

NEWSLETTER

101



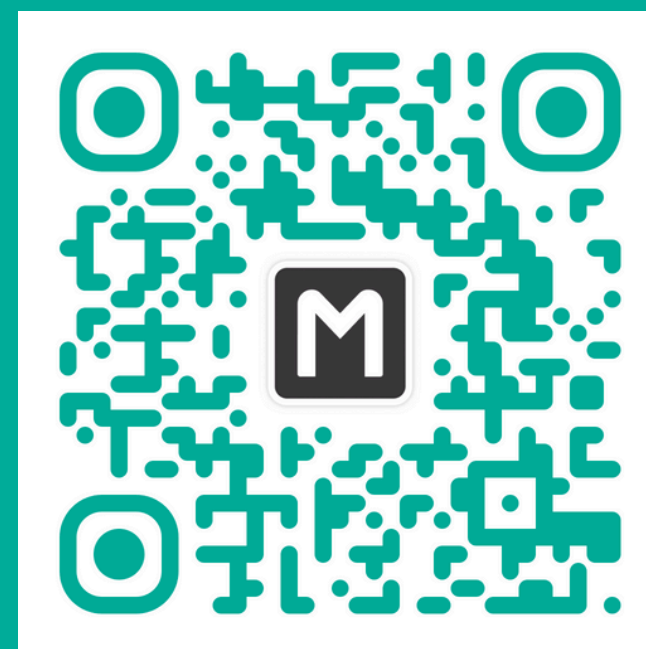
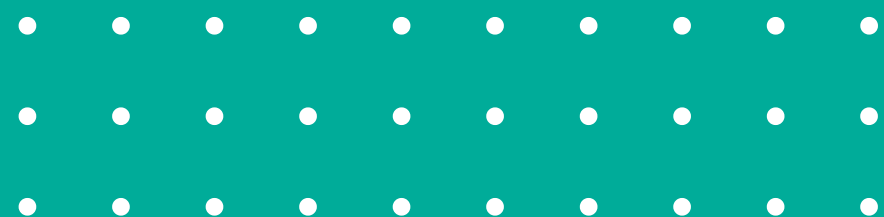
Ricky Sutton



LET'S KICK OFF

- The Future Media newsletter

Subscribe 🖱️

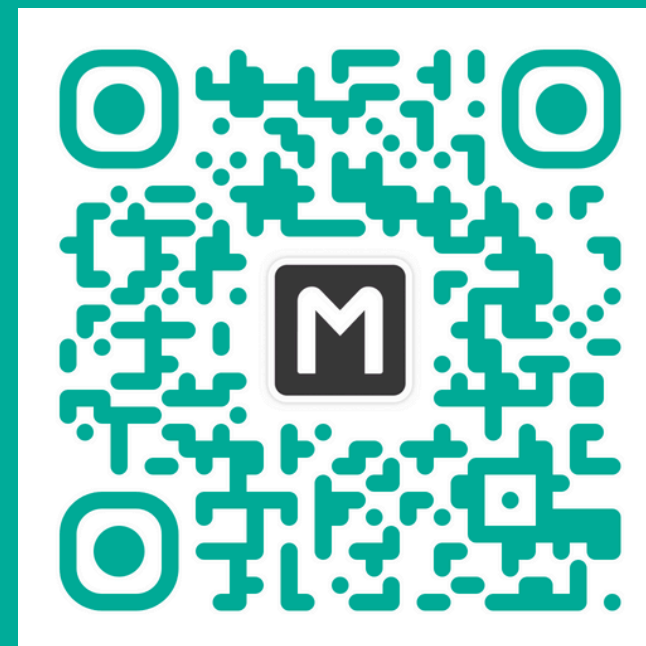
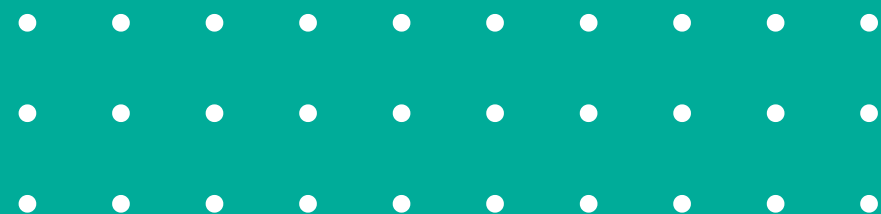


Ricky Sutton
Future Media

LET'S KICK OFF

- The Future Media newsletter
- Launched 20 months ago

Subscribe 📧

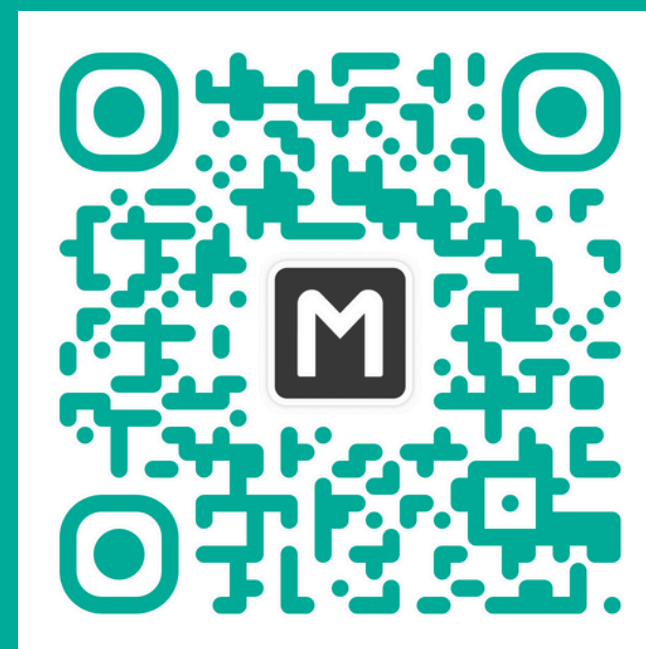
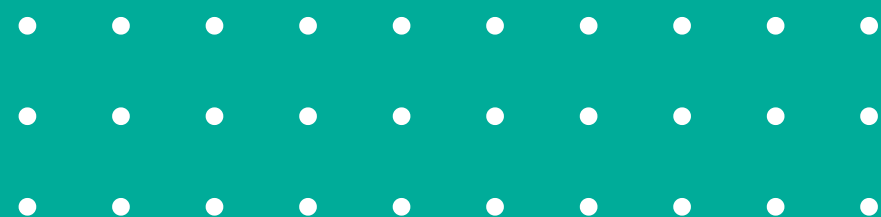


Ricky Sutton
Future Media

LET'S KICK OFF

- The Future Media newsletter
- Launched 20 months ago
- Focus on Big Tech/Big Media
- 2.5k Substack | 15k LinkedIn
- C-suites in 78 countries
- Gross revenue \$700k/year

Subscribe 📧



Ricky Sutton
Future Media

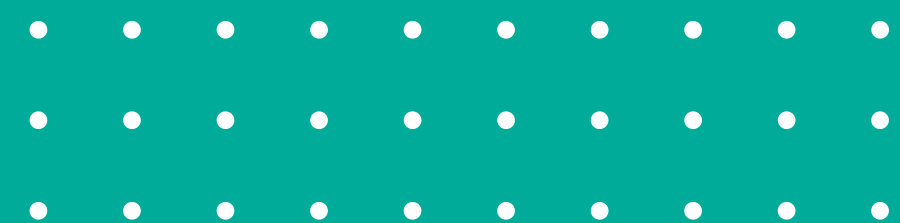


01. THE SECRETS

02. THE NUMBERS

03. THE MONEY

04. MY EXPERIENCE



THE
SKINNY

THE SECRETS

- Get started. It begins with one
- Be consistent. Three times a week
- Pick a topic - and niche is good
- Be authentic - it's full body contact
- Ask for paid subs from day one
- Build partnerships and guest post
- Don't rely on sub revenue only
- AI makes podcasts simple
- Socials FAIL to extend reach

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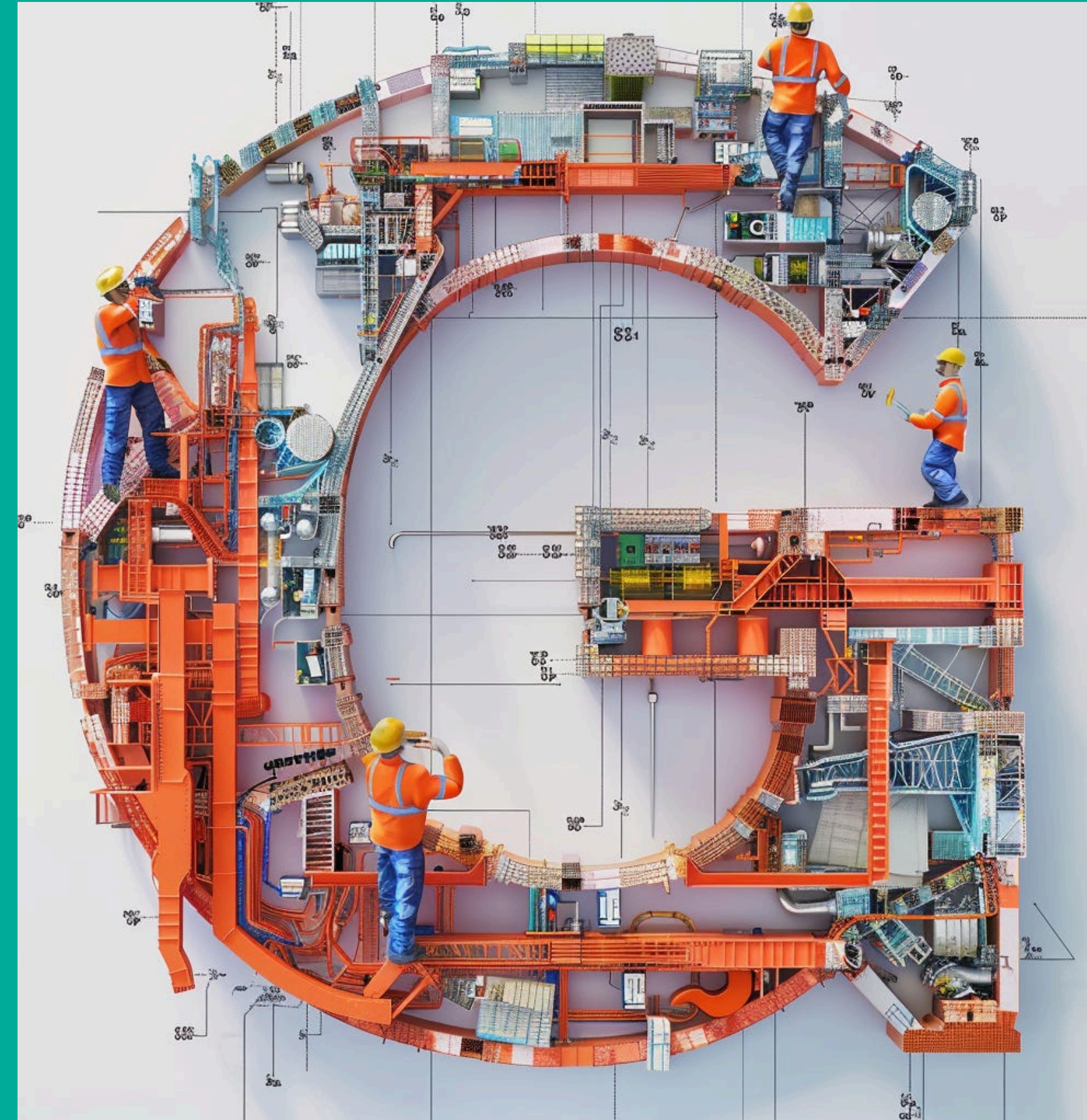


*Stealing kids' data 'routine and an open secret' at
Instagram: November 2023*

ABOUT SUBSTACK

- Substack's 26th in the world
- Five million paying subs
- 140 million monthly subs
- 10 authors make \$40m/year
- 41k active newsletters
- 87% are in English
- Half are paid
- 82% have <10k subs
- Only 212 have more
- Four have 1m+

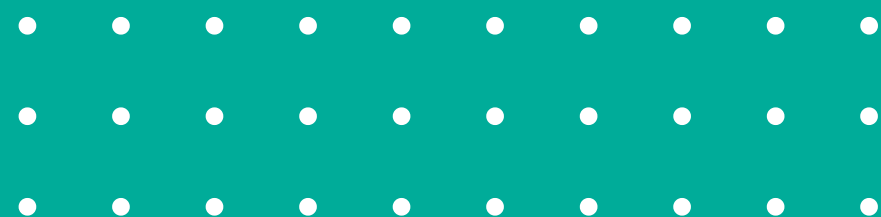
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Prepare for chaos once Google is broken up, antitrust trial judge warns: May 2024 2023

THE NUMBERS

- 30% publish weekly
- 22% publish monthly
- 19% three times a week
- 16% are bi-weekly
- Just 5% are daily
- 95% have one author
- Only 1% have three
- Average is 2,500 subs



Apple shapeshifts and use privacy creds as “an elastic shield for profits” - DoJ: August 2024

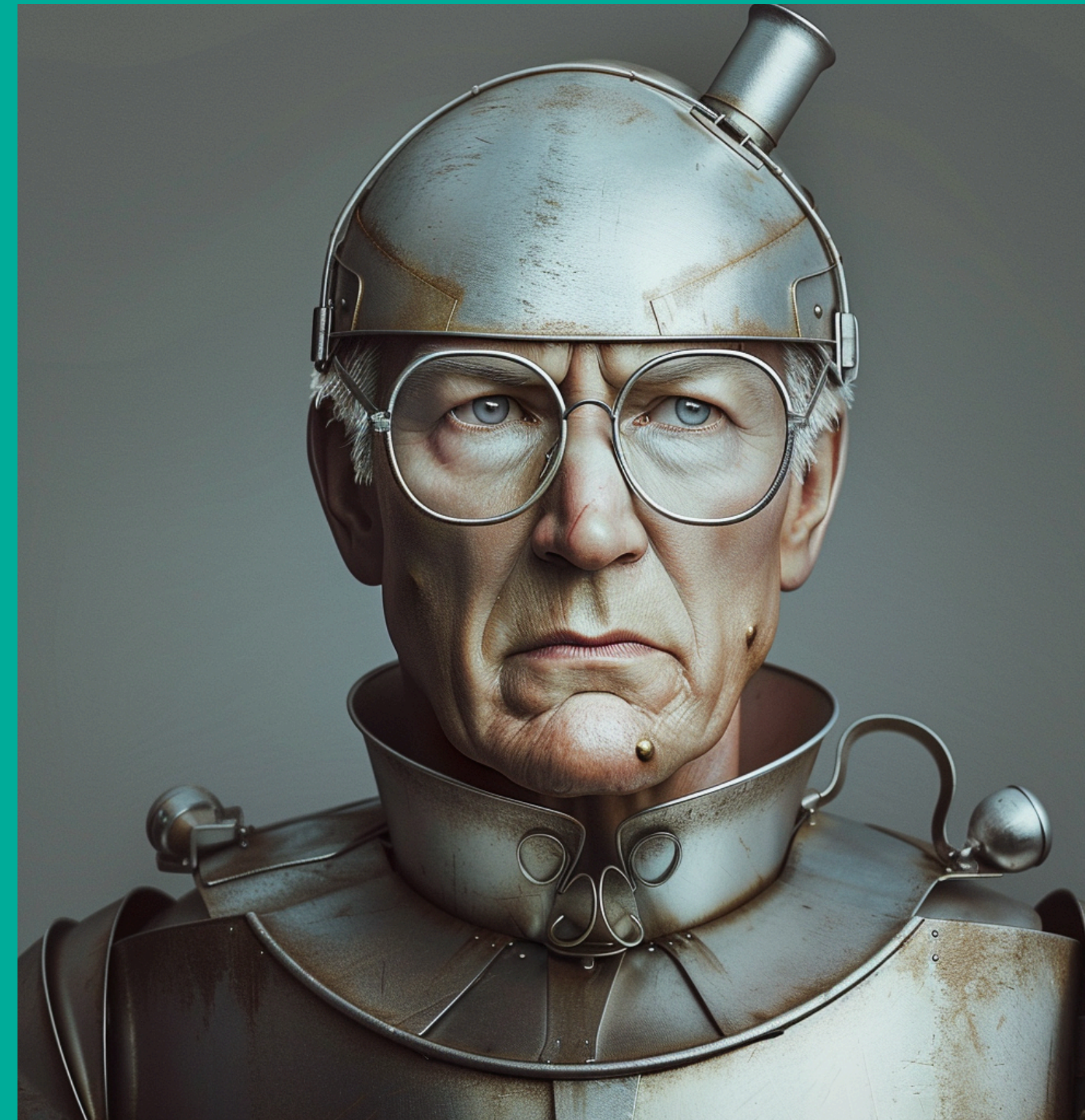
HOW MUCH?

- Average monthly sub is US\$10
- Average annual sub is \$96
- Average founder sub is \$310

Where do they come from?

- Most upgrade from free
- Then word of mouth
- Then Substack Notes
- Then LinkedIn, search, and gifts

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Tim Cook has become tech's Tin Man, and paralysed by change: March 2024

WHAT SUBS PAY FOR

1. US politics
2. Technology
3. Business
4. Finance
5. News
6. Health and wellbeing
7. Faith and spirituality
8. Culture

In 2024: 140m subs, 2.3m posts

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*Inside the Google patent designed to end publishing -
and what to do about it: December 2023*

FUTURE MEDIA SO FAR

- Launched July 2023 (620 days)
- Posted 292 times. 876k words
- 1,000+ firms - news, tech, ads
- 80% are C-suite, reach 4b
- 30% US, 30% EU, 30% AsiaPac
- 79 countries, 42 US states
- 130 sign-ups Substack/week
- 125 from LinkedIn/week
- 2,500 paid subs, \$165-a-year

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Wanted: US sues Google for deleting millions of mails to
hide evidence: January 2025

MY PRICING FWIW :)

MONTHLY

- Access to all posts
- Access to the catalogue

\$17

ANNUAL

- Access to all posts
- Access to the catalogue
- Five gift subs for friends
- 20 per cent cheaper

\$165

FOUNDER

- Access to all posts
- Access to the catalogue
- Five gift subs for friends
- Free hour-long consult

\$480



WHAT READERS SAY

You're the flamethrower we need...
Your insights are invaluable to me...
Cracking read, best thing in media...
What you do is so so so important...
Now I get why Google is evil...
Best (inside) information. Fearless...
Apple's using Google! Like, WTF?!
Insightful and powerful...
You've inspired me to do a Substack...
It's like you write just for me :)

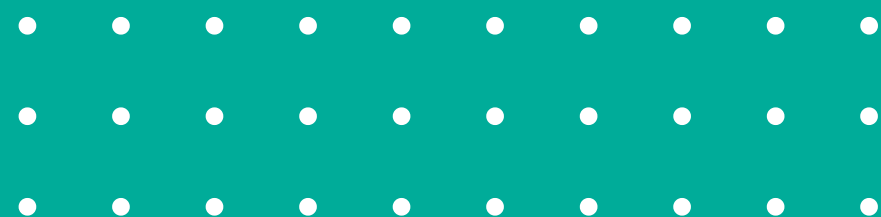
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*Wonka or w*nker: US court will rule whether Amazon's wonderful or a price-fixing monopolist: November 2023*

INCOME SOURCES

- Free subs/trials +152% YOY
- Paid subs: 4% (+232% YOY)
- Syndication: 3% (flat)
- Sponsorship: 35% (flat)
- Podcasts: 15% (just starting)
- Speaking: 14% (flat)
- Consulting: 29% (flat)



As kids continue to die, who will ultimately pay for Zuckerberg's AI vision?: October 2024

WHAT'S NEXT

- Scotch and Watch podcast
- Courses
- CEO meet-ups

And I might just launch a whole new media company.

Or buy one. I just got offered one for a dollar...

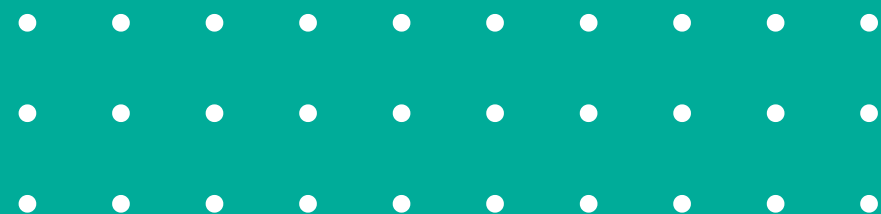
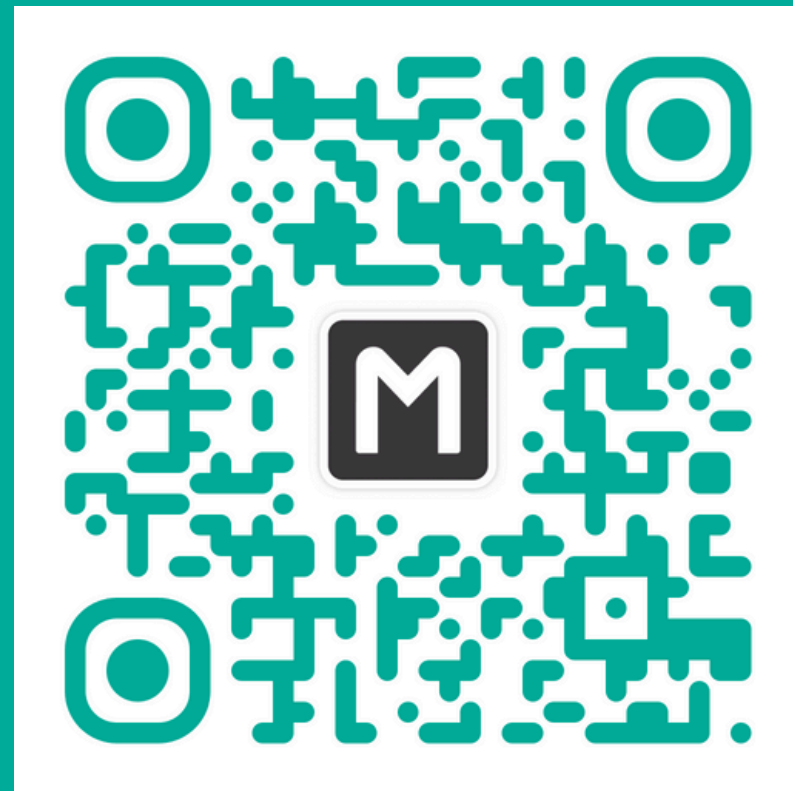
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Scotch and Watch: A podcast on the collision of Big Tech and Big Media - oh, and the future of the world...

THANK YOU

Subscribe today and I'll give
you all 30% off 👉



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Future Media

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