

Not Your Parents' Retirement

Newsletter Starter Tracker

Email Newsletters for Beginners

**A Simple Guide for Retiree Entrepreneurs &
Creators Over 50**



Why Start a Newsletter?

Email is still the most powerful way to connect directly with your audience without algorithms, ads, or distractions. Whether you're starting a creative project, sharing your story, or growing a passion-based business, a newsletter lets you:

- Stay top-of-mind with supporters and customers
- Build trust through consistent communication
- Share updates, stories, or product launches
- Create a lasting legacy around your passion

Social media scrolls by fast—but email sticks.

Tools Made Simple

You don't need tech skills to get started. Here are two beginner-friendly platforms perfect for retirees and solopreneurs:

Platform	Ease of Use	Free Plan?	Great For
MailerLite	Very easy	Yes	Visual layout, automation
ConvertKit	Easy	Yes	Simple setup, creators

Tip: Choose one and explore their starter tutorial. Most offer beginner guides and email templates.

What to Say in Your First Email

You don't need to be a marketing expert. Just be you.

Here's a simple structure for your first email:

Subject Line: Welcome to My Journey (or something warm and personal)

Body:

- Start with a friendly hello
- Share a little about why you're writing (your project, your story, your goal)
- Invite them to follow along or reply

Sample First Email:

Hi friends,

I'm excited to finally start this new chapter! I'm a retired nurse who now runs a handmade knitting store online—and I want to share behind-the-scenes updates, stories, and tips with you.

Thank you for joining me on this journey. If you ever want to reply, ask a question, or just say hello, I'd love to hear from you.

With gratitude,

Susan

How Often to Send + What to Include

You don't need to send something every week. Choose a rhythm that works for *your* lifestyle:

- **Monthly:** A great start! Send one update a month.
- **Biweekly:** Share tips or insights every two weeks.
- **Seasonal:** Send a note when you launch something or hit a milestone.

Great content ideas:

- Project updates or sneak peeks
- Tips related to your craft or expertise
- Behind-the-scenes moments
- Favorite resources or tools you use
- Announcements or events

How to Grow Your List Gently

You don't need a massive list to make a big impact. Focus on *quality*, not *quantity*:

- Add a signup form to your website
- Offer a freebie or download (like a checklist or journal prompt)
- Mention it at local events or in blog posts
- Add it to your social media bio or business cards

Tip: Always let people know what to expect when they sign up.

Bonus Email Starter Template

Use this space to brainstorm your own welcome email!

Subject Line: _____

Hello friends,

I'm excited to begin this journey and grateful to have you along! Here's a little about me:

I started this project because:

Here's what you can expect from me:

I'd love to hear from you, too! Just hit reply and say hi.

With gratitude,

You've Got This! Starting your first email newsletter doesn't need to be complicated. Use your voice, share your passion, and keep it simple. Most of all—have fun with it!

For more resources like this, visit [Not Your Parents' Retirement](http://www.notyourparentsretirement.com) and explore our full digital library of tools for modern retirees.