

## Twitter Thread by pohjie



**pohjie**

[@pohjie\\_pj](#)



**After hearing about @JanelSGM from @csallen, I spent the past few hours digging into her Twitter feed to see how she has been building Newsletter OS in public, from ideation to launch.**

**Here are some highlights in chronological order and what you can learn from the process:**

1/ August 5 2020: Janel digs into '50+ newsletters' (note the number to build credibility) and creates a thread to discuss the lessons learnt. She also mentions that this is for a side project, which raises awareness of something she may be working on.

<https://t.co/v8KdezZEge>

Just subscribed to 50+ newsletters in the past hour  
(for a side project)

Here are some lessons I've learned

Thread \U0001f447

— Janel (@JanelSGM) August 4, 2020

2/ August 5 2020 (cont): Each tweet in the thread is focused on a key message, with clear pointers for newsletter writers to consider.

<https://t.co/K49DYbYNc8>

1/ Clear Value Proposition

Do you articulate clearly the following?

- What content you write about
- Who your newsletter is for

- How your audience will benefit from your newsletter?

— Janel (@JanelSGM) August 4, 2020

3/ September 1 2020: Janel tweeted about #buildinginpublic (note the hashtag) with @pabloheredia24 for @makerpad's challenge. While the project is <https://t.co/tMb1qCnxVY> and not NewsletterOS, Janel is getting in the reps on how to build in public.

<https://t.co/Ge9yQ6Su3E>

4/ October 18 2020: Janel hints at building her new product using @NotionHQ and @gumroad. But instead of telling the audience directly what the product is, she invites her audience to take a guess.

<https://t.co/n2Y9cU8UUR>

I've been launching a product a month, with the aim of launching 12 in 12 months (w/ @LaunchMBA)

This month, I'll be launching an actionable info product.

Core Tools: @NotionHQ @gumroad

Want to guess what I'll launch?

Free copy for the first person who guesses right.

— Janel (@JanelSGM) October 18, 2020

5/ Note that @JanelSGM also entices her audience to make a guess via offering a free copy for the first person who guesses right. This adds in the 2 elements of scarcity- volume (only 1 copy!) and time (first person who guesses right).

6/ October 19 2020: Janel announces her purchase of a domain. Further preempts her audience by telling them that more details will be announced soon.

<https://t.co/Q4vNMnYQte>

It's 2AM. Just bought a domain.

Confident that I am building something that's valuable enough to sell.

I really don't like selling stuff "just because"

It has to be good enough for me to want to buy it. This passes my criteria.

More details soon. Will #buildinpublic as usual

— Janel (@JanelSGM) October 19, 2020

7/ October 20 2020: Officially announces the pre-sales of Newsletter OS. Note the clear and concise structure of the tweet:

- Headline (what is being launched?)
- Who is this for?
- What is the problem?
- What is the solution?

<https://t.co/uhJNKtmHK1>

Newsletter Operating System

Launching pre-orders for my first info product

This one's for newsletter writers

Problem:

Managing a newsletter is time-consuming

Solution:

I've created a dashboard that helps save you hours in the curation, writing & growth process

More below \U0001f447 [pic.twitter.com/zbzsjiwMhcg](https://t.co/uhJNKtmHK1)

— Janel (@JanelSGM) October 19, 2020

8/ In the same thread, she gives a quick peek into the product, such as objectives and key results page, email boilerplates. Note that these are just screenshots of Notion pages, which do not necessarily require much time!

9/ Introduces scarcity to pricing- \$10 for the first 30 copies, then raised price to \$15, then to \$29 once \$2k sales were crossed.

10/ Then shared what she has learnt launching Newsletter OS to @IndieHackers. Do you see the pattern? Launch -> learn -> share learnings -> launch.

<https://t.co/kohw7rusFf>

Shared about my milestone & how I reached \$1K revenue and 100 pre-sales on @IndieHackers.

If you're thinking of building something, you should definitely join the Indie Hackers community.

Check out my post below. <https://t.co/A2YDNBtMAB>

— Janel (@JanelSGM) October 22, 2020

11/ Give your audience 'deadlines' to move them along the sales funnel! Mentions how price will be increasing from \$15 to \$29 at a specific timing, and how that price will likewise further increase to \$49 at launch.

<https://t.co/B7tuun8uV7>

Built out Newsletter OS further this weekend & am proud to say that it is going to save newsletter writers so much time.

Last chance to get it at \$15.

It'll be \$29 for pre-orders starting Monday noon EST, and will land on \$49 at launch. <https://t.co/CyEMpYLdO0>

— Janel (@JanelSGM) [October 25, 2020](#)

12/ Videos showing workflows of Newsletter OS! A short GIF is used to exhibit the idea. Most people also like the idea of learning from frameworks of others.

<https://t.co/EhdbRTrUL0>

Today is video taking day for the slightly more complex components of Newsletter OS.

Just so that anyone's who's new to [@NotionHQ](#) can follow along in each section :)

One day left before shipping. [#buildinpublic](#) [pic.twitter.com/tD03soVbTa](https://pic.twitter.com/tD03soVbTa)

— Janel (@JanelSGM) [October 29, 2020](#)

13/ October 30 2020: [@JanelSGM](#) announces how she is almost done with Newsletter OS product. Note the quick turnaround of 12 days- while she had to do more of brushing up + improving her existing workflow, she was very conscious of building the product in a quick and effective way

14/ Another feature of Newsletter OS- assets for newsletter directories. Instead of trying to do this alone, she relied on [@Mike\\_Andreuzza](#) for the design.

<https://t.co/MiXYi5SSM0>

Launch sneaks for Newsletter OS

Brand Asset Page

Every newsletter writer needs to have their assets / blurbs ready to submit to newsletter directories

The graphics and colors for the sample assets were created by [@Mike\\_Andreuzza](#)

Template inspired by [@felix12777](#) [pic.twitter.com/h17RkHnes0](https://pic.twitter.com/h17RkHnes0)

— Janel (@JanelSGM) [October 30, 2020](#)

15/ Make the launch interactive! Info-products are not necessarily interactive by design. But Janel manages to add interaction to the launch by having her buyers look for Easter eggs and post them on Twitter. Reward? A 30-min newsletter consult with her!

<https://t.co/CBoRVGAeR3>

One hour to launch.

Have hidden 2 easter eggs in Newsletter OS.

First one to find and post where they are publicly on Twitter will win a 30-min newsletter consult with me on anything newsletter related.

(Early access folks can't play!) [pic.twitter.com/DM7oI3c8hj](https://pic.twitter.com/DM7oI3c8hj)

— Janel (@JanelSGM) [October 30, 2020](#)