



A Welcome Note from Alex

Welcome to Newsletter Magic!

Whether you're a long-time customer—or whether you're doing the 30-day free trial called Magic May—welcome one and all.

On behalf of myself and the whole team, we're so excited that you're here.

Our goal is to help you:

- Strengthen your writing skills.
- Write and send your newsletter more consistently.
- Grow a bigger readership and get more people on your mailing list.
- Create a newsletter that is inspiring, powerful, noteworthy—a newsletter that people absolutely love reading.
- And, most importantly, make a positive impact on your reader's lives.

My name is Alex. I'm the co-founder of a company called Get It Done. We specialize in writing, publishing, and marketing services. I'm the author of six books. And I've been writing a newsletter every week for the last 11 years. If we've never connected before...hello! And here's a little info about my backstory to get us acquainted.

The magic of email

I still remember when I got my very first email account. I was around 11 or 12 years old. At the time, I was obsessed with sharks and I wanted to be an ichthyologist (a shark and fish scientist) when I grew up. So naturally, I chose sharklife@aol.com as my email username.

As a kid, I thought email was completely magical. My parents allowed me to use my dad's computer (on a limited basis, with supervision) for school projects and to talk to friends.

I couldn't believe that I could type words into a screen and then **whoosh** my message would get delivered to my friend Carly (who had moved thousands of miles away) or to my Spanish pen pal (I practiced my Spanish, they practiced their English), or anywhere else in the world. Instant communication. It felt like something from *Star Trek*.

It's been more than two decades since I got my first email account, and, even today, I still find email completely magical.

Yes, sometimes I feel like I'm drowning in too many messages. And yes, sometimes a distressing email comes along that temporarily derails my day. Nonetheless, I still feel so grateful for email. It's powerful, it's free, and accessible to pretty much every human being on Earth...and who knows, maybe some sharks, too!

So, I invite you to take a simple moment of wonder, awe, and gratitude.

As silly as it may seem, take a moment to say "thank you" to email, newsletters, mailing lists, to these remarkable tools that allow us to do so much.

It's pretty incredible that you can take the ideas in your head, pour them into an email or newsletter, and then send that message to dozens, hundreds, or thousands of people all around the world with one click, in one second. This is an immense privilege, so let's give it the gratitude it deserves.

Creating my first newsletter

Around 11 years ago, in 2010, I decided to start my first newsletter. And I'll be frank—I did not have a clear plan. Truly, none whatsoever.

I had recently quit my job. I'd been working for a public broadcasting company, but the cubicle life wasn't for me, and I wanted to be self-employed. I slapped together a very basic website and told all my friends, "Hey, I'm available for freelance writing projects starting...uh, now. Please send clients my way."

I figured that starting a newsletter would be a good way to build a name for myself and hopefully get some clients in the door.

Back in those days, I didn't have a particular audience in mind. I didn't have a central theme for my newsletter. Back then, my only goal was to get into a consistent writing routine, improve my writing skills, share my work publicly, and then see what might happen.

Back then, I wrote about anything and everything. TV shows that I loved. Muffin recipes. Thoughts on freelancing and self-employment. Hilarious ramblings (okay, hilarious to ME anyway, not sure if anyone else would agree). Sometimes, I shared poetry. A little of everything.

My writing was all over the place and very unfocused. And that's okay! There are times in life when you're in a phase of experimentation. Throwing spaghetti against the wall and seeing what sticks. Trying new things, floundering around, and gradually finding your style. You might be in this experimental place right now, and that is completely okay. Keep writing, keep marching forward, and greater clarity will come.

That's what happened for me. After writing my newsletter consistently for about a year or so, I began to find a groove and clarify my purpose. Gradually, with each passing week, I got clearer and clearer on what exactly I wanted to do and say.

I began to realize...

- I want to write newsletters that make people feel inspired, encouraged, motivated, and hopeful.

- I want to write newsletters that motivate people to take action—to *do something*.
- I want to spur people to go write that book, launch that business, fundraise for a great cause, or delete Facebook and enjoy life away from a digital screen.
- I want to share true stories that make people laugh out loud, nod in recognition, or burst into tears.
- I also want to use my newsletter as a place to highlight my services, products, and courses—and generate money.

These days, I feel very clear about why I have a newsletter, and what kind of impact I want to have on my readers. It feels so good to have this kind of clarity. And I'm excited for you to find this level of clarity, too.

Slow, steady, gradual growth

Little by little, mostly by word-of-mouth, my newsletter readership grew. First, one subscriber. My dad. Then two. My mom and dad. Then another. Then a few more. Many years passed, and now...

Today, I have a readership of around 13,000 people and growing. I've never purchased advertisements. I don't have any social media accounts. Folks usually discover my newsletter because a friend told them about it, or because they saw my work featured in the media, or because someone mentioned my newsletter on their website or blog. It has been beautiful to see this community of readers grow organically and gradually.

I don't have the biggest mailing list of all time. I know plenty of people who have a larger readership than me! But I can say that my readership is extremely kind, enthusiastic, and highly engaged. And so many of my readers have become clients, customers, collaborators, and dear friends.

That's my hope for you, too—to build a readership that feels like a true community, a respectful and caring family that loves reading your work and purchasing your work, too.

The best way to start...is just to start

Often, people ask me, “How can I become a better writer? How can I stand out and write things that get noticed, things that really make an impact on people’s lives? How can I grow a bigger mailing list?”

These are great questions, and those are exactly the kinds of topics that we address here in Newsletter Magic.

But I will say this...the best way to improve is to practice a lot, and the best way to start is simply to start.

Sometimes, you have to figure things out not by planning but by doing.

“As you start to walk on the way, the way appears.” —Rumi

Enjoy the journey ahead

I’ll close my welcome note with these final thoughts:

How miraculous that—by creating a newsletter—you have the ability to reach people all over the world? You can touch 10 people’s lives, or 100, or 100,000. There is no limit.

For free (or very little money), you have a platform to touch, transform, uplift, and change lives, and say whatever you want to say, without censorship. This is pretty incredible.

On tough days, when writing feels hard or you feel discouraged by slow sales or a deluge of unsubscribes, remember:

“The very fact that I can even do this is a miracle.”

Happy writing. Enjoy the journey ahead. And enjoy Newsletter Magic!

-Alex and the Newsletter Magic Team