



Newsletters That Nourish

Building Trust, Community &
Clients Through Email



A Sustainable, Supportive Approach to
Email For You and Your Readers

Mira Dessy, The Ingredient Guru





Start Here in The Food News

What's new and how it works

SEP 3, 2025 • MIRA DESSY

Food News Extra: Why “The Great Blood Pressure Scam” Is Sparking Debate

What you need to know plus the proper way to take your blood pressure

FEB 13 • MIRA DESSY



Planning My Year

A favorite calendaring tool and how I use it

FEB 11 • MIRA DESSY



Food News: Mindful Eating Myths

What It Is (and Isn't) — and Why That Matters for Your Relationship With Food

FEB 10 • MIRA DESSY



Favorite Kitchen Tools, Smart Hacks & Real-Life Kitchen Wisdom

February 2026 Kitchen Table Gathering

FEB 9 • MIRA DESSY





Why Newsletters Still Matter

- Social platforms change-email endures
- You own your list
- Direct relationship with real people



Quick Poll

Who has a newsletter now?

Who feels stuck on what to send?

Who struggles with sending regularly?





Email = Trust in Wellness

- Wellness decisions are personal
- Readers need consistency + credibility
- Email nurtures before people buy



Getting Set Up

Choose a platform

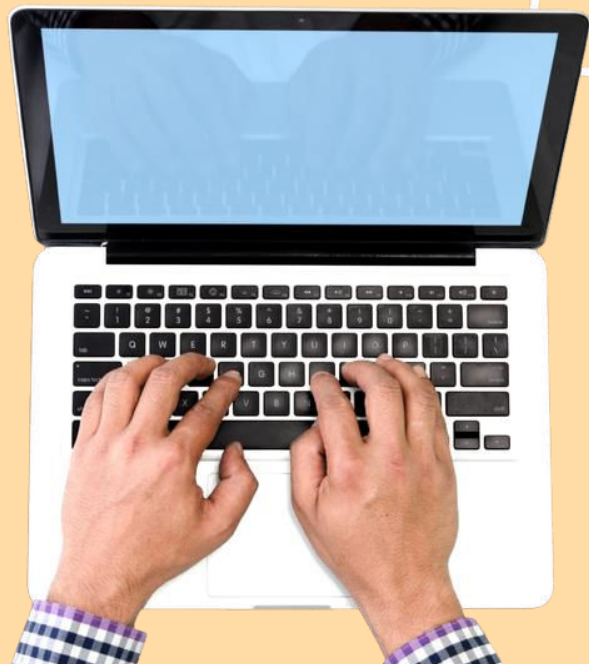
- MailerLite
- ConvertKit
- MailChimp
- Aweber
- Beehiiv
- Constant Contact
- Substack



Build Your List Legally

Good ethics are important

- Clear opt-ins
- Privacy & consent
- Easy unsubscribe



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The Statistics

- **60%+ of consumers** say email influences purchasing decisions more than social media
- Organic reach on **Instagram averages 3-6%**
- Facebook page **reach: 2-5%**
- Algorithms can reduce reach overnight - **You do not own your followers**
- Health & Wellness: **35-45% open rate** (2024-2026 benchmarks)
- Average Click Through Ratio (**CTR**): **2-5%**
- Wellness/education lists often see **3-8%**
- Highly targeted small lists can **hit 8-12%**
- Personal story emails **increase replies by 30-50%**
- **81% of consumers** say trust determines buying decisions
- It can take **7-12 touch points before someone purchases**
- A list of **500 engaged subscribers can generate more revenue** than 10,000 disengaged followers



Content That Connects

The “Nourish Your Reader” Mindset

- Be useful
- Be kind
- Be consistent, not perfect



Find Your Rhythm

- Weekly
- Biweekly
- Monthly



Let's Get Started!

My three favorite tools

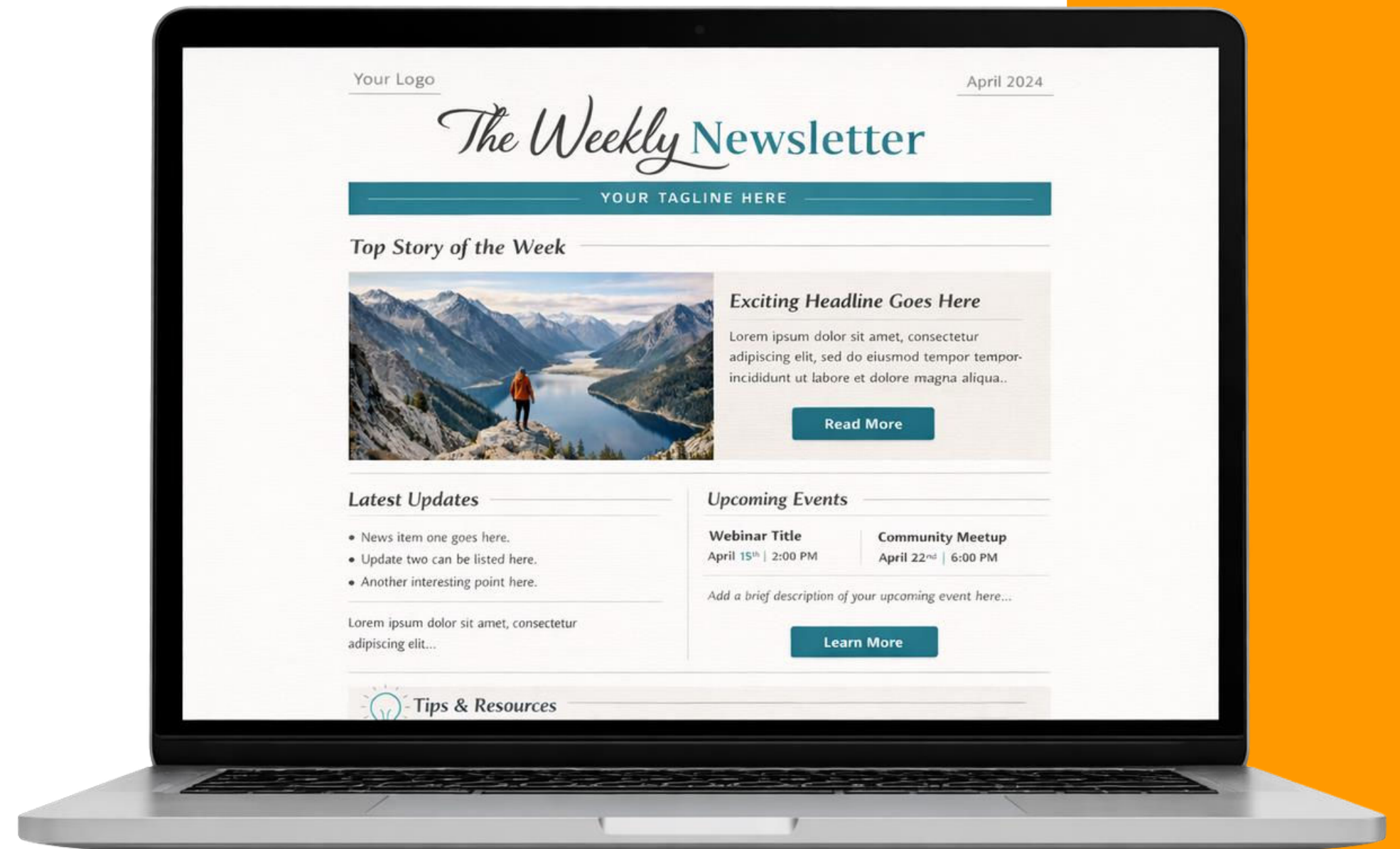
- Pen and paper
- Typinator (or aText if you use Word)
- ClickUp



Create a Template

Think less, connect more

- Create segments
- Consistency is key



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Typinator

I type...

Substack*



Newsletter + EmailsSubstack / Weekly Substack

Created Feb 14Ask AIShare

TaskB68hgpc2zAsk AI

March 10, 2026 Substack

Ask Brain to improve the descriptiongenerate subtasks or find similar tasks

StatusIN PROGRESS

DatesStartDue

Track TimeAdd time

Relationships

AssigneesEmpty

PriorityEmpty

TagsEmpty

Tuesday - FREE

Get weekly holistic nutrition and preparedness insights to help you build a nourishing kitchen, resilient lifestyle habits, and lasting peace of mind—one thoughtful choice at a time.

Write or type "I" for commands and AI actions.

Hi friend, I'm Mira Dessy, a writer, crochet enthusiast, plant mom, and a holistic nutrition professional who loves helping people feel truly nourished. If we were sitting together at my actual kitchen table, there'd be green tea and a few tasty snacks nearby while we talked about food, wellness, and how to make sense of it all. This space is my Substack kitchen table, I'm glad you're here.

~ Did your inbox clip this? The full post's in the Substack app.~

Food News: TITLE

IMAGE

Text

Want support for your wellness journey?

Paid subscribers get access to a **monthly live Ask Mira chat**, where you can bring your questions, get personalized guidance, and dive deeper into holistic nutrition and lifestyle strategies. You can join for just **\$80 per year** and have full access to every session.

[subscribe]

Food News You Can Use

Blurb 1

Blurb 2

Video: **

Upcoming for Paid Subscribers

What caught your attention this week? I'd love to hear your thoughts

[comment]

Upgrade to a paid subscription for deeper guidance, monthly live gatherings, and full access to the [Wellness Vault](#)—so you can nourish yourself with clarity, confidence, and community.

[subscribe button]

Some links may be affiliate links, meaning I earn a small commission (at no extra cost to you). Your support helps me keep sharing—thank you!

Friday - PAID

Hi friends, Each Friday, I write an extra Food News for this wonderful community of paid subscribers, those of you who want to go a little deeper, who are curious about the "why" behind nourishment, and who are building a life that supports your holistic self. Your presence here truly matters. It brings warmth, connection, and a sense of shared purpose that reminds me why I do this work. I'm so grateful you're part of this circle.

Food News Extra:

IMAGE

Text

Wellness Vault

As part of your paid subscription you have access to everything in the Wellness Vault. When new things are added to the vault I'll share the information here. Otherwise I'll use this space to remind you of something that's in there.

ITEM

Footnotes & Favorites

a few things on my mind this week

VIDEO

- 1
- 2
- 3

I'd love to hear what you liked the most this week

[comment button]

Your generous support helps grow this community. *Restacks* (sharing) and recommendations are deeply appreciated. Thank you!

[recommend?]

Some links may be affiliate links, meaning I earn a small commission (at no extra cost to you). Your support helps me keep sharing—thank you!

RESEARCH (DO NOT PUBLISH):

Activity

Activity

More

Planning



Write Ahead

ListBoard+ View

SearchHideCustomize

Group: StatusSubtasksColumns

FilterClosedAssignee

IN PROGRESS5+ Add Task

Name	Assignee	Due date	Priority
March 3, 2026 Substack			
March 10, 2026 Substack			
March 17, 2026 Substack			
March 24, 2026 Substack			
March 31, 2026 Substack			

What To Write?



photo credit: Robin Higgins

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Think Like A Squirrel



photo credit: Trek Jason

Your Squirrel Strategy

- Content bank
- Repurpose blogs
- Batch writing
- Build an editorial calendar



Permission Slip

Short & sweet is fine

- 300–600 words
- One idea
- One link



Hidden Signs of Success

Not everything is a metric

- Replies
- Client mentions
- Quiet loyalty



Your Next 3 Steps

You CAN do this!

1. Choose a platform
2. Evaluate tools
3. Create a schedule



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Join My Newsletter

<https://miradessy.substack.com/subscribe>



Work With Me 1:1

60-minute Newsletter Strategy Session

tidycal.com/theingredientguru/biz-consult



Scan to Book a Call

We'll review:

- 👉 Your current newsletter (or your idea if you're just starting)
- 👉 Simple systems to make it easier to stay consistent

Walk away with:

- ✓ A personalized content plan
- ✓ 3 ready-to-send newsletter ideas
- ✓ Gentle tech next steps (no overwhelm)