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David Hieatt

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Do Open: How a simple newsletter can transform your business (and it can) (Do Books) David Hieatt We are all looking for the next new platform or app to grow our business, that magic ‘multiplier’ that gets our story out in the world. But there is a danger that by doing just that, we are ignoring the tried and trusted tools right under our noses that just, well, work.

Take the simple newsletter. It is one of the best ways to grow a business, build the community and culture of your brand. And yet most people ignore it, dismiss it, or use it poorly. But this tool, in the right hands, is as powerful as they come.

In Do Open, you’ll discover a strategy and a simple methodology to make the newsletter one of the most effective tools in your digital toolbox. In addition, leading digital marketers such as Tim Ferriss and Ryan Holiday provide further insight into how to makes yours stand-out.

Build community. Build your brand. Build long-term growth. Discover how emailed newsletters are pure and utter gold.

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