

6 Week Newsletter Mastery Accelerator

Week 3

Create a content cadence that will help you avoid writer's block

**Remember this
single rule:**

Clicks are currency

**Clicks are the way
that your list
validates your
content**

**Think of your email
as an ascension of
content**

**There are 4 key
parts**

Section 1: What to expect

Hey, it's Matt.

This week I hosted 2 live webinars on how to start a **newsletter**, get your first 10k subscribers, and generate \$10k+ per month.

We had over 800 people attend live.

But I messed up...

On our biggest webinar, I forget to click "record". Bummer.

But it's okay! That webinar was over 3 hours long.

So instead, I created a **concise** version of the training you can watch below. 📌

In the video you'll learn:

- The **simple system** I use to grow **newsletters** to 10k+ subscribers and \$10k-\$50k+ per month in sales, fast
- The #1 way to scale your to **1M+ subscribers profitably**
- 3 easy ways to **write your newsletter with AI**
- How to pick a **lucrative niche**
- And more...

P.S. At the very end, you'll learn about **Write, Grow, Sell...**

The cohort course and community where you'll work with me to start, grow, and monetize your **newsletter** in 5 weeks.

Right now, there are less than 100 spots left in the cohort — and **enrollment ENDS Monday September 16th** at midnight. That's 2 days from now.

Example

Example

Hey, it's Steve...

This week I recorded a few overview videos on what I would be buying if I was actively looking for a home in San Diego:

- [The only 4 Bedroom homes in San Diego I would buy right now](#)
- [The best Luxury Home for sale in Del Mar](#)
- The biggest home I could get for under \$2m
- My 3 favorite home sales this week

In today's email, I'll cover everything you need to know when viewing homes in person for the first time

Section 2: Links that build authority

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

- An analysis of buyers from my **newsletter** ([Twitter](#))

Industry News

- Dow Jones creates new Leadership Institute ([Axios](#))
- Endeavor Business Media acquires new brands ([AMO](#))
- The Flyover launches state-focused **newsletters** ([LinkedIn](#))

Example

Example

What I am consuming this week in real estate:

Mortgage Rates Should drop this week (Via [CNN](#))

What the housing market seems to have stalled (Via [CNBC](#))

What the 2025 housing forecast is looking like (Via [Forbes](#))

Why buying a luxury home now, will still give you huge returns in 7 years (via [RobbReport](#))

Links that would work

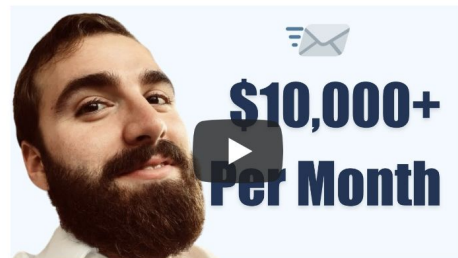
Example

- Event Links
- Blog posts you wrote
- National RE Stories
- Local Stories
- PDF Links - Market report etc...
- Top Food posts
- Upcoming live webinars for you (could be CTA at bottom of the email)

Section 3: The Main Event

FREE TRAINING

How to build a \$10,000+ per month **newsletter**,
step by step



*How To Build a \$10k+ Per Month **Newsletter**, Step By Step*

Tap the video above to watch! 📺

Inside you'll learn:

- How to pick a lucrative niche
- How to make money in your sleep with email automation
- How to sell sponsorships — even if you have a small list
- How to write high-quality content in <2 hours per week with AI
- The #1 way to scale your email list to 1M+ subscribers profitably
- How to make \$1 to \$3 EVERY TIME someone signs up for your **newsletter**
- How to create a **newsletter** offer so good it would be stupid *not* to sign up
- How to get subscribers on autopilot with a “set and forget” growth method
- How to turn one weekly **newsletter** into 500+ posts per year that bring in tens of thousands of subscribers for free

If you want to build your email list, [watch this](#)

6 Week Newsletter Mastery

Section 3: The Main Event Matt Gray

Happy Wednesday

I'm writing this 30,000 feet in the air flying from the Dolomites to Charmonix.

We're landing soon so I'll make this quick -

I just published the most RAW video of my journey yet.

Watch it here: <https://linktw.in/OcWUXA>

What is it all about?

Well, 2 weeks ago I almost sh*t my pants skydiving with my CRO.

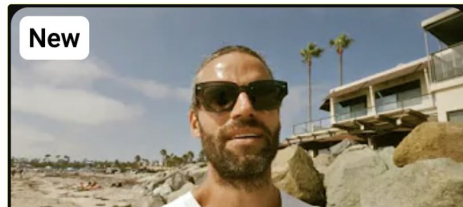
In the video, you travel with me over the world.

I reflected about 3 things:

- [The importance of surrounding yourself with the right people \(the kind who will jump out of a plane with you\)](#)
- [How to make your product stand out in a world of mediocrity](#)
- [The systems that allow me to step away from my businesses for months at a time while they continue to grow](#)

(I made it so that you can click any of the above links to head to that part of the video)

Watch it here:



Section 4: The Sales Part

THAT'S A WRAP

**Last call: Write, Grow, Sell enrollment ENDS
Monday September 16th at midnight**

After that you *can't* get access.

Over 150 people have already joined.

We'll be working together over the next 5 weeks to start, grow, and monetize their **newsletters**, step-by-step.

Write, Grow, Sell has *everything* you need to build a successful **newsletter**.

Learn more and enroll before the deadline:

[Grow Your Newsletter »](#)

Best,

— Matt McGarry

P.S. Next week, we'll return to regular programming. I have some great **newsletters** and new podcast interviews coming up soon.

Example

Example

That's it!

If you're considering a move in the next 90 days, every journey is different.

If you want an A to Z strategy on what it will take to buy a home in today's market, book a call below.

<button>Schedule a Call</button>

**There is no obligation and you can decide how to move forward after the call*

Example

That's it!

If you are moving in the next 90 days, did you know there is a simple way to sell your home for the highest price without all the open houses?

We may have an offer for you home in the next 96 hours.

<button>Unlock my Home Offer</button>

**There is no obligation and this is free to learn more*

Section 4: The Sales Part Matt Gray

Matt

P.S. Whenever you're ready, there are 3 ways I can help you:

#1: The price to join Founder OS will increase permanently on October 15th. [Book a call now](#) to save \$1,000+ by becoming part of the best community of founders in the world — before the price goes up!

#2: I'll pay you \$1,000 for each founder you refer to Founder OS. Just copy this link and send it to 5 founder friends: https://www.founderos.com/claim?referred_by=

#3: [Book me as keynote speaker](#). In my talks, I share practical strategies and systems for audience growth, brand building, and automation.

Homework:

6 Week Newsletter Brand Ideas - Week 1

Please completed before week 2 so we can review and get you unstuck

Name

Short answer text

Newsletter Brand (The San Diego Report)

Short answer text

Newsletter Headline

Long answer text

Newsletter Subheadline

Long answer text

Questions About This excerize (I am stuck at...)

Long answer text

Questions and Challenges