marc. You might be among the 32 million people who know him better as Okay Guy.

6. No Mercy

A constant cacophony of outrage from Australia and others in the international community was not enough to sway the determination of Indonesian President Joko Widodo. "An Indonesian firing squad executed eight drug traffickers, including seven foreigners."

+ "Executions of drug smugglers are becoming more common." From *The Economist*: Which countries have the death penalty for drug smuggling?

7. The Ties That Bind

"Here is, weirdly enough, real community. And when I say community, I don't mean that bourgeois civic vagueness you always hear the co-op crowd chattering about. I mean the kind of community that would protect you from vigilantes intent on dragging you out of bed in the middle of the night to take turns kicking your teeth down your throat." *GQ's* Jay Kirk visits a South Florida village for sex offenders: Welcome to Pariahville.

8. Without a Keg to Stand On

"Injury victim tales of woe have been undermined by Facebook updates showing the alleged victim kayaking, riding a motorcycle, or performing a keg stand." *Slate's* Amanda Hess on how appearing happy on Facebook can be used against you in a court of law. (This ignores one of the key truisms of social media. No one who appears happy on Facebook is actually happy.)

9. A Thousand Words (and Then Some)

Some recount the tragedy of Ebola while others look at familiar moments from photographers' lives. All are worth a look. *InFocus* with the winners of the 2015 Sony World Photography Awards

10. The Bottom of the News

"There will be reasonable, adult acceptance of transition. Or I will turn to a life of crime." *The NYT* talks to David Letterman about his 33 years in late night television.

+ Photos taken with a selfie stick make you look so lonely. Hence, the Selfie Arm.

+ You need a wetsuit that actually looks like a suit.

Thanks,

Dave Pell
Managing Editor, Internet

This issue is portable:

Forward | View in Browser   Read Later   👍Like   🐦Tweet

(Want to spread the word about NextDraft? Send your friends and followers to this landing page.)

General Assembly

There's lots of creative things you can do with images in your emails -- such as using animated GIFs.

Check out the newsletter from General Assembly, an organization that helps expand professionals' skill sets, to see an email's animated GIF in action (the screenshot below just doesn't do it the justice it deserves). Prominently featuring the GIF at the top and having an otherwise minimal layout makes this newsletter attractive and incredibly scannable.

If your subscribers are just looking to get some quick info in a newsletter format, think about how you could replicate some of General Assembly's newsletter elements.
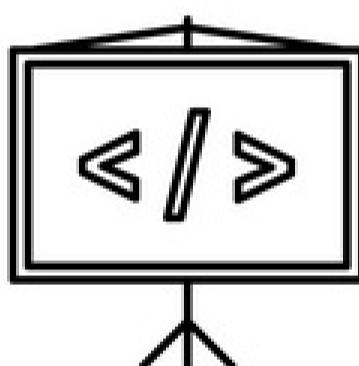
Sweeten Your Skills

Mix it up. Looking for smart, hungry developers to join your team? Come meet our graduates on **Tuesday, 14 January** at the <u>**Junior Developer Meet & Greet**</u>. You can check out their portfolio of web applications and talk to them about possible employment opportunities.
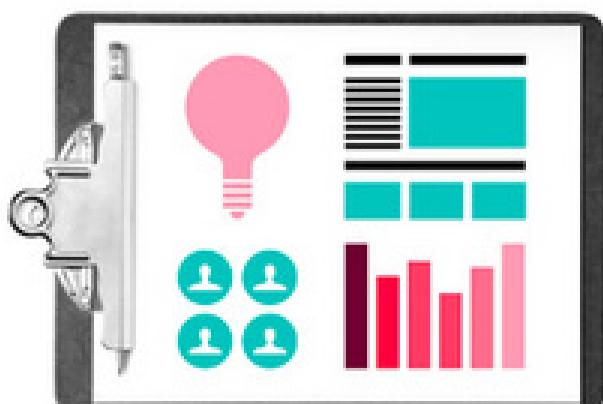
Have a taste. Get inspired by 20+ startups solving our generation's biggest challenges in health, education, energy, and cities at 1776's **Challenge Cup**, a global startup competition in 16 cities across the world. The Challenge Cup comes to Boston at newly-opened District Hall on **Wednesday, 18 December.** Get your tickets now.


Featured
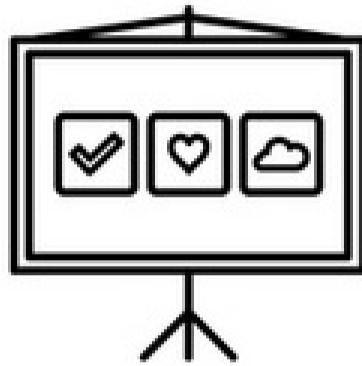
Introduction to Google AdWords
Tuesday, 12/17, 4:30 pm - 8:00 pm

Front-End Web Development Info Session
Wednesday, 12/18, 6:30 pm - 8:00 pm

The Short List: Choosing Critical Features For Your MVP
Monday, 1/6, 6:00 pm - 8:30 pm

Creative Process For Coders
Monday & Wednesday, 1/13 - 1/15, 7:00 pm - 8:30 pm

Product Management Info Session
Tuesday, 1/7, 6:30 pm - 8:00 pm

Share Your Story: Creating Compelling, Clickable Content
Tuesday, 1/14, 6:30 pm - 8:00 pm

Upcoming Courses

Web Development Immersive

Mondays – Fridays, 1/6 - 4/1, 9:00 am - 5:30 pm

Product Management

Tuesdays & Thursdays, 1/21 - 4/3, 6:30 pm - 8:30 pm

Front-End Web Development

Mondays & Wednesdays, 1/27 - 4/9, 6:00 pm - 9:00 pm

Data Science

Mondays & Wednesdays, 2/10 - 4/30, 7:00 pm - 10:00 pm

Back-End Web Development

Tuesdays & Thursdays, 2/11 - 4/17, 6:30 pm - 9:30 pm

Front-End Web Development
Saturdays, 2/22 - 4/26, 10:30 am - 4:30 pm

This Week at GA

Tuesday, December 17

Introduction to Google AdWords
4:30 pm - 8:00 pm

Wednesday, December 18

Reach for the Sky: Cloud Computing for Small Businesses (Online Class)
12:00 pm - 12:30 pm

Three Copywriting Strategies for Founders and Marketers (Online Class)
2:00 pm - 2:30 pm

Front-End Web Development Info Session
6:30 pm - 8:00 pm

Monday, January 6

The Short List: Choosing Critical Features for your MVP
6:30 pm - 8:00 pm

Planning ahead? Check out a full list of **upcoming classes and events** on the General Assembly website.

Muck Rack Daily

Within an hour of subscribing to Much Rack's email list, I was hooked.

Just 60 short minutes after hitting submit, I received my first email from them with the subject line: "MRD: 'Funny, clever and not full of gifs.'" Obviously, I like all three of these things, so I click through. I see the email below.

The design is gorgeous -- the bold fonts and colors are striking, but not distracting. The copy is flawless (what else would you expect from a company catering to journalists and content creators?). It's scrollable and engaging. Just the perfect example of a classic email newsletter.

MUCK RACK

MUCK RACK 📰 DAILY

Good afternoon from Muck Rack, where you can get a snapshot of what journalists around the world are reading, thinking and commenting on right now.

2013

As 2013 comes to a close, we'd like to spend tonight's #MuckedUp taking a look at the year's biggest stories. From tweeting the police scanner during the Boston marathon bombing to selfies at the Nelson Mandela memorial, we have a lot of headlines to consider, both big and small. What changed about journalism as a result of these events? What roles (for good or bad) did social media play in their coverage? What lessons were learned, and how can we improve media in the year 2014? Join us at @MuckRack on Twitter at 5 p.m. PST/ 8 p.m. EST and tackle these concepts and more.

Also, pop over to the Muck Rack blog so you don't miss the story behind this tantalizing title: The rise of PR ... and decline of journalism.

📰 TODAY'S TRENDING TOPICS

Top of the news

Starting off with stories that fall under the category of "disturbing," a photo-by-photo presentation by **New York Times**' James Estrin illuminates the Central African crisis. "While the world was covering #Mandela's funeral @jeromedelay stayed on to document the rapidly worsening #CAR Crisis," noted at Jamie Tarabay at **Al Jazeera America**.

Under that category as well, now you can read the complete collection of "stomach-churning" sexual assault accusations against R&B artist R. Kelly. Suzanne Yada at the **Center for Investigative Reporting** shared this quote, "...nobody matters less to our society than young black women." Jennifer Pozner with **WIMN's Voices** remarked, "People in the music industry know @FreedMyself; if @ladygaga didn't somehow, her label sure did."

Also, Zachary Mider at **Bloomberg** informs us that an accidental tax break has saved the wealthiest Americans $100 billion. Or as Paul Blumenthal with **Huffington Post** put it, "How the super rich avoid the estate tax. Also, Sheldon Adelson 'has no intention of ever dying.'"

Share: Twitter | Facebook | LinkedIn | permalink

🖥 WATERCOOLER

Media mash-up

First up, David Brooks at the **New York Times** penned a provocative piece enticingly titled "The Thought Leader." "This is a heck of a column from @nytdavidbrooks," reflected Phil Rosenthal at the **Chicago Tribune**. It's stirred up some controversy, so Garrett Quinn at the **Springfield Republican** pleaded, "Guys, I don't hate the new David Brooks column. Can we still be friends?"

Buzzfeed also entertained us with an amusing and probably accurate post on how the media will report the apocalypse. "Hey look, a @BuzzFeed article that is funny, clever and not full of gifs," **Wyoming Tribune Eagle's** Trevor Brown pointed out.

Meanwhile, we've learned that CBS correspondent John Miller is leaving the network ... for the **NYPD**. Miller is expected to make a deal this week on his existing contract to return to former boss and incoming NYPD Commissioner Bill Bratton. "I just don't have the words for this," reacted Alex Fitzpatrick at **Time Magazine**.

In social media, you might have known it was coming, and here it is: Facebook is beginning to advertise via video.

And on the subject of the world's newest and most elusive currency, Ritchie King at **Quartz** informs us that by reading this page, you are mining bitcoins.

★ LEADERBOARD

Staff Twitter list: Stars and Stripes

Today we'll take a look at the tweeting staff behind **Stars and Stripes**, the U.S. military's independent news source featuring exclusive reports from Iraq, Afghanistan, Europe and the Far East. The most highly followed tweeters there include Leo Shane III, Capitol Hill, White House and Veterans Affairs Reporter; Josh Smith, Afghanistan Reporter; Alex Pena, Foreign Correspondent; Jennifer Hlad, West Coast Reporter; Heath Druzin, Afghanistan Reporter; and finally, Terri Barnes, Military Family Columnist.

The most active member on Twitter this morning, however, is Erik Slavin, U.S. Navy Reporter, while their most popular story today is "Servicemembers readjust to life back in the military after being discharged under DADT." On that subject, Druzin tweeted, "'There's no hiding, there's no lying, no mixing up pronouns.' Great piece by Jen Svan on reinstated #DADT troops." Be sure to check that story out.

Check out more of Muck Rack's listed and verified media outlets here.

Featured journalist: Karen Beninato

Today's featured journalist is the peerless Karen Beninato, a freelance journalist and

producer for **Forbes**. Beninato has also contributed to **The New Republic**, **Huffington Post**, **Earth Island Journal**, **NOLA**, **Lens**, and **Fortnighter**.

Her path in journalism understandably began as editor in chief of her high school newspaper, before she went pro as a newspaper reporter in suburban Chicago. Specifically, she credits meeting Jack Anderson for pursuing a career in news. Her best advice to journalists? "Ramen, Ramen, Ramen." As for her proudest work, she applies that label to a story that followed up one year after the BP oil spill. "Many of the parties felt forgotten when the world moved on," Beninato writes. For more such excellent work, check out her entire portfolio here.

Don't forget - if you change your job in journalism or move to a different news organization, be sure to email Kirsten (kirsten [at] sawhorsemedia [dot] com) so we can reflect your new title. **News job changes only, please!** *Thanks!*

Share: Twitter | Facebook | LinkedIn | permalink

✏️ JOB BOARD

Director of Social Media at KIND Healthy Snacks

Director of Social Media at **KIND Healthy Snacks** - Kind Healthy Snacks is on the lookout to hire a primary person responsible for the development and implementation of KINDs social marketing strategy. The Director, Social Media must be both strategic and hands on, have a strong project and team management sensibility and be engaged, tenacious and passionate about delivering outstanding creative ideas and results.

Sound right up your alley? Then please click on the following link to apply: http://kindsnacks.submit4jobs.com/index.cfm?fuseaction=85390.applylogin&CID=85390&JID=150259&edit=contact

For more info on requirements and responsibilities on this job, check out the total listing here. For more Muck Rack job listings, click here.

Share: Twitter | Facebook | LinkedIn | permalink

✏️ CAREER STATUS UPDATES

WSJ assembles new team

The Wall Street Journal is expanding its coverage of personal technology, and to help with that, they've created a new team focused on helping readers understand devices, apps and software that fall under that umbrella. First up, Geoffrey Fowler will be reviewer/columnist.

"Our new @wsj personal tech team will also be joined by @wjrothman & @nateog. Looking forward to the creativity, brains & humor of this team," Fowler tweeted.

On that note, Wilson Rothman will indeed join the group as personal technology editor -- managing reviews, personal tech news and coverage strategy. Rothman was most recently with **NBC News** as a technology and science editor.

"Excited to join @WSJ as personal tech editor, and work alongside @geoffreyfowler and @JoannaStern, but will miss the good folks at @NBCNews," Rothman shared.

And as you might have guessed, Joanna Stern is also joining forces with Fowler and Rothman. She comes from **ABC News**, where she has been a technology editor.

"So, I've got some big personal news!" Stern teased on Twitter. "I'm heading to the WSJ as a personal technology columnist / reviewer."

And last but not least, Nathan Olivarez-Giles will be personal tech blogger and web producer.

"Excited to work with @JoannaStern and the rest of the @WSJ team," he tweeted.

*Don't forget - if you change your job in journalism or move to a different news organization, be sure to email Kirsten (kirsten [at] sawhorsemedia [dot] com) so we can reflect your new title. **News job changes only, please!** Thanks!*

Medium

Medium is a blog-publishing platform that has been continuously building momentum since it's launch in 2012. As a result, they have a ton of people publishing posts on their site every day -- which is a lot of content for the average person to filter through.

To help bring great content to the surface, Medium uses email newsletters. And after I open this newsletter every day, I end up going to visit several Medium posts without fail. (Mission accomplished for Medium, right?)

Here's why: The newsletter feels pretty minimal. Because of the way that Medium uses colors and section dividers, they're able to give you a ton of content in one email without it feeling overwhelming.

M

Medium Daily Digest

RECOMMENDED BY
MEDIUM STAFF

Starting over at 35

Last summer, I walked away from a life that was making me profoundly unhappy. Here's what I learned along the way.

I can remember precisely when it hit me. I was staring out the window of my big, empty office, watching an even bigger home go up across the street. We were living in one of those up-and-coming…

Melissa Hughes
5 min read
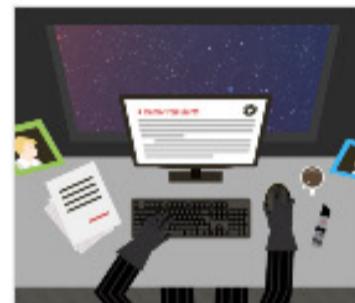
Darth on Security

A Memo to Team Death Star

in UN/ HACKABLE, by Darth Vader
4 min read

Raising Heck: Inside the Kurt Cobain Documentary

How "Montage of Heck" filmmaker Brett Morgen helped daughter Frances Bean discover the real Kurt

in Cuepoint, by Tom Roston
13 min read

Don't Eat the Last Cookie and 5 Other Things I've Learned about Creating a Happy Marriage

Holding on to the seat, I wheeled my newly purchased road bike out of the garage on onto my gravel driveway. I was excited about my first…

Mike Clouse
6 min read

When You Open Up, The Whole World Opens Up

I'm overwhelmed.

Tam Pham
8 min read

I miss not being scared.

From the perspective of an adult in this society, I've taken a lot of stupid risks in my life. Physical risks like outrunning cops and…

professional risks like knowingly ignoring academic protocol. I have some scars, but I've come out pretty OK in the scheme of things. And many of those risks have paid off for me even as similar…
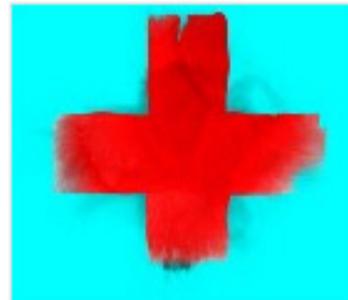
in The Message, by danah boyd
4 min read

Small Town America: This Is Your War On Drugs

The story of Scott County—where HIV, fuelled by poverty and drugs, is running wild—is far from unique.

in Matter, by Leigh Cowart
6 min read

Strong, Smart, Bold

Why the Teavana Oprah Cinnamon Chai Tea partnership means so much to me, and the young women I work wit.

in The Starbucks Collection, by Starbucks Coffee
4 min read

The Formula for Creating Compelling Repurposed Content

By Brian Honigman

in Brian Honigman, by Brian Honigman
7 min read

Niche Markets: Great News! Hardly Anyone Cares About Your Work.

Given the sheer volume of content being produced today and the velocity and variety of formats at which it's being published, there are two…

Peter Winick
2 min read

MOST RECOMMENDED BY
PEOPLE YOU FOLLOW

♥ Chas Wagner

Creative junk food and the quest for deliciousness.

I was recently asked "What advice would you give on finding inspiration to create original artwork?" This is my answer.

The Creative's Quest: Divergent Processes ¶ I was recently asked "What advice would you give on finding inspiration to create original artwork?" This is my answer. ¶ The creation of something new…

in Editor's Picks, by elle luna
4 min read

♥ Stephen Shankland

F**k it, I'm going back to Mozilla.*

2015 started off well for me. My wife and I had just welcomed our daughter Ada into the world, my team's latest app was crushing it in both…

Nick Nguyen
3 min read

♥ danah boyd

Aren't libraries already doing that?

My questions about the current big plan to give ebooks to poor kids

in The Message, by Jessamyn West
7 min read

♡ Chas Wagner

Your Digital Brand In 2014: Let's Take This Conversation Offline

The more online your brand, the more digital your product, the more offline you should think. Let me explain.

in Thoughts on Digital Marketing, by FINIEN
2 min read

♡ The Boston Globe

Telling the story of Alex and Leo

IT MAKES PERFECT SENSE how the story of Alex and Leo came to us. Which is to say, it makes no sense at all. And thus it's perfectly in…

in The Boston Globe, by Scott Helman
4 min read

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Read more on Medium

Connect with us on:
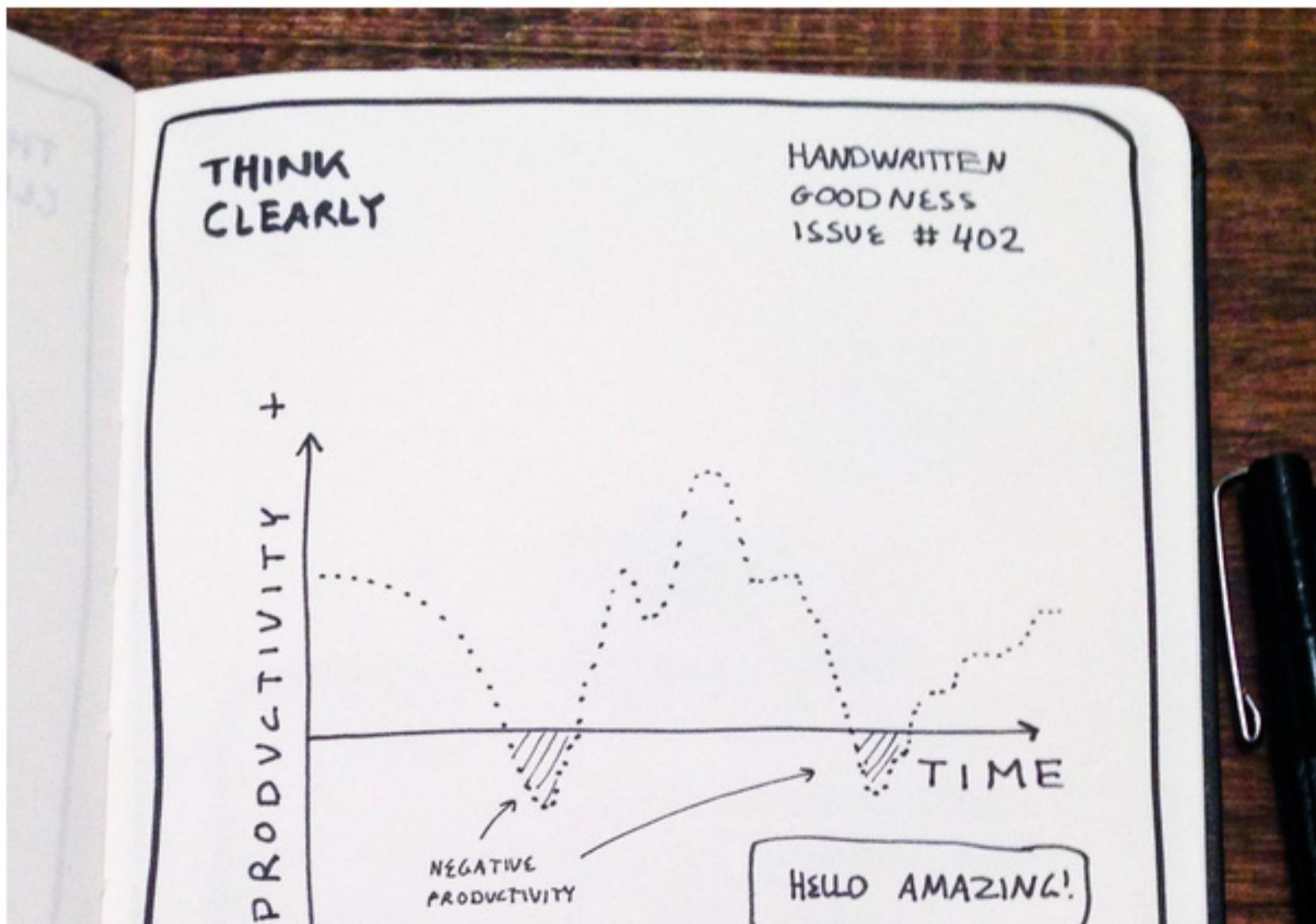
Think Clearly

Think Clearly's newsletter is the closest thing I've gotten to snail mail in a long time -- and I love it. This unique format strays away from what we've all come to expect from a newsletter, which feels refreshing. There's just something really personal and intimate about Mathias's handwritten delivery that makes you look forward to seeing it in your inbox. And the doodles he sprinkles throughout function as an effective humanizing element.
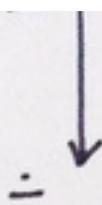
It's likely that your subscribers already receive a fare amount of robotic emails in their inbox, and this example serves as a reminder that you shouldn't be afraid to incorporate a little personality in your content.

Try to notice when you are negatively productive and just stop.
Volume 4 issue 402, 2015
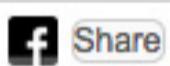
No handwritten goodness?
View this email in your browser

WE TALK A LOT ABOUT BEING PRODUCTIVE AND EFFICIENT: GET SHIT DONE. BUT IN CREATIVE WORK I THINK THE BIGGEST RISK IS NOT LOW PRODUCTIVITY BUT NEGATIVE PRODUCTIVITY. THAT IS, WHEN WHAT YOU DO CREATE MORE DISTRACTING WORK FOR YOU (AND OTHERS), AND YOU WOULD BE BETTER OFF IF YOU JUST STOPPED. THIS WEEK TRY TO NOTICE IF YOU GET INTO NEGATIVE. WITH LOVE. MATHIAS

Share Tweet Forward to Friend +1 Read Later

Think Clearly Newsletter is written with love for all the amazing and inspiring people I have met.

Ask me a question on Twitter

Tag me when you post visual notes to Instagram if you want feedback

PAY WHAT YOU WANT

SaaS Weekly

This is the ultimate SaaS newsletter, from a guy that kind of knows a thing or two about SaaS (Hiten Shah is the co-founder of CrazyEgg and KISSmetrics).

While his approach is simple, this roundup is packed with value and organized in a way that makes it easy to discover content around your specific interests. Shah does this by breaking the list of curated posts into different sections (Business, Product, Sales, etc.), which makes it easily scannable.

SaaS Weekly
BY HITEN SHAH

A weekly email of useful links for people interested in SaaS businesses.

SUBSCRIBE WITH EMAIL

Your email address | SUBSCRIBE

No spam, ever. Your email address will only ever be used for Hiten's SaaS Weekly.

THREE CHARACTERISTICS OF B2B UNICORN IDEAS • April 27th 2015

BUSINESS

Three Characteristics of B2B Unicorn Ideas

1. Potentially huge market
2. Novel product
3. Ability to create an advantage / difficult to compete against

Read more about the characteristics of big B2B ideas

medium.com

Inside Automattic's Remote Hiring Process

Dave Martin of Automattic, the company behind WordPress.com, describes in detail how they hire remote people without a single voice or in-person interview.

davemart.in

The Pernicious Effect of Dilution in SaaS: The Cold, Hard, Bloody Numbers

Jason Lemkin sheds some light on how to avoid founder dilution with your SaaS business.

saastr.com

What is Product Design?

You've likely heard the term but haven't read a thorough explanation of "product design" by a product designer.

medium.com

Behavioral Emails That Keep Customers Coming Back

Here are some examples of emails you can send after someone has signed up for your product.

unbounce.com

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7 Lessons Learned from Publishing 300 Guest Posts

My co-founder Neil Patel recently wrote about his key learnings from publishing 300(!) guest posts.

quicksprout.com

The Flywheel SaaS Company

Tomasz Tunguz explains how the traditional SaaS model of outbound and enterprise sales is seeing strong opposition from a more modern approach.

tomtunguz.com

---

9 Reasons Why People Won't Buy Your SaaS Tool

You can overcome SaaS buyer objections by understanding why people don't buy your SaaS.

inbound.org

Build a Growth Machine Like Andy Johns

Andy Johns has worked in growth roles at Facebook, Twitter, Quora and now Wealthfront. You'll learn something new about growth by reading this compilation of Andy's advice on growth.

medium.com

You should research other company's customers too!

When we first created KISSmetrics, we researched the market by doing whatever we could to talk to people who used Google Analytics. You can learn a lot by researching other companies in your market or even companies you might rely on for distribution.

Examples of how you can do research on other companies:

- Get their customers to fill out Sean Ellis' product/market fit survey
- Run user testing studies on their website

- Examine what customer's say about them on Twitter
- Interview their customers to learn more about how and why they use the product
- Find people who stopped using the product and learn why they stopped

Currently, as many folks are, I'm curious about Slack and am conducting several research studies to understand their business and customers better. I'm not planning on competing with Slack but am very curious about understanding why people love them. I'll be publically sharing the whole process and results of the research. **Reply to this email if you want early access to the research.**

Hiten Shah

Sketchplanations

Visual learners, this newsletter is for you.
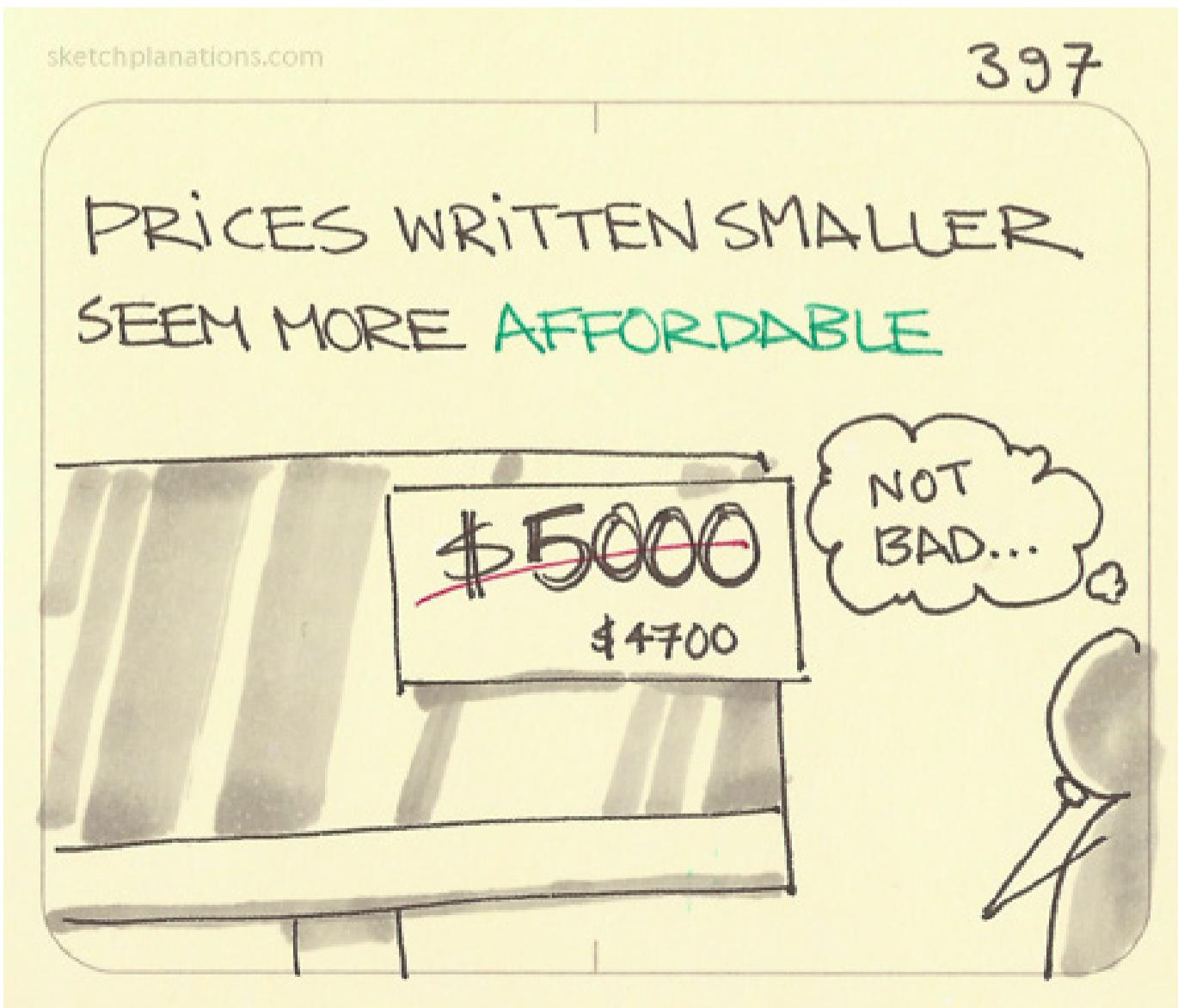
Sketchplanations employs visual interpretations of a variety of interesting topics such as the impact that font size has on the way we perceive value or why vulture have bald heads or how to read the Scoville scale or … you get the picture.

This newsletter serves as an interesting alternative to the text-based approach that most newsletters adhere to, and in turn, helps them to differentiate themselves from everyone else in their subscribers' inboxes.

If you want your newsletter to rise to the top, consider incorporating an unexpected element like a video or visual to pique people's interest.

The latest sketchplanation from Jono at sketchplanations.com   View this email in your browser

Prices written smaller seem more affordable.

Unfortunately, there are studies to show that this is generally true. What with decoy prices, anchoring, the age-old susceptibility to 99s and a host of other biases, we're at the mercy of many factors when it comes to trying to make vaguely rational pricing decisions.

For plenty more see William Poundstone's, Priceless: The Myth of Fair Value (and how to Take Advantage of It), Scribe, 2010.

Hat tip: Avraham Byers once again.

Read in browser »

Tweet   Like   tumblr   g +1

Previous sketchplanations:

The decoy price.The technique of adding a significantly more...

What's the difference between mandarins, clementines,...

Origins of mandarins.From various sources I have learned that...

Thoughtless acts.Ways that we adapt to the world without...

Compose with the rule of thirds. Basics to consider for your...

unsubscribe from this list   update subscription preferences

Vero

Vero's newsletter is straightforward and easy on the eyes (which makes sense given that they are a software company).

If you're looking for inspiration on how to fuse great content with company news, you'll want to make note of their approach below. Vero does a great job of leading with "housekeeping" updates and following with an interesting, value-packed piece of content to create an all-encompassing experience.

Track behavior, trigger email.

VERO

Curious about our content marketing? Check out Backlinko's case study on our blog ... **Read the post →**

ASK US ANYTHING

Just a quick reminder that we're doing a live Q&A call today.

A few details:

- Reply to this email with your question
- Add this to your calendar
- Head here at 1pm PST: mixlr.com/getvero

Even if you don't have a question, feel free to listen in or join the live chat. See you in a few hours!

Chris (@chexton)

THIS WEEK'S TOP ARTICLE

How IKEA Sends Super-Targeted Promotional Emails

Most people will tell you that a good open rate is around 20 percent, which really means that 80 percent of people are completely ignoring you. And that stinks.

It's a real challenge but Swedish furniture retailer IKEA is tackling it head-on.


Read the full article →
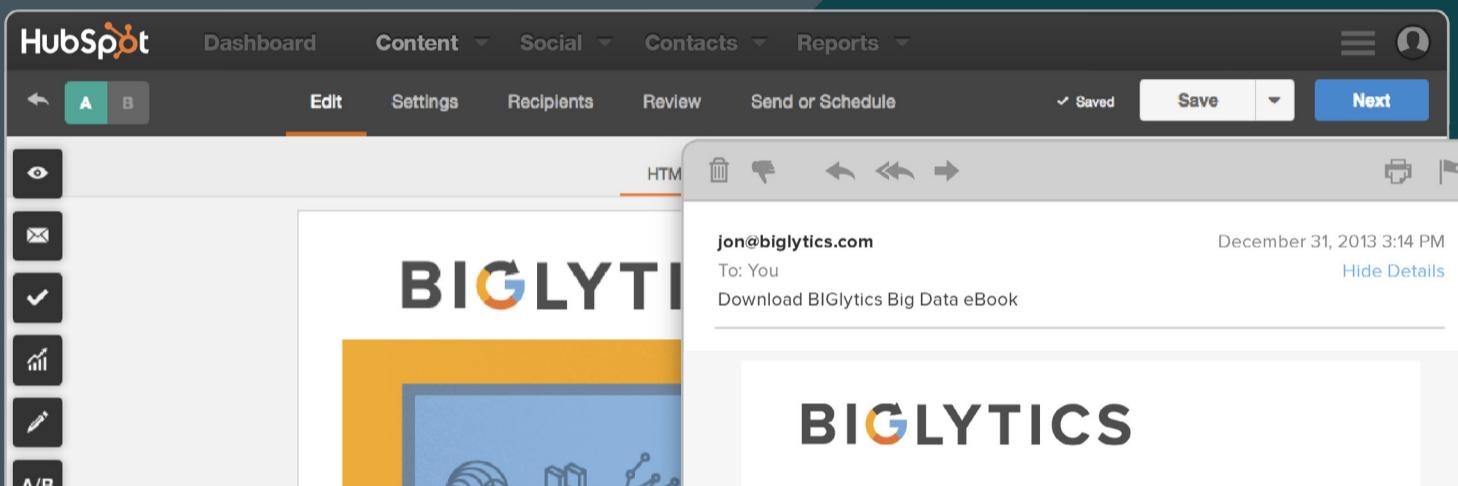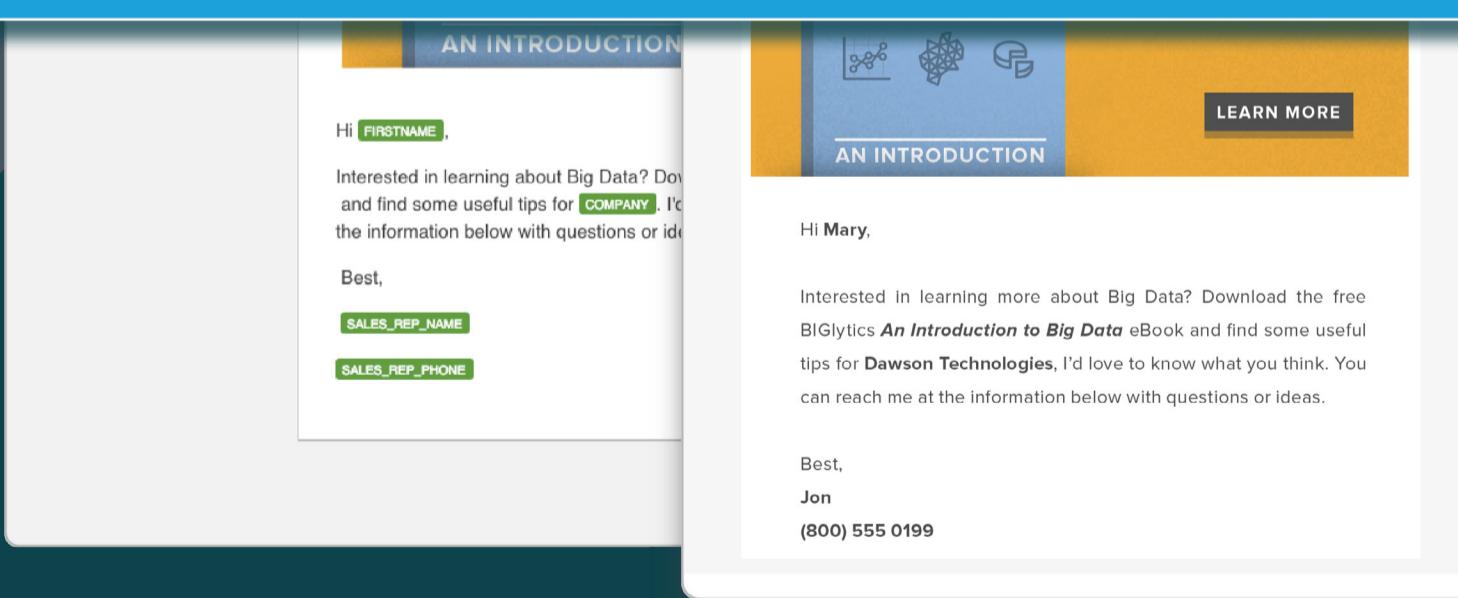
AN END TO INEFFECTIVE EMAILS

Most email software only allows you to upload a list and send to it. Because it's integrated with lead generation tools, HubSpot's software helps you attract new subscribers and grow your list over time. Even better? Using personalization features and marketing automation, you can ensure that your emails match the unique interests of each recipient.

Email that helps you grow your list, not spam it.