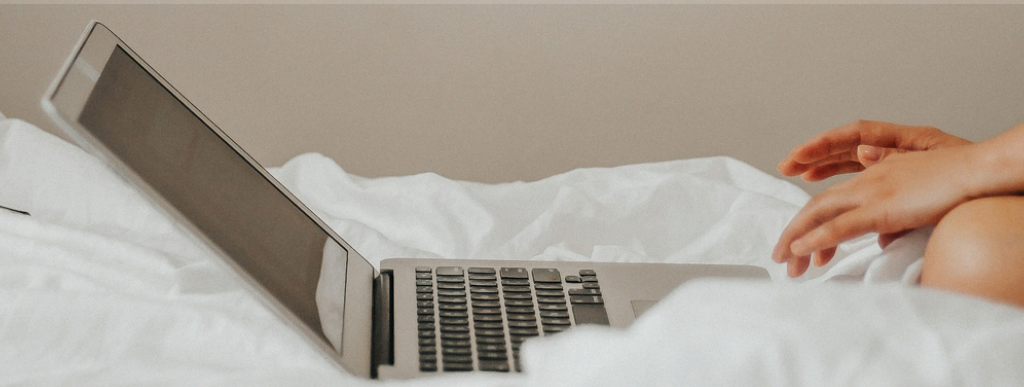
the natural nurture method

How to turn your daily moments into newsletters your audience can't wait to open



without spending hours writing

without complex frameworks

without feeling you need to be a "writer"

by Andy Samuel

Quickly...!

Before I jump into the process let me paint you a picture that might feel familiar:

You're staring at a blank screen, trying to write your newsletter.

You've blocked out 4 hours (yes, FOUR hours) to create ONE newsletter that, realistically, maybe 20% of your list will open.



You're juggling research, the many (sometimes complex) frameworks you've been told to use, and the pressure to 'deliver value' – all while wondering...

"Isn't there a better way?!"

I take that back…you're not even wondering anymore.

You're actually secretly hoping there's a better way of doing this, because even though you know the importance and power of your newsletter, you've got other parts of your business AND life that need attention too!

Let me just say…

I know this struggle all too well because I lived it.

When I say traditional newsletter writing methods stressed me out, felt cumbersome, and not to mention unnatural, I'm not even exaggerating.

I'm talking about a process that made maintaining consistent communication with my audience feel like climbing a mountain…

EVERY.

SINGLE.

TIME!

Who am I though?

I'm Andy Samuel, and I've been navigating the digital space since 2023.

Originally from Sint Maarten and now based in the Netherlands, I started my newsletter journey before I even built an audience on social media.

And I know what you're thinking...who in their right mind intentionally moves from a tropical climate to the cold??



Let's just say that's a story for another time.😅

Anyway, why did I start my newsletter journey so early?

Because I learned early that while social media followers can disappear with a platform change (remember MySpace? Oh, and you see what's going on with TikTok), your email list is yours to keep.

Let me repeat that:

your email list is yours to keep!!

Despite juggling a family with two kids, a wife, and numerous obligations, I've managed to maintain open rates around 40% – well above the industry standard of 15-20%.

What's even more exciting?

My email list has grown by 30% in just the last few weeks.

But here's what really matters: I see my newsletter as my first layer of community, a direct line to my audience.

It's not about sporadic updates or monthly check-ins anymore.

It's about staying front of mind and showing my audience I'm in it for the long game.

That reliability builds trust, and trust is everything in the digital space.

spoiler alert

WHAT I'M ABOUT TO SHARE ISN'T JUST ANOTHER FRAMEWORK OR SYSTEM.

IT'S A STREAMLINED PROCESS BORN FROM NECESSITY – ONE THAT TURNS YOUR DAILY EXPERIENCES INTO VALUABLE CONTENT WITHOUT THE OVERWHELM.



What makes this approach so different though?

Well, in my opinion and personal experience, the traditional way of writing newsletters can be overwhelming.

Between

- researching content,
- following structured frameworks (like AIDA, PAS, or PASTOR), and
- trying to deliver value,

it often becomes a dreaded task.

That's because you've got other sh*t to attend to (pardon my french).

This method flips the script by doing something completely different...

...which is turning your daily experiences into valuable content for your audience.

The magic lies in distilling your real-world experiences, challenges, and wins into digestible lessons for your subscribers.

Instead of creating content from scratch, you're sharing refined versions of what you're actually living through.

Think about

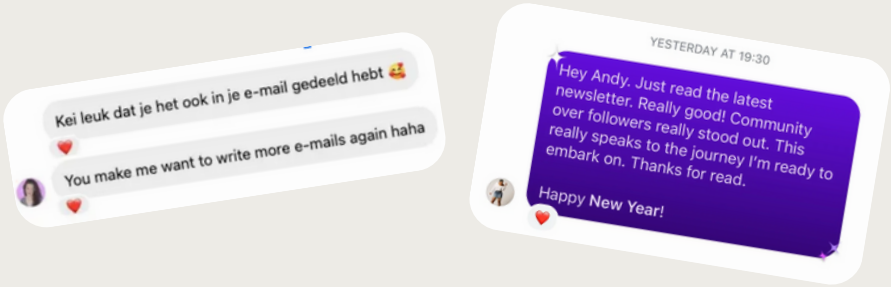
- what you’re consuming,
- conversations you’re having,
- projects you’re working on,
- challenges you’re facing along the way,
- aha moments that pop up,
- and so on and so on…

Those GENUINE experiences that you are having make what you are sharing both authentic and valuable.

I could go on and on about this…but I think you get the idea.

Now let’s jump into how you can start writing these killer original emails that have your audience thinking

“Damnn…that was a good read!”



before we get into it though...

i need you to promise me one thing

Promise that...

...you won't let this guide become another digital dust collector.

You know what I mean – those resources we download, skim through, and never actually implement.

this process is laid out step by step for a reason

Each section builds on the previous one, helping you understand not just the "how" but the "why" behind each part.

Resist the urge to skip ahead or cherry-pick parts of the process.

Why?

Because if you're serious about:

- building real trust with your audience
- nurturing leads into customers and clients
- maintaining consistency in your newsletter game
- actually enjoying the process of writing to your list

...then this system works.

But only if you work it.

Think of this as your pathway to reigniting your relationship with your audience.

It's simple, but it needs to be implemented with intention.

deal ?

deal !

the only 5-step system you will need in 2025 and onward

to write authentic emails your audience will truly value...

...and have a process for crafting emails that you actually enjoy

step 1 start with your "braindump with benefits" recording

This is essentially your daily reflection recording.

If you're familiar with journaling in a notebook, it's like that.

But then doing it this way, where you're pretty much journaling through a voice recording, you're taking the process of journaling and putting it on steroids!!

So instead of

- staring at a blank page trying to journal,
- limiting what you write about because of space in your journal, or
- writing so much that my words are barely legible anymore,

I simply hit record and let my thoughts flow about my day.

Btw...I have nothing against journaling.

It's just that making these recordings is now serving multiple purposes, I'm

1. engaging in a reflective practice, and
2. turning my experiences into valuable content that nurtures my audience

Hence the phrase…"braindump with benefits".

It's become this incredibly therapeutic practice where I reflect on everything that's happened – from client work to personal projects, interesting conversations, or new insights that popped up.

the beauty is in its simplicity

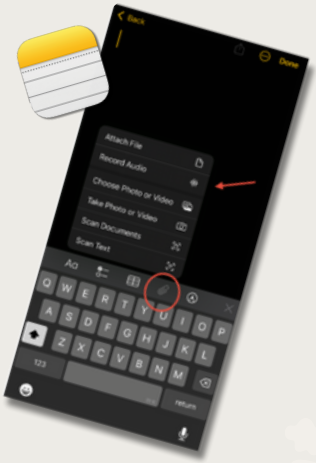
So here's what you're going to do:

You're going to

1. choose your preferred recording method.
2. start talking about your experiences of that day – like, that's it!!

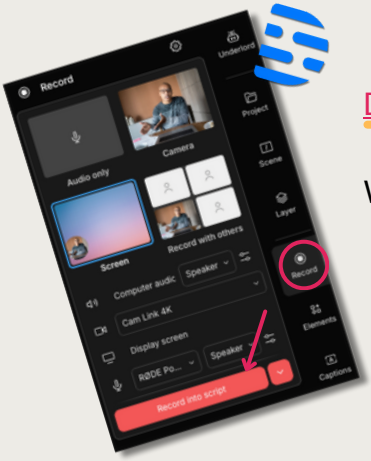
There are only 2 apps I've been using over the last few months (and honestly, all you actually really need is one).

The first is my iPhone Notes App



What I do is

- open a new note
- tap the paperclip icon
- select record audio



The second option is the Descript app on my laptop

What I do is

- create a folder specifically for these reflections
- open a new project → video project
- hit record on the right side
- click record into script

Whether I'm using my iPhone's Notes app for audio or Descript for video – useful for getting comfortable in front of the camera as well, I will literally just talk for 5-15 minutes about what I'm working on, challenges I'm facing, or breakthroughs I've had.

Sometimes it's about a client project that's teaching me something new.

Other times it's about personal developments or an interesting conversation that made me think differently.

What makes this different from traditional journaling is how natural it feels.

There's something freeing about just talking through your day rather than writing it down.

It's like having a conversation with yourself, but one that will eventually turn into something valuable for your audience.

But more importantly...

...something that's YOURS!

The therapeutic aspect is a bonus – you're not just creating content, you're processing your experiences and learning from them in real-time.

I find that keeping it between 5-15 minutes helps maintain focus while giving enough space to dive into meaningful reflections.

It's long enough to extract valuable insights but short enough to stay engaging.

Plus, since you're just talking about what you actually did and learned that day, there's no pressure to create content from scratch or force insights that aren't there.

step 2 hit up the AI-boys

And by the AI boys I mean ChatGPT or Claude, or whatever AI chatbot has your preference.

I started with ChatGPT but I've been enjoying the output I've been getting from Claude as of late.

In all honesty though, I used them interchangeably.

That aside, what you're going to do now is

1. start a new conversation with ChatGPT or Claude
2. use this initial prompt, say:

```
Hey Chat, you are an amazing email marketer and
copywriter who is able to write deeply connecting
emails that nurture my audience in a way that brings
them value. You have the ability to take my words
and share the valuable experiences and challenges
I'm having in a way that would also make my audience
(who we address individually with 'you' so they feel
like I'm speaking to them personally) feel a sense
of ownership as well, because they are on the
journey with me. The tone should remain very
conversational and natural, like they're talking to
a friend - someone who just genuinely wants to help
them. I will provide you transcripts on a regular
basis to turn into these kinds of emails for my
audience. Let me know if this is clear.
```

3 copy your transcript from your chosen recording app

4 paste your transcript after getting confirmation

Now, let AI work its magic.

What you will now have is the first draft of your natural, authentic, yet valuable newsletter.



step 3 refine further so it feels like “you”

Okay, so while this process works with any email marketing platform, I personally use Kit (formerly, ConvertKit).

Would I recommend it?

Without a doubt!

They offer an incredible service specifically designed for creators, which aligns perfectly with this newsletter approach.

With that said, the refinement process is where you take your first AI-generated draft and tweak further into your authentic voice.

Here's how I go about doing it:

1. create a new broadcast in your email platform (in Kit, this is under the "Send" section in the menu)
2. paste your draft into a blank template
3. begin the personalization process:
   - edit the language to match your natural voice and style

- break up text for better readability using quotes and/or bullet points
- highlight key takeaways or important messages
- add GIFs or images that match your personality (I absolutely love GIFs which is how I like to keep mine playful and fun)
- format for visual appeal and easy scanning

The final touch?

A strategic P.S. section.



This is where you can naturally transition into a relevant offer based on the email's content.

For example:

- If you've shared insights about building offers, invite them to book a call for help with their own.

- When discussing community-related topics, include an invitation to join your community.
  - And when I talk about ‘join your community’ I’m referring to your second layer of community where you host your resources, offer further support, and build deeper relationships with your community.
  - I personally use Skool as the platform for my community which you can find here in the event you’d like more support, and to be surrounded by likeminded people

- If you've shared a learning experience, offer a way for them to learn more through your services.

Keep in mind though that your P.S. should flow naturally from the email's content, meaning it should feel like a helpful next step rather than an abrupt sales pitch.

step 4 generate a juicy subject line

You see, it's one thing to write an email you know is true to you and that your audience will absolutely love and get value from.

But in order for that to happen...

...the email needs to be opened first

So your subject line, and preview text, are equally important and need just as much attention as your content.

That's why I take a strategic approach to crafting subject lines and preview texts.

I'm going to share a bit more on why this works.

But first let's look at what needs to be done, and for that we're going to lean on AI again by doing this:

1. start a new conversation with ChatGPT or Claude

2 use this initial prompt, say:

```
Hey Chat...I am going to share newsletters that I
have and want you to create engaging subject lines
and preview texts to maximize open rates.

The subject lines should:
-Be short and punchy (5-9 words)
-Build curiosity or promise value
-Match a conversational and relatable tone

The preview texts should:
-Be under 100 characters
-Expand on the subject line to build anticipation
-Tease what's inside without giving it all away

Generate 10 subject lines and 10 matching preview
texts. Keep them in two separate lists.

Let me know if this is clear
```

3 copy your refined newsletter - the one you've already personalized and polished in your voice.

4 decide which subject line and preview text work together well to encourage someone to open the email.

- I like to mix and match if I feel like elements from different subject lines may just work better together.



- Pro tip: I usually pick 2 subject lines and use Kit's A/B split test (set for 60 minutes).

  If you're unfamiliar with this, what you're doing is providing two subject lines and telling Kit to run a test to a small group of your list to see which subject line is more likely to encourage email opens.

  After the 60 minutes, the winning subject line will be used to send your newsletter to the rest of your list.

Okay, now I want to go a little bit deeper into why I focus on both the subject line and preview text.

You see, it comes down to this:

- subject lines create the initial hook
- preview text (that snippet of text visible in the inbox) acts as your second chance to capture attention, and
- together, they work to build curiosity and/or promise value

Here's what makes the preview text so powerful:



Think about when an email lands in someone's inbox.

They usually see your subject line followed by the first line of your email (often just "Hey [Name]...").

By customizing the preview text, you're using that valuable space to build even more anticipation or curiosity about what's inside.

Or you can think of it this way...

subject line

↳ the headline that catches their eye

preview text

↳ the teaser that makes them want to know more

This two-punch approach has been a game-changer for my open rates.

I've found that taking time to craft both elements thoughtfully has directly contributed to maintaining those 40%+ open rates I mentioned earlier.

step 5 send that bad boy – don't overthink it!

Here's the thing about sending newsletters – it's easy to get caught up in the "perfect timing" trap.

I realized that being in the digital space your audience is inevitably going to be international, so

trying to find the 'best time' you think is going to give you the highest open rates is a recipe for anxiety.



That's why I focus on just writing good emails...

...emails that regardless of the time I send it out, the person on the receiving end will read it because they know they can expect something that's genuine and will help them.

But I've ultimately learned that the best approach is often the simplest:

just send it!



That said, here's my low-stress approach:

- I typically schedule mine for around 11 AM CET
- If I'm writing later in the day, I'll send it around 2-3 PM
- But honestly? I don't overthink it

The real magic isn't in the perfect timing – it's in the consistency.

I aim for about three emails a week, sometimes pushing to four or five when I have more to share.

But whether you're doing daily emails or just once a week, what matters is that you're showing up regularly with authentic value.

Remember: This whole process makes it possible to maintain regular contact with your audience because:

- You're sharing real experiences
- The content is naturally authentic
- AI helps pull out the valuable moments
- You're not making anything up
- The refinement process is straightforward

The beauty of this system is its flexibility – use it as often as makes sense for you and your audience.

The key is not getting stuck in analysis paralysis.

write it

polish it

send it out



let’s wrap this up...

what's your next move going to be?

Okay so look, we've covered the entire process, but here's the thing – all this knowledge means nothing if it sits and starts collecting digital dust.

I really wouldn't want that for you.



The magic happens when you take action.

So here's what I want you to do right now:

1. open your phone's Notes app or Descript
2. hit record
3. just start reflecting on your day

That's it!

Start there.

And once you've done that first recording, take the next

step.

Then the next.

Don't overcomplicate it... this process works because it's simple and natural.

I know it works because it's the exact system I've been using for months.

The part I love most?

Refining the content to match my voice, adding my personal flair, and making each newsletter uniquely mine.

It's become less of a task and more of a creative outlet.

here's a recap of the tools you'll need

email platform

Kit (formerly Convertkit

recording

Descript or Notes app

ai assistant

ChatGPT or Claude



the most important tool

Your experiences & insights

want more support?

If you're looking to connect with like-minded folks and get feedback as you implement this process, come join me in The Confident Creator Club.



I host bi-weekly calls where you can

- ask questions,
- share progress, and
- get direct feedback on your newsletters or what you're working on.

Remember:

"the best newsletter is the one you actually send!"

so start small, keep it simple, and just begin

Your audience is waiting to hear from you.