THE LIGHT CHARACTERISTIC

Be the light they can name.

In 1872, being seen wasn't enough for a lighthouse. Captains had to know **which** light they were looking at, so every lighthouse got its own flash pattern, called its characteristic. Your newsletter has the same job in a fog of AI-written sameness. Find your flash, keep it lit, bring readers in. AI keeps the rhythm. You keep the byline.

YOU PROVIDE	AGENT HANDLES	YOU DECIDE
Your stories, your opinions, your shows and talks, the questions clients ask you	Drafts, voice checks, scheduling, Notes, welcome emails, tagging every issue	The stance, the story, the price, and every word that goes out under your name

FIND YOUR FLASH

My newsletter helps _____ **with** _____

One thing I believe about my industry that most people in it won't say out loud _____

_____

Three hills I'll stand on this year _____

01 LENS

The Lensmaker

Find the flash · before you write a word

- ☐ **01 Pick the hill.** One stance per issue that a reasonable person could disagree with.
- ☐ **02 Open the vault.** Gather stories, cleared client wins, testimonials, past talks and episodes in one place.
- ☐ **03 Grind the voice.** Give the agent your own writing and your banned-words list, so it learns how you sound.

AGENT HANDLES	YOU DECIDE
Proposing stances from your material, flagging lines that don't sound like you	The stance, and which stories are fair to tell

THE ANYONE TEST · RUN IT ON EVERY DRAFT

"Could anyone in my industry have written this, word for word?"

Glare: "Consistency is key to growing your business."	**Flash: "Most newsletters die in week three, and it isn't for lack of ideas."**

- ☐ If yes, rewrite until the answer is no.
- ☐ One story, client moment or number only I could include.
- ☐ I'd say this to a client over coffee.
- ☐ It passes my banned-words list.

Field note · Slightly contrarian doesn't mean picking fights. It means writing what you'd say to a client over coffee instead of what's safe to post.

02 LAMP
The Keeper

Keep it lit · every week, same day

- ☐ **04 Set your characteristic.** One publish day, one format, one length. Write it down and tell your readers.
- ☐ **05 Draft from the source.** The agent drafts each issue from your show, talk or client calls. You write the one paragraph only you could write.
- ☐ **06 Light every window.** Turn each issue into Notes, a live session, a podcast or replay link, and a LinkedIn post.
- ☐ The rule: a short issue on time beats a perfect issue late.

AGENT HANDLES	YOU DECIDE
Drafting, subheads, Notes, cross-posts, the calendar, reminders before deadline	The final read, the line that makes it yours, the publish button

03 LANDFALL
The Harbormaster

Bring them in · the door, never the pitch

- ☐ **07 Welcome aboard.** A welcome email that says what you believe, names three issues to read first and asks one question to reply to.
- ☐ **08 Two tiers.** Keep the free issue generous. Offer a paid tier to readers who want you closer. Leave one door open in every P.S.
- ☐ **09 Bind the book.** Tag every issue by theme. A year of weekly issues at about 1,000 words is roughly 52,000 words.
- ☐ Answer every reply yourself. A reply is a reader raising a hand.

AGENT HANDLES	YOU DECIDE
Welcome sequence, upgrade notes, tracking which doors get used, the book outline	The price, what's free vs. paid, what goes in the book

MY CHARACTERISTIC

Publish day _____ **Format and length** _____

Source material I'll draw from _____

My first issue's stance _____

The door in my P.S. _____

The book this could become _____

THE FOUR-WEEK LIGHTHOUSE CHALLENGE · TICK A BOX EACH WEEK

- ☐ **Week 1.** Fill in your flash and your characteristic. Publish issue one on your day.
- ☐ **Week 2.** Issue two, plus three Notes or posts drawn from it.
- ☐ **Week 3.** Issue three. This is the week most newsletters go dark. Ship it short if you have to.
- ☐ **Week 4.** Issue four, a welcome email for new readers, and one door in the P.S.

WANT THE LAMP BUILT FOR YOU?

BOOK A FREEDOM CALL

Bring your last three issues, or the one you never sent. We'll find your flash and map what an agent can carry inside Morgentiq™, so your newsletter never goes dark again.

callkoni.com →

Watch the episode
IconicTV LIVE · Tuesdays, 2pm PT →

Read The Iconic Edge
Every Friday · theiconicedge.com →

Iconic Business Advisors
iconicbusinessadvisors.com →