1. **Tagline**: While I love, love the title of the newsletter (yes I am humming the song too), I felt that it does much more than offer notes. In fact, 'notes' feels informal when it offers action oriented leads, recommendations and anything practically useful for a freelance writer/journalist. I am aware changing the tagline should be a well thought move but I am sure there is no harm in posing alternates. No? If you follow the steps mentioned, I am sure you will have a few alternate options. Briefly answer to following questions:

   - What is the **problem** the newsletter **is addressing?**
   - What is the **solution** the newsletter poses for freelance writers/journalists?
   - Is there an adjective that sums up the newsletter?
   - What are competing newsletters, if any, calling themselves?

2. **Design**
   The colors and the combination (saffron and navy blue, right?) are extremely well thought of and put together. Overall, the design is clean and compact and this makes reading it efficient. Well done! However, I felt that there was an issue with spacing, which I have addressed in number 6. Regarding the visual language, I think there is scope to add elements. What kind of elements you wonder in a 4 pager PDF?

   Elements:
   - Blurbs (in interviews)
   - Profile photo (The box on page two above resources or even in any interview)
   - Social media handles (on page 1 at the end of the intro and also at the end of the interview)
     PS: It is not an introduction per se but more on the lines of Editorial like seen in a magazine. Think about that.

3. **Section headers**
   While number 3 addresses section headers, I will also add a little bit about straps as they come often below the headline. These are the section headers in the newsletter.

   The Big Interview
   Reading Corner
   Resources
   Seeking sources
   In the news
   Have an idea? Go pitch
   Need a job

   I felt that the section headers could be less casual, more impactful, direct and sassier.

While the interview with Read was interesting, I felt that the section header and the content of the interview (her process of reporting) did not match. It felt misleading to read about her process when the header is called, 'In the News'. This is not to say the interview was irrelevant. Instead, think about how you wish to use this space regularly and accordingly name it.

Notice that on page 2 as well as page 3, the first entries are interviews. Could you call *The Big Interview* something that qualifies in a way that is less general, cliché and more specific? Also, 'The Big interview' ends with a sentence (30 words roughly) on rates offered by silverscreen.in. It may be better to replace this with the spiel which says what does this interview entail and you can include any rate related information in the body text.

STRAPS

Straps are often hard but the most fun copy as well. I noticed that the straps tended to be dry information when they could be used to show Joanna Lobo's opinion in a stylized manner. In the strap in 'The Big Interview' and 'In the News', the focus is on who or what (currently an editor with ABC, which is a website that features A, B and C and XYZ, a writer, traveler, photographer etc who wrote this informative piece for ABC on H, G and G.) Instead, you could show the reader why you really were interested in Krupa's website and Read's work. That will make it fresh, honest and hence more credible.

4. **Table of Contents**
   A TOC is like widow to the soul of a book. When a subscriber looks at the TOC, he has only one question: What's in it for me? Before I address how to hook this greedy (gleefully greedy OK) subscriber, some numbers.

   Total items in TOC: 7
   Average words in outline: 5

   This calculation led to the conclusion that the description could be more useful if it was lengthier and for that, the font size could be adjusted. Besides, I felt that there wasn't enough in the TOC to pull a subscriber in. What is silver screen, for instance? If it was The *Hollywood Reporter* or the *Vanity Fair*, I would dive right in but I am sure you will agree it is unknown to most readers. Instead, is there a way to describe the platform that gets the reader hooked? What is their USP? Could you maybe use that as a hook? Second, if 'Pitch calls', 'Better yourself' and 'Seeking sources' are permanent sections, then do they have to be in the TOC, I wondered? Could you use the space instead to talk

about the main sections ('In the news', 'big interview')? In case, you have excess space, consider using it for a box on donation (PFA Brain Pickings screenshot).

5. Tone

I want to bring to your attention the tone and also how it makes an impact on the reader through the example of a sub stack newsletter on books I think you will like.

What: Books, Mostly
Author: Liz Greenwood

> '*The Friend* by Sigrid Nunez
> The only book I've ever started again as soon as I finished it.
>
> *Fleishman is in Trouble* by Taffy Brodesser-Akner
> Because I, too, worship at the altar of Taffy.
>
> *Conversations With Friends* by Sally Rooney
> I preferred this debut to *Normal People*. There's a scene where a wife writes her husband's young side piece a letter and it absolutely gutted me.
>
> *The Shakespeare Requirement* by Julie Schumacher
> A campus novel with a clown twist, never, and I mean never, has a book made me laugh this hard.'

Notice how she takes 9-25 words to succinctly put forth her opinion. I like that there is a section called the reading corner that recommends literature worth your time. This is something that distinguishes the newsletter. However, notice that Liz hardly uses adjectives. In Vol 1 Ch 10, I noticed several: great job, horrifying fantastic etc. While this is not to say the articles were NOT great, it is to show that when you recommend anything, the reader wants to hear *your voice* too. Since recommendations add to your credibility, do you think you could benefit by minimizing adjectives and attempt a style that is more candid?

6. Space
Am sure you will agree that the use of space is critical for any literature that intends to primarily inform. I have marked arrows on page 1 and 2 (screenshots) to indicate that there can be a better way to use space. For instance, notice any editorial in a magazine is always aligned (usually left) in a way that there is blank space in the margins. Of course, many indie magazines do not adhere to such rules. I notice that the 'Dear writer' section hardly has any space in the margins. Can it be a tad tighter without losing on the content?

You will also notice that in the interview with J Read, the space between the last sentence of the

introduction and the first question (PFA screenshot) and the space between a question and answer is quite dense.

While these are easy to notice, I felt the last page which has very crucial information (Jobs + Pitches) could do with segregation of categories. Of the total 13 leads, most were from tech apart from life, travel, food etc. Could you maybe place them each in boxes that indicate which genre/category does the lead belong to? This makes it easier for the Target Reader to get to the byte he/she needs urgently. If I am looking for food related gigs only, I won't have to struggle looking for the appropriate one.

7. Suggestions

I remember I mentioned an interview you could do for fun. I thought about it more and realized there are a few ideas you could use.

1. **Interview:** A user who benefitted from the newsletter
2. **Self interview**: A self interview on freelancing and candid or a fictitious interview between an editor of a publication you have been dying to get published by or just admire.
3. **Profile/Case studies:** You could feature freelancers who made it. Of course, this is HARD. However, if you define a specific way to say who made it, am sure you will have interesting leads and this may become your regular section (?).
4. **Ask an expert**: You should invite contributions as they add to the credibility and take away work from you (for a while). Phew
5. **Books**: Review and feature books on freelancing.
6. **Transparency**: A section on how much money has been donated so far or some such info will help show your subscribers their money mattered. My apologies if you have already done this.

   ENDS