The sign-off at the end of every issue

The last lines of an issue are where readers decide how they feel about it. A good sign-off is short, personal and the same every time.

Why the ending matters

Readers who reach the end are your most engaged. The sign-off is the moment to remind them there is a person behind the newsletter and to tell them what to do next, if anything.

Keep it short

A name and one line is enough. “Until next Thursday, Jim” does more than a paragraph of thanks. Long sign-offs get skipped and push the footer further down.

Sound like yourself

Use the same voice as the rest of the issue. If the newsletter is warm, the sign-off can be warm. If it is brisk, keep the ending brisk.

Use it for one small ask

The end is a natural place for a single, low-effort request:

- “Hit reply and tell me what you are working on.”
- “Forward this to one person who would like it.”
- “The full archive is on the website.”

Rotate the ask from issue to issue, but keep it to one.

Separate it from the footer

The sign-off is from you. The footer is from your platform: address, unsubscribe link and settings. Keep them visually apart, so the personal part does not look like small print.

Skip the image signature

A scanned signature or a photo adds weight and is often blocked. A typed name reads as personal and always shows.

Keep it consistent

A repeated sign-off becomes part of the newsletter's identity. Readers come to expect it, and its absence is noticed.