Choosing your sending address

The address your newsletter comes from shapes whether it is recognised, trusted and delivered. Choose it once, and choose it well.

Send from your own domain

Use an address on a domain you own, like news@yourdomain.com, rather than a free mailbox. Your sending platform can only authenticate your mail with SPF, DKIM and DMARC on a domain you control, and the large mailbox providers expect bulk senders to do exactly that.

Keep the from name recognisable

The from name is often read before the subject line. Use the name your readers signed up to: your own name, the newsletter's name, or both, such as “Jim at One Page Newsletters”. Then keep it the same.

Pick an address you can keep

Changing the sending address later means starting to build trust with inboxes again. Choose something general that will still make sense if the newsletter grows or changes topic.

Let people reply

Avoid no-reply addresses. Replies are useful to you, and readers who write back are more likely to keep receiving your mail. Use an address someone actually reads, or set a reply-to that does.

Separate your mail streams

If your domain also sends invoices, password resets or team email, consider sending the newsletter from a subdomain, such as news.yourdomain.com. Problems with one stream then affect the others less.

Before your first send

- Your platform shows the domain as verified.
- SPF, DKIM and DMARC records are published.
- A test arrives with your from name and address exactly as you intended.
- A reply to the test reaches you.