

# Dan Ni of TLDR on Curating the Paper of Record for Tech



## Video Summary

TLDR is a successful media company running curated newsletters in various technical fields. The CEO, Dan, shares insights on building TLDR, challenges, and opportunities in launching podcasts. The company focuses on hiring practitioners to curate stories and monetizes through advertising. Dan advises starting on Twitter or LinkedIn for distribution.

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### 1. Building a Media Empire

#### 00:00:00 - Building Media Empires With TLDR



TLDR is a modern media company with ten curated newsletters, reaching over eight million readers. They hire practitioners in various fields to curate stories that are interesting to them, focusing on technical topics like software engineering, AI, crypto, and cybersecurity. TLDR's business model involves selling advertising to large developer tools and B2B SaaS companies.

*Media Creators; Newsletter Network; Curated Content; Audience Engagement; Content Curation*

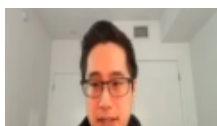
#### 00:03:43 - Newsletter Expansion Strategy Success



The speaker was inspired by a popular newsletter for millennial women to create TLDR, a daily newsletter for software engineers. TLDR started as a side project and grew through cross-promotion with other newsletters targeting developers. After exiting a previous company, the speaker focused full-time on TLDR, expanding into adjacent niches.

*Newsletters; Audience Building; Content Creation; Scaling; Paid Advertising*

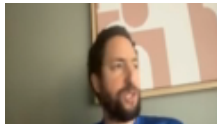
#### 00:05:19 - Tech Paper of Record



TLDR aims to become a leading source for technical topics like software engineering. They aspire to be a paper of record for the tech industry, legitimizing important articles and driving traffic. Original reporting is not their main focus; instead, they curate existing quality content from various sources on the internet.

*Newsletters; Media Industry; Content Curation; Brand Identity; Aspirations*

## 00:09:12 - Tech Newsletter Curation Model



TLDR has a repeatable format where curation teams surface the best links in technical domains like AI and software. Curators, paid \$100 per hour, enjoy part-time content creation. Part-time roles are seen as a new labor trend, attracting high-profile individuals for curated content creation.

*Content Curation; Part-Time Work; Remote Work; Tech Industry; Newsletter*

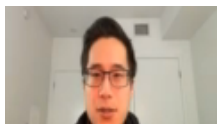
## 00:12:35 - Newsletter Content Curation Strategies



The speaker discusses how they aggregate content for their newsletter, emphasizing the importance of curating interesting and relevant stories. They mention using tools like Slack, Google Docs, RSS feeds, and Twitter lists to source content from a wide range of sources, including niche blogs.

*Content Curation; Newsletter Strategy; Audience Engagement; Rss Feeds; Social Media Aggregation*

## 00:15:00 - newsletter Platform Benefits



Curators work part-time to focus on full-time roles in their curated industries. The team mainly consists of ad sales, BDRs, demand generation, and success roles. Behive is a platform for newsletters, offering powerful functionality, audience scaling, monetization tools, and connections to premium sponsors. Use code "empires" for a 20% discount.

*Content Curation; Audience Engagement; Newsletter Platform; Scaling Businesses*

## 00:16:27 - Tech Media Outlet Launching New Shows



Turpentine is a media outlet by tech people for tech people, offering various podcasts on AI, investing, and tech discussions. They are seeking industry leaders to partner with. Initially, founder-led sales or a single salesperson model is effective, but as the company grows, a more comprehensive sales organization becomes necessary.

*Media Outlet; Tech People; Podcasts; Sales Organization; Founder-Led Sales*

## 00:18:22 - Trust in Advertising Sales

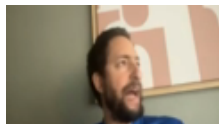


The speaker discusses the challenges in media sales, highlighting the importance of building trust with marketers to ensure long-term partnerships. They emphasize the need to make marketers look good and address any issues promptly to establish credibility and secure ongoing collaborations.

*Media Sales; Audience Engagement; Advertising Strategies*

## 2. Newsletter Growth Strategies and Expansion

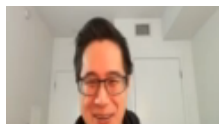
### 00:20:36 - Newsletter Expansion Strategies and Challenges



The speaker discusses the challenge of expanding into new niches for their business, primarily focusing on B2B SaaS companies. They receive requests for newsletters in various niches, such as gaming, but expanding into niches without many B2B SaaS companies may be difficult given their current structure.

*Demographics; Niches; Categories; Expansion; Audience Engagement*

### 00:21:51 - Gaming Business Model Future



TLDR Gaming is unsure about its business model and prefers focusing on technical niches for creating unique content. They are not currently involved in community building or podcasts, as they believe each product requires a distinct approach. While communities interest them, there are no immediate plans to launch one.

*Content Creation; Audience Engagement; Media Platforms; Business Model; Newsletter*

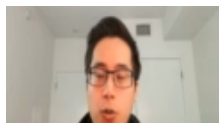
### 00:24:08 - Audience-Focused Media Growth



Deep diving into specific audiences and creating content across different mediums can help in monopolizing attention and creating value. Transitioning between mediums can be challenging, but focusing on a niche audience and maintaining consistency can lead to success. Building a vertical media company like Freight Waves or Blockworks can be a valuable strategy.

*Audience Building; Media Platforms; Content Creation; Vertical Media Company*

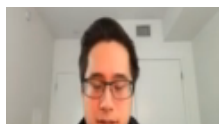
### 00:26:56 - Maximizing Newsletter Growth and Monetization



The speaker discusses the balance between paid and organic growth, emphasizing the importance of minimizing churn in newsletter operations. They mention using various channels for growth, including referrals and ads on platforms like Facebook and Twitter. Advertisers typically work across a range of newsletters for monetization.

*Organic; Paid; Churn; Minimizing Churn; Monetization*

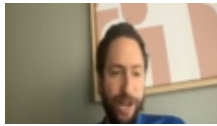
### 00:28:43 - Navigating Newsletter Expansion Strategy



Working in adjacent niches has been beneficial for launching new newsletters. Considering existing audience and advertiser base is crucial before launching new content. Initially, the lack of sophistication led to challenges, but now they ensure alignment on both sides before launching. This approach has improved the success of new launches.

*Audience Building; Newsletter Strategy; Brand Identity; Content Segmentation*

## 00:30:17 - Newsletter Advertising Growth Strategy



The company primarily books deals quarter to quarter due to fast-growing newsletters. They aim to transition to larger, longer-term deals as their audience saturates. They are in the early stages of developing their go-to-market strategy, recently expanding their team to build a typical tech company structure.

*Newsletters; Cpm Deals; Audience Growth; Long-Term Partnerships; B2B Audience*

## 00:31:47 - Startup Customer Types Expansion

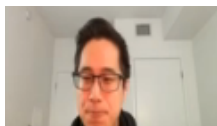


The company started with startups willing to try niche channels for performance benefits. They now work with larger cloud companies like Google Cloud and Nvidia. They aim to target growth-stage companies and are considering entering the newsletter market with analysis-type newsletters by leveraging successful podcasters or YouTubers.

*Startups; Customers; Newsletter; Podcasts; Content Creation*

## 3. Building a Media Brand

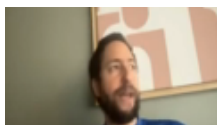
### 00:35:56 - Building Brand With Sub Brands



Creating analytical newsletters around podcasts and YouTube channels can be a successful distribution hack to build an audience. Leveraging other brands initially is beneficial, but ultimately, establishing a strong brand like Turpentine is essential for long-term success and partnerships. Building a direct audience is crucial for sustainability.

*Newsletters; Podcasts; Social Media; Content Creation; Brand Identity*

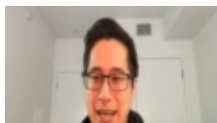
### 00:38:14 - Building Defensible Media Companies



The speaker discusses the importance of building a defensible back-end media company, using BuySell Ads as an example. They highlight the benefits of platforms like YouTube that handle distribution and monetization, allowing creators to focus solely on content creation. Loyalty towards individuals over brands is also emphasized.

*Newsletters; Media Company; Ad Sales Team; Youtube; Content Creation*

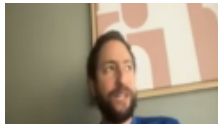
### 00:40:43 - Personal Monopoly in Media



The speaker finds the mix of personal touch and enterprise value in media companies interesting, citing examples like The Ringer and Fox Media. Straddling the line between being a star vehicle and building enterprise value is seen as a rare and valuable balance.

*Content Creation; Audience Engagement; Brand Identity; Scaling Business*

## 00:42:06 - Building Media Empires: Key Insights



The speaker emphasizes the importance of not building an audience on someone else's platform, suggesting starting with Twitter or LinkedIn for distribution but eventually owning a platform like a newsletter or podcast. YouTube is recommended for long-term presence due to its dominance in video hosting.

*Audience Building; Content Creation; Distribution Platforms; Brand Identity; Scaling*

## 00:43:59 - Podcast Fan Feedback Appreciation.



The speaker is a fan of the person being addressed and admires their work in building an empire with TLD Arts. They discuss the potential for growth in podcasting and other formats like newsletters, expressing admiration for the achievements made so far. The speaker appreciates the wisdom shared in the podcast.

*Podcasts; Newsletters; Empire; Audience Engagement*