Letterhead

A LETTERHEAD WHITE PAPER

The newsletter strategy guide for publishers.

Four ways to build an owned audience that grows, engages, and earns — from the team that built and scaled WhereBy.Us.

tryletterhead.com

THE THESIS

The audience you email is the one you own.

Every other channel is rented — and rent can be raised, or the lease cancelled, without warning.

- **Search** is rented from Google. **Social** is rented from Meta.
- Even your **website** is one algorithm change away from a 40% traffic drop.
- **Email** is the one channel that stays yours — and it still returns about **$40 for every $1** spent.

90% of publishers say email is critical. Only 22% say it's paying off. The gap isn't effort — it's approach. The four plays close it.

INSIDE THE GUIDE

The four plays.

Play 01

Personality

People follow people. Put your team’s names, voices, and expertise front and center — readers trust people, not faceless brands, and they come back for them.

Play 02

Content

Put your existing work to work. Your site and social feeds belong in every send; mix in a little original content and you’ve got something only you can offer.

Play 03

Growth

Ask for signups everywhere — every page, every login, every product — then let a referral program turn the readers who love you into a growth engine.

Play 04

Revenue

Build monetization in from day one. Design ad units up front and run direct-sold, self-service, and programmatic together. Don’t wait for a magic audience size.

WHAT GOOD LOOKS LIKE

The metrics that matter.

Great content earns engagement; engagement earns revenue; revenue funds the content. Teams running the plays see all three move within 90 days.

Engagement lift (90 days)	**+32%**
Revenue lift (180 days)	**+22%**
Less production time	**75%**

Where Letterhead fits: the four plays are platform-agnostic — they're just faster to run on a system built for newsletters, on top of the ESP you already use.

Read the full guide: **presentations.tryletterhead.com** • Book a no-cost test drive: **tryletterhead.com/lp/test-drive.html**