ZOMBIE NEWSLETTER REVIVAL KIT · WORKBOOK

Bring your newsletter *back to life.*

Seven short tasks, one a day (or all at once, if you're keen). Fill it in as you go, and everything you write is kept right here, ready for when you sit down to write your next email.

Fill it in
Your answers save automatically in this browser.

Come back any time
Open this page on the same device and pick up where you left off.

Keep a copy
Save it as a PDF, or download your answers.

DAY 1

Why your newsletter went quiet

Most newsletters don't die from one big decision. They fade: a busy month, a missed send, and coming back gets harder than starting was. You can't fix the habit until you know what broke it.

Today's task: diagnose the silence

When did you last send?

How many people are on your list?

Which platform is it on?

What stopped you? Pick the honest one.

Time | Ideas | The tech | Worrying about unsubscribes

Anything else behind it?

Haven't sent your first email yet? That's fine, you're in the right place. Answer for the list you're about to build: who you plan to send to, roughly how many people that is, and which platform you're using (or haven't picked one yet).

DAY 2

Check the pipes before you send

Today we make sure that when you send your next email, your subscribers actually see it. **Delivery** means your email reached the server. **Deliverability** means where it landed: the inbox, a tab like Promotions, or spam. After a long silence, inbox providers watch you more closely, so your setup has to prove you are who you say you are.

Today's task: check your setup

- [ ] I send from my own domain (you@yourname.com), not a free Gmail or Yahoo address.
- [ ] My sending domain shows as verified in my platform (SPF, DKIM and DMARC).
- [ ] Anything unverified is fixed, using my platform's setup guide (links below).
- [ ] I've checked and cleaned my list (bounces, inactive and risky addresses removed).

Check your pipes: test your domain in 10 seconds

Type your sending domain (or your from address). This checks your public DNS records from your browser. Nothing is stored.

This checks public records only. It can't see your sending reputation, list health or content. **DKIM tip:** each platform uses its own key name, so if DKIM shows amber, look for "verified" in your platform's domain settings instead.

Your platform's setup guide

Official instructions for authenticating your sending domain.

Beehiiv
Custom domain and sending setup (paid plans)

Kit
Verified sending domain

Mailchimp
Email domain authentication

MailerLite
Domain authentication (plus a video walkthrough)

Brevo
Authenticate your domain (includes a video)

ActiveCampaign
Set up your sending domain

Klaviyo

Branded sending domain

HubSpot

Email sending domain authentication

Ghost

Custom sending domains

Substack

Substack sends from its own domain and handles SPF, DKIM and DMARC for you, so there's nothing to set up here.

Stuck? Reply to your Day 2 email and tell me your platform. I'll point you to the right page.

My setup notes

DAY 3

Who are you actually writing to?

When you write to a number, you write vague emails nobody feels were meant for them. The **Rule of One**: one email, one reader in mind, one goal, one action. Your list just reads over that person's shoulder.

Today's task: meet your reader

Give them a name

Who are they?

What are they trying to do?

What gets in their way?

What would they thank you for?

Your reader, in one paragraph

Pull it together. Keep this where you'll see it every time you write (Post-its are still a thing).

DAY 4

Give people a reason to open

When a quiet list hears from you again, a lot of people won't remember why they signed up. Your subscribe promise jogs that memory: one sentence that says what they get, how often, and why it's worth their time.

Today's task: write your promise

Every... _____ **you'll get...** _____ **so you can...** _____

Your promise

Fill in the three boxes and your promise appears here.

Make the outcome about your reader from Day 3, not about you.

Where I'll put it

- [ ] My sign-up page
- [ ] My social bios
- [ ] The top of my comeback email (at least once)

DAY 5

A rhythm you can actually hold

Plan for your real week, not your best week. Fortnightly that you keep beats weekly that you abandon. And to stop staring at a blank page, there are three kinds of email you can repeat forever.

Today's task: set your rhythm

A cadence I can hold in my busiest month

Weekly | Fortnightly | Monthly

My writing slot

My sending slot

- [ ] Both slots are in my calendar as recurring appointments.

Idea 1: What's changing

Something new in your world, and what it means for your reader.

Idea 2: How it works

A short explanation of something you know well.

Idea 3: What it cost me to learn

A mistake, lesson or story your reader can skip the pain of.

DAY 6

Write the comeback email

Don't grovel. A long apology makes the gap the story. Acknowledge it in a line, then give people something worth reading, and ask for a reply: replies are one of the strongest signals that people want your emails.

Today's task: **draft your comeback**

Subject line

1. A one-line acknowledgement

2. Your promise (from Day 4)

3. One genuinely useful thing

Use one of your Day 5 ideas, a resource, or a small freebie.

4. One ask: reply

Your comeback email

Your email builds itself here as you fill in the four parts.

- [ ] It's short. If it scrolled for ages, I cut it.
- [ ] If it's been a year or more: I'll send to my most recent and most engaged subscribers first, then the rest a day or two later.

DAY 7

Hit send (and what happens next)

Some people will unsubscribe, and that's fine: a smaller list that opens beats a bigger one that ignores you. Watch replies and clicks more than opens. And don't overthink

it. Your message and your presence matter most right now.

Today's task: **bring it back to life**

I sent (or scheduled) it on

Sent to

Two days later

Replies

Clicks

Unsubscribes

The first line of my next email

Write it now, while the momentum is there.

Three questions for month two

What happens in month two or three, when life gets busy again?

What will I do to grow my list from here?

How will these emails make me money?

Seven days ago, your list was quiet.

Now you've got a reader, a promise, a rhythm and a comeback email. Keep this workbook: it's your reference every time you sit down to write.

Want someone beside you while you turn this into something that earns? That's what the Audience Revenue Shift is for.

Your answers stay in this browser. Nothing is sent anywhere.