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.


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 Hieatt