

Jessilynn Norcross, McLean and Eakin Booksellers
jessilynn@mcleanandeakin.com

1. If you want to build a better newsletter, you have to spend more time on it.
2. Deep work helps get more done.
3. Evaluate your data and feedback. -Or don't.
4. Your biggest competition is this: people are busy.
5. Engagement is more important than size. Unsubscribes are good. You want to build a community, not a list.
6. Subscribe to good newsletters. Do what they do.
7. We don't do a print newsletter anymore. Here's why.

*Most of these points are from *Do/Open/How a simple email newsletter can transform your business (and it can)* by David Hiatt