

# 6 Week Newsletter Mastery Accelerator

## Week 2 – The Tech



Recap

# Homework from last week



Recap

# Newsletter Review

Review

# Lorette Murphy



Review

# Newsletter Operator

# Header



## Newsletter Operator

Hey, it's Matt. Quick reminder that I'm hosting a free LIVE training next week on:

***How to start a newsletter, get your first 10k subscribers, and \$10k+ in sales.***

RSVP for 👉 [Tuesday](#) or [Thursday](#). 👉

In today's issue:

- 12 steps to a \$10,000+ per month newsletter
- Subject line templates to boost your open rate
- And much more...

*First time reading? [Sign up here](#).*

# Links for association

### BEST LINKS

#### My favorite finds



##### Growth

- Midjourney is a cheat code for producing great ads ([LinkedIn](#))
- How to do cross promotions the right way for growth ([Growth in Reverse](#))



##### Revenue

- A 5-day email sequence that converts ([Justin Welsh](#))
- “The News” might be the most successful newsletter you’ve never heard of ([Inbox Collective](#))



##### Engagement

- 9 subject line templates to boost your open rate ([LinkedIn](#))



##### ICYMI

# Body of the email

## DEEP DIVE

### 12 steps to a \$10,000+ per month newsletter

I've generated 7-figures from my newsletter and helped clients add 10,000,000+ subscribers and tens of millions of sales.

Here's how to get your first \$10k:

#### 1) Be hyper-scale or hyper-niche

You should have an audience as broad as the New York Times OR as niche as Industry Dive's B2B brands.

Don't be in between.

- Advertisers want hyper-scale — the ability to reach millions or tens of millions.
- Or hyper-niche — the ability to reach a targeted high-value audience.

For new founders, I recommend hyper-niche.

By narrowing down who your content is for, you stand out more.

# Call to Action

### THAT'S A WRAP

## Before you go: Write, Grow, Sell enrollment is ENDS in 9 days

Write, Grow, Sell is a cohort-based course and community for people who want to start a newsletter, get their first 10k+ subscribers, and \$10k-\$50k/month in sales.

Learn more and enroll before the deadline:

Grow Your Newsletter »

**P.S.** I'll share an exclusive bonus and discount for *Write, Grow, Sell* on the [webinar](#), but 90% of the webinar content will be educational.

How did you like today's newsletter?

 Love it!

 It's Okay

 Not Great

**What did  
you notice?**

No images

# Heavy focus on the content

**Always take  
the next step  
at the end**

# Goals

**Opens and  
Clicks are  
the only  
things that  
matter**

# The Technology

# Technology Options

Try Mailchimp risk-free with a 7-day trial. [Start for free today.](#)



Start Free Trial

Log In



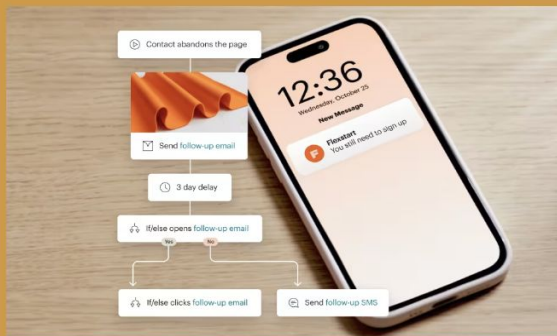
## Turn Emails & SMS into Revenue

Get more opens, clicks, and sales with the #1 email marketing and automations platform\*—now with SMS.

Start Free Trial

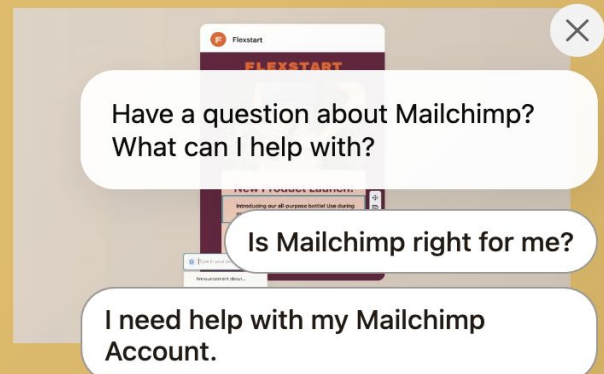
Feedback

### Convert with email & SMS



Drive results with seamlessly integrated SMS campaigns, now backed by the same insights, segmentation, and targeting as email.\*

### Create relevant content faster



Effortlessly create on-brand content with generative AI tools, and choose from expertly designed templates.

Chat with us

# Technology Options

[Start Free Trial](#)[Log In](#)[Email Marketing](#)[Email & SMS](#)[New!](#)[Websites](#)[Transactional Email](#)[\\$ USD](#)

## Try our Standard plan for free!

Find out why customers see up to 24x ROI\* using the Standard plan with a risk-free 7-day trial. Cancel or downgrade to our [Essentials](#) or basic [Free](#) plans at any time.

- ✓ Generative AI features
- ✓ Custom-coded email templates
- ✓ Advanced segmentation & reporting
- ✓ Data-driven optimization tools
- ✓ Enhanced automations
- ✓ Personalized onboarding

### Standard

Send up to 120,000 emails each month.

Contacts

10,000



### Free for 7 days

Then, starts at **\$135/month\***

[Sign Up Free](#)

\*See [Free Trial Terms](#). \*Overages apply if contact or email send limit is exceeded. [Learn more](#)

[Feedback](#)

**Best Email  
overall –  
integrates  
with  
everything**

# THE NEWSLETTER PLATFORM BUILT FOR GROWTH.

For Creators, By Creators:



5/5 from 1841 reviews

Get started

Get a demo

✓ No credit card required   ✓ 30-day free trial   ✓ Cancel anytime

CREATED BY THE EARLY MORNING BREW TEAM

NOW POWERING THE WORLD'S TOP NEWSLETTERS

 Chatbot Assistant

6 Week Newsletter Mastery

# Technology Options



Features Pricing Ad Network beehiiv for Resources Company

Login

Get a demo

## CHOOSE YOUR PLAN

Monthly

Yearly

### LAUNCH

\$0

No commitment

Up to 2,500 Subscribers

What's included...

- Custom Website
- Custom Newsletters
- Campaign Analytics
- Unlimited Email Sends
- Up to 3 Publications
- Recommendation Network
- Optimized Deliverability
- Subscriber Tagging
- Audience Segmentation New
- Custom Domains New
- API Access New

Get Started with Launch

MOST POPULAR

### SCALE

\$99 per month

Billed monthly

Up to 10,000 subscribers

Everything on Launch +

- Ad Network \*
- Boost Network \*
- Premium Subscriptions \*
- New Website Templates
- Email Automations
- Referral Program
- 3D Analytics
- beehiiv AI
- Survey Forms & Polls
- Unlimited Teammates
- Community Access
- Webhooks

Get Started with Scale

Start a 30-Day Free Trial

2,500 free subscriber limit applies to trials.  
No credit card needed to get started.  
Trial ends upon upgrade.

BEST VALUE

### MAX

\$199 per month

Billed monthly

Up to 10,000 subscribers

Everything on Scale +

- Remove beehiiv Branding New
- NewsletterXP Course New \*
- Up to 10 Publications New \*
- Priority Support New \*

Get Started with Max

Start a 30-Day Free Trial

2,500 free subscriber limit applies to trials.  
No credit card needed to get started.  
Trial ends upon upgrade.

### ENTERPRISE

Custom pricing

Flexible billing

Custom 100k+ subscriber limits

Everything on Max +

- Concierge Onboarding New
- Designated Account Manager
- Dedicated IP Addresses
- Infinite Subscribers

Contact Sales

Chatbot Assistant

# Technology Options

BIG NEWS: ConvertKit is becoming Kit. [Learn more →](#)



Log in

Sign up free



## Sustainable growth tools for creators

ConvertKit helps 600k+ creators like you work smarter – not harder – with email, automation, and monetization tools that work together to drive continuous growth.

Get started free

14-day free trial. No card required. [Free migration service.](#)



# Technology Options

## Pricing plans for all creators

For creators focused on audience growth, business growth, and scale

How many email subscribers do you have?



Pay monthly

Pay yearly (2 months free)

### Newsletter

For creators building their audience



## \$0/mo

Free, seriously

Up to **10,000** subscribers

Sign up free

1 basic Visual Automation

### Creator

Recommended

For growing creators automating their work



## \$100/mo

\$1,190 billed yearly (Save \$238 per year)

Up to **10,000** subscribers

Start 14-day free trial

Unlimited Visual Automations

### Pro

For established creators scaling their business



## \$140/mo

\$1,670 billed yearly (Save \$334 per year)

Up to **10,000** subscribers

Start 14-day free trial

Unlimited Visual Automations

# Technology Options



## HUBSPOT CUSTOMER PLATFORM

# Grow better with HubSpot

Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one AI-powered customer platform that grows with your business.

Get a demo

Get started free

Get a demo of our premium software, or get started with free tools.



### Your Weekly Activity

| EMAILS | CALLS | MEETINGS |
|--------|-------|----------|
| 17     | 25    | 15       |
| ▲ 4    | ▲ 7   | ▲ 2      |



Repurpose your content  
with content remix

HubSpot AI



AI Chatbot

👋 Want to chat? I'm an AI chatbot here to help you find your way.

< Contacts

Actions •



Aisha Saah



👋 Want to chat about HubSpot?  
I'm an AI chatbot here to help you find your way.

# Technology Options

## Customer Platform

Everything you need to scale your business, bundled together and discounted. [Calculate your price](#)

### Free Tools

Foundational tools to get you started

**\$0**

Free for up to 5 users. No credit card required.

Get started free

Includes:

-  Free Marketing tools
-  Free Sales tools
-  Free Service tools
-  Free Content tools
-  Free Operations tools
-  Free Commerce tools

### Starter Customer Platform

RECOMMENDED

Essential marketing, sales, service, content, and operations software

**\$20/mo/seat**

Pay Monthly  
Commit monthly

Pay Upfront  
**BEST VALUE**  
Commit annually

Buy now

Includes:

-  **Marketing Hub Starter**  
Includes 1,000 marketing contacts
-  **Sales Hub Starter**
-  **Service Hub Starter**
-  **Content Hub Starter**
-  **Operations Hub Starter**
-  **Commerce Hub**

### Professional Customer Platform

Comprehensive marketing, sales, customer service, content, and operations software

**\$1,300/mo**

**Includes 5 seats**

Additional seats start at \$50/mo

Pay Monthly  
Commit annually

Pay Upfront  
**BEST VALUE**  
Commit annually

Talk to Sales

Starter Customer Platform, plus:

-  **Marketing Hub Professional**  
Includes 2,000 marketing contacts
-  **Sales Hub Professional**
-  **Service Hub Professional**
-  **Content Hub Professional**
-  **Operations Hub Professional**
-  **Commerce Hub**



What I would use

**Beehiiv**

**Or**

**HubSpot  
Starter  
platform plus  
mailchimp**

# Questions and Challenges