



[MC_PREVIEW_TEXT]

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Tech Talks with Tom: Month Year

Newsletter Title

Hey there, welcome to my newsletter! This is where I go into further detail on topics from my videos and share some insights with you.

This month...

THIS NEWSLETTER SPONSORED BY

650x150

Learn more about [SPONSOR] or [SITE]

Tech News

TECH NEWS AND UPDATES FROM AROUND THE WEB

Headline here

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Opening Message & Background Graphic

My opening message sets the theme of each month's newsletter, and I enjoy working with sponsors to find ways to integrate messaging that benefits our readers.

We can work with your team to create a background incorporating your branding or other elements aligned with the theme of the email.

Ad Unit and Site URL

The ad unit is space for you to display your branding and direct readers to a destination of your choice.

Clicks can go to any approved destination and your main site's URL will always be visible underneath the banner.

Tech News

Content created by your team considered to be news or editorial, published in the past 60 days, can be placed at the top of this list.

TOM LAWRENCE

Free educational content and expertise for hire.

Newsletter Sponsorship Options



650x500

Shop Now

Latest Videos

SUBSCRIBE TO MY [YOUTUBE CHANNEL](#) FOR TUTORIALS, PRODUCT REVIEWS, AND MORE

1920x1080

Lawrence Systems Shop Merch Ad Unit

If we have an active collaboration with you in our shop, we'll work with you to showcase it in this space and tie it to the newsletter's theme or related promotions.

We can also integrate discount codes and provide you with VIP vouchers on shop collaborations for your own marketing efforts.

Latest Videos

The three latest produced recordings (not recorded live content) published to my YouTube channel are displayed here. Recordings that are sponsored will receive a sponsored badge containing the logo of the sponsor.

If we've collaborated on video content in the past 30 days, sponsorship of this newsletter will guarantee top placement of the video with a sponsorship badge and additional copy below the video – placed above the standard group of three videos.

Each newsletter is a recap of my latest videos, tech news from around the web, and resources curated to help readers discover new solutions to problems, find efficiencies, and be exposed to new ideas.

Our newsletter helps keep IT professionals informed and engaged with content and topics that are important to us – and your sponsorship turns a young newsletter into a gateway to an **audience of over 330,000 across our digital properties** for brand exposure, lead generation, and other growth-focused activities.

Have questions or want to sponsor an issue? Get in touch, and my team will work with you to create an experience that gets your brand noticed and adheres to our continued efforts behind educational, informative, and exceptional content delivery.

Sponsorship Zone Legend

- Guaranteed
- Conditional
- Reserved for Lawrence Systems

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Video Title

Video Title

Resources

OUR FAVORITE TOOLS, GUIDES, AND SOURCES OF GENERAL IT AWESOMENESS

Title here

Short description of resource, download, etc. here.

<https://link-to-article-here>

Do you have a tool you'd like me to share in an upcoming newsletter? Send an email to and I'll check it out!

Sponsorship Opportunities

Interested in becoming a sponsor of this newsletter, our YouTube channel, or upcoming events? Are you looking to have me or a member of the Lawrence Systems team review a product or service that can bring solid benefits to its users?

Help us continue to deliver some of the best educational IT content on the internet for free. Click the button below and we'll get the conversation started!

Advertise with Us

/etc

CURATED ODDS AND ENDS FROM THE WORLD WIDE INTERNETS

Title here

Resources

We feature multiple resources curated by our team to help readers discover new solutions to problems, find efficiencies, and be exposed to new ideas.

Newsletter sponsorship allows you to place a resource at the top of the list.

Have a resource that would have the most impact when demonstrated to our readers?

Let us know, and we can work with your team to brainstorm ideas - including sponsored video content to further raise awareness and increase your share of voice in a newsletter you sponsor.

/ETC [RESERVED]

This space is reserved for Lawrence System team members.

AUDIENCE

700 Engaged subscribers.

- IT Professionals
- Internal IT teams at mid-market companies
- Homelab users

63% Open rate.

Average clicks
as of July 2024

40% YouTube videos.

33% News stories.

10% Linked resources.

10% Events <60 days out.

05% Shop items.

05% In-content links.

Video Title

Where to Find Tom

UPCOMING IT CONFERENCES, EVENTS, AND SPEAKING ENGAGEMENTS



Event Name

RR/RR - RR/RR

[More Info](#)

Thanks for taking the time to read this issue of Tech Talks with Tom and sharing my musings with your friends and colleagues.

If you know someone who would enjoy this newsletter, you can easily share it by clicking the button below.

[Share Tech Talks with Tom](#)



Your destination for tutorials combined with production perspectives.

Feedback helps us improve; let us know how we're doing!

newsletter@lawrencesystems.com

Customize your experience to fit your interests and receive special promotions, original content, and announcements.

Prefer not to receive emails from us? We'll be sad to see you go, but it's all good.



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Event Calendar

Events I'm attending in the next 90 days are listed here.

If I am speaking on your behalf or attending your conference, a badge will be applied to the event indicating what I'll be doing there.

Closing Message & Background Graphic

This is where I thank our readers and sponsors, plus preview new content and efforts when we're ready to make announcements.

A background that matches the one used in the opening message block and a final thank you to our newsletter sponsor is placed in this area.

CONTACT

Bookings, rate cards, product reviews, etc.

[EMAIL] tom@lawrencesystems.com

Have an idea or want me to speak at an upcoming event? Let's chat!

[EMAIL] matt@lawrencesystems.com

Need branding assets, have a question about how we produce content, or something else? Reach out to Matt Fox and he'll take care of you.

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[TWITTER] [@TomLawrenceTech](#)

[LNKD-IN] [in/lawrencesystems](#)