

Zero Retries Bulletin - Apologies for the Template

 zeroretries.org/p/apologies-for-the-template/comments



Apologies for sending my updated Zero Retries template to all of you Zero Retries subscribers yesterday (Saturday 2023-07-22). Sending the template was a mistake on my part (not a Substack issue).

I value the attention of Zero Retries readers and work hard to make Zero Retries worth your time. I send special issues of Zero Retries only very occasionally when I feel it's important, especially interesting to Zero Retries readers, *and* time sensitive enough to not wait for a regular issue of Zero Retries.

The template I sent yesterday wasn't a Zero Retries special issue.

But, on the bright side, now you have the secret sauce to Zero Retries - just fill in the blanks!



The backstory is that Substack does not have a dedicated template capability, so I've created a draft (blank) newsletter issue and keep that updated (the format of Zero Retries subtly evolves by two or three small changes per month). To begin a new issue of Zero Retries each week, I copy the template to a new newsletter and... start filling in the blanks. Yesterday, as I was updating updating the template, I got distracted by something and I clicked "Publish" instead of "Return to Drafts".

Initially, I didn't want to compound my mistake with a followup *Oops!* But, from a few replies I've received, there was sufficient confusion about receiving the template that a followup was justified.

Thanks for your understanding.

Steve Stroh N8GNJ
Zero Retries Editor