

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

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

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.

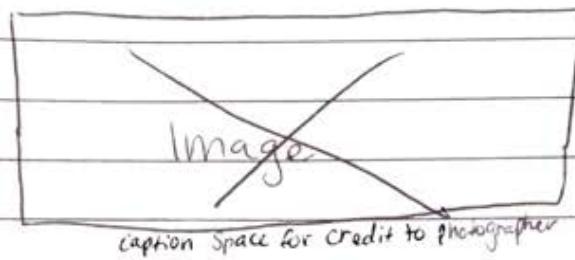
LOGO/image & header

Note for self:

Make smaller

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."



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 like this, especially if it's announcing something. It's also a good way to get your audience excited.

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.

Learn More

Image

Images should be hyperlinked to the resource 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!

Headline Headline

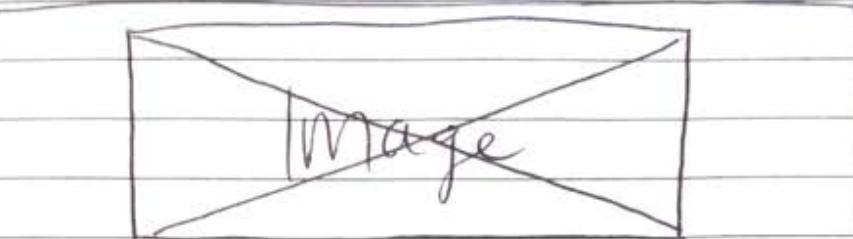
Subheadline Subheadline

- 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.

Image

Read More

Scroll down to:

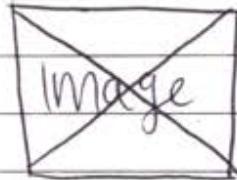


Head line

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.

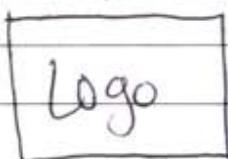
It increases your audiences' interest when you can break up the information into more digestible pieces.



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

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



Share



This is also where a disclaimer statement goes.

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