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/zbzsjwMhcg
>
> — 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\u2019re 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
>
> — 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
>
> — 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
>
> — Janel (@JanelSGM) October 30, 2020