BUSINESS NOTE

Writing for agents as well as readers

Nathan Barry's post recounts a conversation with Dan Shipper of Every, who argues that "the newsletter as we know it is dead" because AI agents will soon be the first readers of most email. The discussion covers how quickly AI has become good at using a computer, why a new kind of inbox is likely, and how a team turns an editor's taste into a reusable AI skill.

A seller of printables can apply that skill idea to product copy, writing a short set of instructions that teaches an assistant the house voice, the audience, and the format rules for every listing. A printable meal planner, for example, could be described in one consistent tone across its Etsy listing, its cover page, and its follow-up email, with the assistant drafting each version from the same brief.

Source: Nathan Barry, The Newsletter Is Dead. Here's How To Survive AI Agents | 152
https://nathanbarry.com/the-newsletter-is-dead-heres-how-to-survive-ai-agents-152/