

"TEXT POST" for Substack, can send ~~to~~ via email as a newsletter

Can have a colored background that correlates with the brand colors.

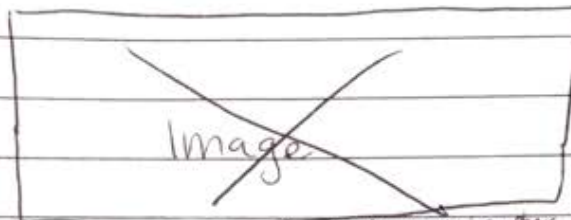
Note for Self:
Make smaller

This background should always be white. It allows you to play with colors to grab your audience's attention and make them do the thing you want them to.

LOGO/image header

Headline Headline

Headlines should always be a larger font than the body text. It should say something that makes the reader want to know more. In marketing, it's called a "hook."



caption space for credit to photographer

Make sure you're only using images you've created, and if not credit is needed.

These can be bold text, and can be a color assoc. w/ your brand.

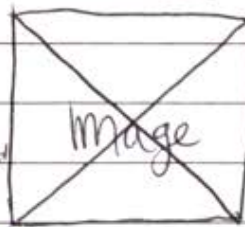
Headline Headline

You can also start your newsletter line this, especially if it's announcing something. It's also a good way to get your audience activated.

Headline Headline

Subheadline Subheadline

Body text that relates back to what's being said in the photo and the headlines. The image should be as long as the text in this paragraph is.



Images should be hyperlinked to the resources you're mentioning like a blog post or event page. Minimum: your website where the image is.

Buttons can be colored and have the text pop out more. They draw a lot of attention!

Learn More

Headline Headline

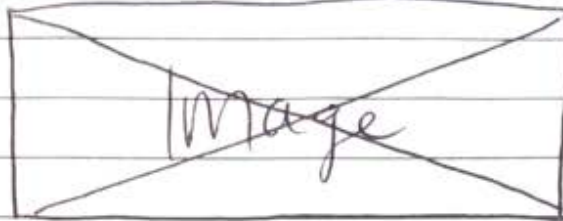
Subheadline Subheadline

- Bullet points allow you to say what you need to
- In a short amount of words
- Since the headlines can say the bulk
- These bullet points can give ideas, list event details
- or give your audience a list of action items.



Read more

Scroll down to:

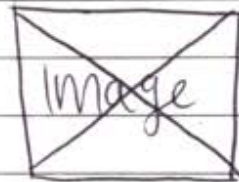


Head line

or if you want to do a longer email text box, then I recommend doing so like this. It gives your audience enough visual engagement to keep reading. The only thing I'd be careful about is writing more than a few lines at a time.

It increases your

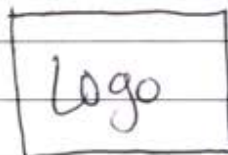
audiences' interest when you can break up the information into more digestible pieces.



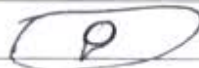
and you can always be sure that they're reading your emails.

Read more

This can be a link to the full post on your website. Or, if it's on Substack, this should be a subscribe button



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This is also where a disclaimer statement goes.

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