# Module 3 - Getting Started

[00:00:07] **Caroline Porter** Hi everyone, Caroline Porter here. Thank you so much for joining. This is video three in module three. So far, we have talked about ways to monetize your newsletter as well as ways to grow an engaged audience. So, it has been super fun for me and I hope so, too, for you. Today, what we're going to do is a pretty quick video that's going to review ways to get started and things to consider.

[00:00:31] **Caroline Porter** Today in getting started, we're going to cover ways to consider matching your revenue stream with your email service provider. We're also going to discuss things to consider and how you want to start your classified section. And finally, some key considerations before starting advertisements or sponsorships.

[00:00:51] **Caroline Porter** In matching your email service provider with your preferred revenue stream, essentially this is for when you're getting started. So for those of you getting started, perhaps as we went through the menu of options for monetization, you thought, "Hey, you know what, I would really like to start with a paid subscription model." That's where I want to start. So you might consider Substack, because Substack has is set up, essentially, to offer tiers with free and paid, whereas maybe you're really excited about the concept of a newsletter that you can also tether to e-commerce. You might want to look into Squarespace, because Squarespace is known for more e-commerce and would have the, you know, software set up that you need for that. Not to say the others don't necessarily, but we're just kind of playing to the strengths of each email service provider. That's really what we're thinking through here. Another one is Revue. So, as you likely know, Revue was recently acquired by Twitter, and we're curious to see what this could mean in terms of bundling and social reach. But, perhaps that will be a benefit of Revue. Then with MailChimp, something that we have benefited from and we have worked with newsletters that use MailChimp is that you can segment the list very easily. So this is useful, for instance, when you want to do a donation drive, something that we talked about also in video two.

[00:02:09] **Caroline Porter** Classifieds. So here and getting started, these are just some basics to have in your head when you want to get going. First, you can use something like Google Forms or even your own email for people to send in classified information. It really depends on what's useful to you. But keeping it with, like using systems you already have in place should work. Even your website often has like input forms so you could do something there. Second thing is that in terms of payment, you know, keep it simple to start. Just make it easier on yourself and on your potential customers. So a flat fee, maybe one flat fee, maybe two, depending if you want to make it by length, like word count, for instance, that's an option. Then the third thing, and this is pretty critical, you want to ensure that you maintain prior review so that you get to review the content for the classifieds before they go out. And this is a general best practice for anything where you're going to be putting someone else's content embedded inside your newsletter or any of your content for that reason, for that matter.

[00:03:11] **Caroline Porter** OK next, and this is their final segment for this video. With sponsorships and advertisements, there are some basic questions you want to think through. So one is, how do I want these advertisements to look? Am I open to having graphics or do I only want this to be words? Do I have any thoughts about what I am or am not comfortable with? You definitely want to think through that before you start pursuing potential advertisers or sponsors as partners. Two, how am I going to label these? How do I want to make the reader aware that this is not my own organic content, but rather this is

coming from an advertiser or a sponsor. So, for instance, do I want to say sponsored by or presented by? Third, #3 and #4 really go together here, what metrics do you want to make available to a potential advertiser or sponsor? And then what metrics do you want to make available regarding performance after they have participated and want to know how perhaps the newsletter is performing? So you want to think about what you're comfortable sharing, what you're not comfortable sharing, and what that could mean for how you want to pursue those two revenue streams. These are just a couple of things to keep in mind, and hopefully they give you some guardrails as you're thinking about what might be the right fit for you with the monetization of your newsletter.

[00:04:37] **Caroline Porter** So to recap, with that first one where you're matching your revenue stream with your email service provider, really pay attention, ideally, before you start and know also that things change and that's OK. You two can change and that will be fine. You know, so much of this is about being communicative and clear with your readers. Second, if you want to start a classified section, to make life easier on yourself and everyone, keep it simple, make it direct, use systems you already have in place or you're familiar with. Then for advertisements and sponsorships, know in advance what you're willing to provide. Think through that and how that can best match your value-ad that we talked about way back in video one, and what your readers are expecting and what they might even benefit from seeing inside or embedded in your newsletter.

[00:05:30] **Caroline Porter** OK, so thank you so much. This is my final slide in my final video for this module, and it has been such a joy. I really appreciate it. Thank you for your time and your attention. Next up in Module four, Joseph is going to cover what comes next with your newsletter. So, you know, just like a garden, your newsletter is going to require some tending to and at some point you may even want to end your newsletter. Joseph is going to explore all of that and thank you so much again for your time and your interest. I look forward to connecting with you soon.