

# **ON BUILDING NEWSLETTER**

**MICHAL POCZWARDOWSKI**

**TRUG 23/05/2024**

# WHY?

- Share-knowledge
- Build Personal Brand
- 1%

# WRITING JOURNEY

- Started in 2022
- Book Reviews @ Goodreads
- With no courage to go public

# PLATFORMS

- [ghost.org](https://ghost.org)
- [substack.com](https://substack.com)
- [hashnode.com](https://hashnode.com)

# NOTABLE @ SUBSTACK

- Lenny's Newsletter (600k)
- The Pragmatic Engineer Newsletter (500k)
- ByteByteGo Newsletter (500k)
- Granted (370k)

# WHY NOT BLOG?

- Wordpress
- Github Pages
- self.made RoR blog

# SUBSTACK

- single focus -> writing
- aligned incentives with writers
- zero cost (except \$50 for custom-domain)
- Notes (substack's social-media)
- business model %-for-paid-subscriptions
  - 10% + stripe(~2.9% + \$0.3)

# CONTEXT / OPPORTUNITY

- Gap-year (ex-Netguru)
- Substack setup 31 Oct 2023
- Public on 2 Nov



**GETTING SUBS**

# SUBS: WHAT WORKS

- Recommendations
- Mentions by fellow writers
- Being featured in Newsletters (aggregators)
- Substack Notes
- LinkedIn (mostly from friends at the beginning)
- r/programming Reddit (but not for subs)

# **SUBS: WHAT DOES NOT WORK**

- Public Slack communities
- DM on LinkedIn
- Twitter/X
- Facebook

# SUBS: SOURCES

- 64% Substack (40% Recommendations + App + Notes)
- 20% Direct (with no trackers)
- 13% LinkedIn
- others (reddit, other sites, tldr.tech)

# NAMING THINGS

- Poczwardowski Notes

# RE-NAMING THINGS

- Perspectiveship (since 11/03, [perspectiveship.com](http://perspectiveship.com))

# LESSONS LEARNED

- Writing is difficult but not that hard
- Distribution is king
- Define target audience and content pillars
- Find aligned groups
- Newsletter = Product
- Marketing / CTA / CTR

# WINS

- 1x (cover-article) featured in LeadershipInTech.com (25k)
- 2x top1 - reddit - r/programming
- 3x featured in SoftwareLeadWeekly.com (30k)
- 1x featured tldr.tech (webdev)



# MY GOAL

- 52 articles in 2024





18

19

20

# 19 week streak!

Top 17% of publishers

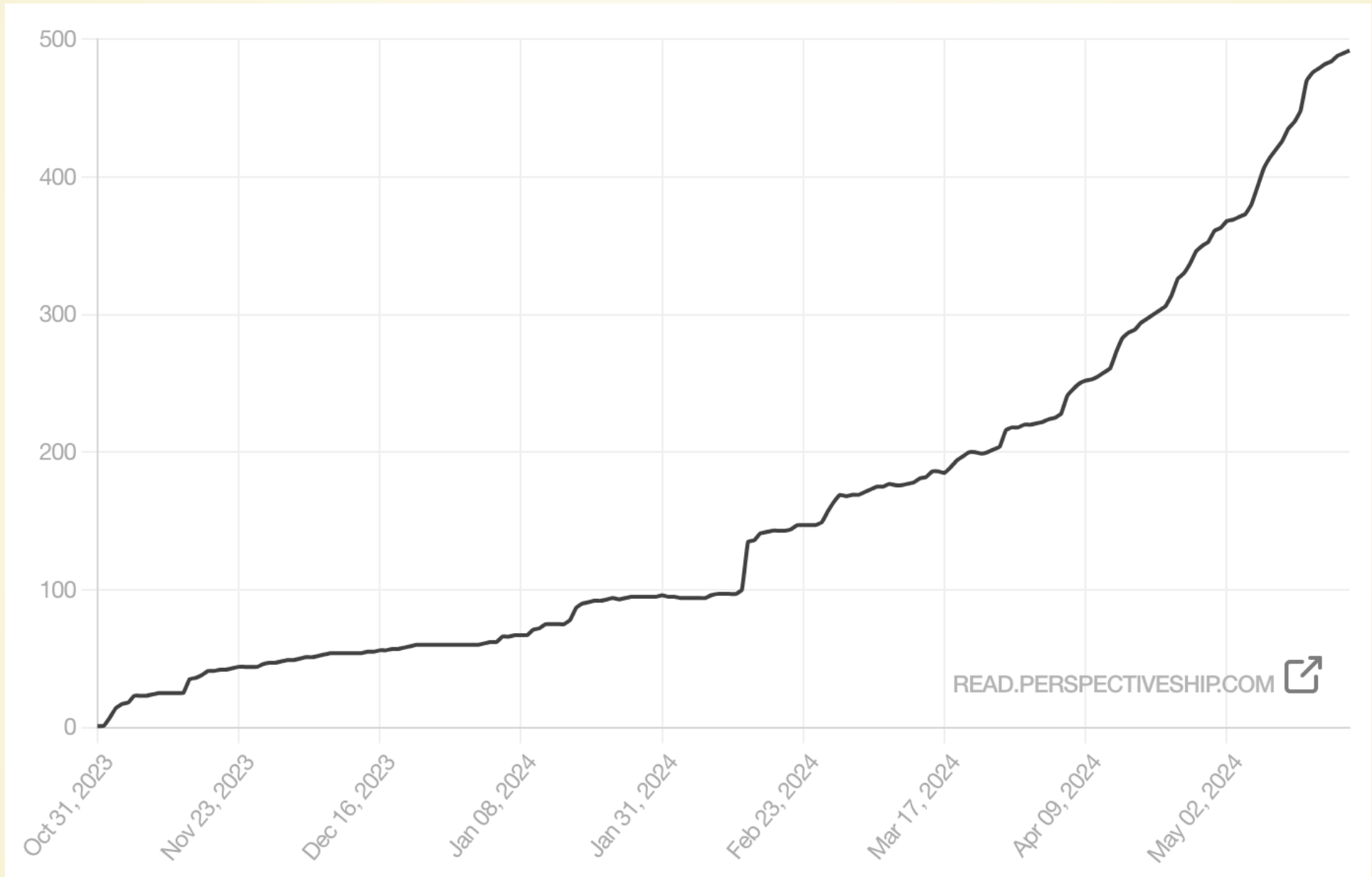
# EXAMPLES OF MONETISATION

- paid newsletter
- sponsored articles
- mentoring/consulting hours
- online courses hours

# EFFORT/TIME BUDGET

- writing/editing 2-6h weekly
- social-media-interactions  $\langle 0, 168 \rangle$  weekly 🙈
  - reading-others 1h daily

# LOOKING BETTER



**QUESTIONS?**

**THANK YOU**



