BUSINESS NOTE

# Proof of effort in a filtered inbox

Jay Clouse responds to Dan Shipper's prediction that the newsletter is dead by arguing that the cost of generating content has fallen to near zero, so readers are learning to filter harder for what deserves their attention. He treats that filtering as grounds for optimism rather than a reason to stop publishing.

A seller can treat each listing, printable, or email as a chance to show the work behind it, since evidence of human effort is what survives the filter. A guided journal listing, for example, can include photographs of the actual desk where the pages were tested and a short note on what changed after the first draft.

Source: **Creator Science, Proof of Effort**
https://creatorscience.com/proof-of-effort/