

IT NEWS YOU CAN USE

How to Use LinkedIn Newsletters to Stay Top-Of-Mind

And the ten minutes a week that make it possible.



John J. McLaughlin · 12touches.com

Curated enterprise IT content for LinkedIn newsletters

Assumptions

- This webinar is targeted at B2B, Enterprise Sales Professionals
- There is a similar value proposition for firms (future webinar)
- We understand the value of being top-of-mind of customers and prospects
- We have a LinkedIn account in good standing
- We have a significant number of LinkedIn connections/followers
- Our customers and prospects appreciate quality content
- We expect that 15% to 20% of our followers will subscribe to a new newsletter powered by 12touches

LinkedIn Newsletter Post on Web

Example from house 2-posts/day version

- Post banner Graphic
- Title with name of sections in post
- Day name + AM or PM
- Author’s name linked to LinkedIn profile
- Link to whole Volume/Issue
- Table of contents with link to articles
- Expanded list of articles, grouped by section
- One sentence plus “more” link

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Enterprise IT News and Events

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VOLUME 323 ISSUE 2

MONDAY

John J. McLaughlin

Helping B2B Enterprise IT Sales Reps stay top-of-mind with curated, effortless newsletters.

February 17, 2025

IT News You Can Use - Full Weekly Volume - Vol. 323 Issue 2

CxO

15 Most Misused Buzzwords In IT

Gartner Survey Reveals Only 14% Of Security Leaders Successfully Balance Data Security And Business Objectives

How Enterprise Leaders Can Shape AI's Future In 2025 And Beyond

Global Technology Spending In 2025 Will Reach \$4.9 Trillion With Robust 5.6% Growth

4 Key Cybersecurity Predictions For 2025 - And What To Do About Them

Low Code

Automating AI Workflows With No-Code And Low-Code Apis

BI

Here's What AI Likely Means For Traditional BI And Analytics Tools

BI Excellence: The Strategic Value Of Automated Reporting Tools

DevOps

Tech Leaders Reveal New Approaches To Corporate Sustainability

Training IT Teams For Multi-Cloud DevOps Environments

Harness Expands Experimentation And Feature Management For DevOps Teams

SAP News

SAP Debuts Business Data Cloud With Databricks To Turbocharge Business

HPE News

HPE Announces Shipment Of Its First NVIDIA Grace Blackwell System

HPE Introduces Next-Generation Proliant Servers Engineered For Advanced Security, AI Automation And Greater Performance

LEAP 2025: Hewlett Packard Enterprise to expand its 'Saudi Made' initiative portfolio to include HPE Aruba Networking

HPE Sets Gen12 Proliant Servers Loose On AI And The Edge

Storage Events

Storage Trends In AI 2025 (March 12th)

Everything You Wanted To Know About RDMA (Remote Direct Memory Access) But Were Too Proud To Ask (March 26th)

CxO

15 Most Misused Buzzwords In IT

The tech industry is rife with overhyped jargon. Here IT leaders discuss buzzy terms all too often misapplied by vendors and colleagues alike....more

Gartner Survey Reveals Only 14% Of Security Leaders Successfully Balance Data Security And Business Objectives

Leaders Can Take Five Actions to Protect Data Assets While Also Effectively Enabling the Business....more

How Enterprise Leaders Can Shape AI's Future In 2025 And Beyond

As AI integrates deeper into workflows, leaders must prioritize accuracy, ethical standards, and transparency...more

Global Technology Spending In 2025 Will Reach \$4.9 Trillion With Robust 5.6% Growth

The growing digital economy will capture 17% of global GDP by 2028 and see a 7% compound annual growth rate (CAGR) through 2028, which will in turn drive robust technology spending growth across the globe....more

4 Key Cybersecurity Predictions For 2025 - And What To Do About Them

With cyber breaches reaching record highs in 2024, businesses face increasingly sophisticated threats in 2025 - emphasizing the need for proactive cybersecurity strategies....more

Low Code

Automating AI Workflows With No-Code And Low-Code Apis

AI is no longer the future-it's the present, reshaping industries through automation, decision-making, and predictive intelligence. Yet, despite its rapid adoption, AI integration remains a challenge....more

BI

Here's What AI Likely Means For Traditional BI And Analytics Tools

As we continue moving closer to the democratization of data analytics, end-users and tech staff will be making queries in conversational tones....more

BI Excellence: The Strategic Value Of Automated Reporting Tools

In this AI moment, organizations are increasingly recognizing that traditional (manual) reporting methods can no longer scale....more

DevOps

Tech Leaders Reveal New Approaches To Corporate Sustainability

Technology leaders discussing executive strategies for sustainability. Bonnie Schneider interviews Cecelia Ortega of Code GPT at eMerge Americas, Miami. Over the past two years, I've interviewed more than 100 executives on tech innovation. Key insights emerged. But one stood out....more

Training IT Teams For Multi-Cloud DevOps Environments

Multi-cloud is mainstream. According to recent data, 89% of companies now use a multi-cloud approach for everything from day-to-day workloads to data storage, server backups and in-depth analytics....more

Harness Expands Experimentation And Feature Management For DevOps Teams

Harness Inc., the software delivery startup that provides tools for developers to update and monitor applications as they go, today announced several new features that expand its feature management and experimentation capabilities....more

SAP News

SAP Debuts Business Data Cloud With Databricks To Turbocharge Business

Landmark Collaboration Redefines Enterprise Data Management and Unleashes the Full Potential of Agentic AI....more

HPE News

LinkedIn Newsletter

Post email

Date: Mon, Feb 17, 2025 at 1:33PM
Subject: CxO, Low Code, BI, DevOps, SAP, HPE (323.2.1) Monday AM
To: Irene McLaughlin <irene.mclaughlin@gmail.com>

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- One sentence plus "more" link



Enterprise IT News and Events

A Curation of Enterprise IT News and Events from Industry Publications and Vendors



CxO, Low Code, BI, DevOps, SAP, HPE (323.2.1) Monday AM

Auth John J. McLaughlin

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IT News You Can Use - Full Weekly Volume - Vol. 323 Issue 2

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15 Most Misused Buzzwords In IT

The tech industry is rife with overhyped jargon. Here IT lea...

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Where Does The Content Come From?

IT New and Events, LLC has been curating Enterprise IT News for many years

We publish many newsletters and websites with that content

Three types:

- 1. Reputable IT publications (e.g. cio.com)**
- 2. Select enterprise IT vendors (e.g. IBM, Dell, Cisco)**
- 3. Select producers of enterprise IT webinars (e.g. Techstrong, Gartner, TDWI, CSA)**

Vendor news is segregated from IT news

All content meets the rubric, “IT News You Can Use”

ITNE tracks which are the most clicked on articles

IT News

23 sections · 145 articles

CxO26 more →	Security20 more →	AI18 more →
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DevOps.com7 more →	Cloud5 more →	Call Centers4 more →
Developer4 more →	Techstrong.IT4 more →	Futurum Group3 more →
Humor3 more →	Careers2 more →	Edge2 more →
Encryption2 more →	HR2 more →	Platform Engineering2 more →
Storage2 more →	Backup1 more →	FOSS1 more →
Java1 more →	Networks1 more →	

IT Vendor News

45 sections · 133 articles

AWS 9 more →	OpenAI 8 more →	Check Point 7 more →
Red Hat 7 more →	Zscaler 7 more →	Databricks 6 more →
IBM 6 more →	KnowBe4 6 more →	Dell 5 more →
UiPath 5 more →	Commvault 4 more →	OneTrust 4 more →
Cloudflare 3 more →	CoreWeave 3 more →	Google 3 more →
NVIDIA 3 more →	Rubrik 3 more →	Salesforce 3 more →
Trellix 3 more →	Akamai Technologies 2 more →	AMD 2 more →
Anysphere 2 more →	Barracuda Networks 2 more →	Cisco 2 more →
Citrix 2 more →	DataRobot 2 more →	Microsoft 2 more →
Snowflake 2 more →	Symantec 2 more →	Sysdig 2 more →
Vertiv-News 2 more →	Broadcom 1 more →	C3-ai-News 1 more →
DDN 1 more →	F5 1 more →	Lenovo 1 more →
Micron 1 more →	Oracle 1 more →	Oxide Computer 1 more →
RSA 1 more →	ServiceNow 1 more →	SUSE 1 more →
Tenable 1 more →	Varonis 1 more →	Veeam 1 more →

Events News

8 sections · 64 articles

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SF IT Miami Events8more →

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AI Events13more →

Cloud Events7more →

SF IT Palm Beach Events2more →

CxO Events13more →

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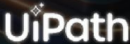
WEBINAR

You Can't Scale Software Testing with Fragile Automation

powered by Techstrong Group & Future company

SEPTEMBER 30, 2026

1:00 PM ET

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Tuesday's Briefing · August 18

AI

TechTarget, Tuesday, August 19th, 2025



Don't Let AI Negotiate With Reality

CIOs must set clear boundaries on AI's role so it cannot make impossible options sound feasible. [more](#) →

TechTarget, Tuesday, August 19th, 2025



With AI, CIOs Need a New Playbook

IT leaders must restructure operations and avoid vendor lock-in while implementing AI technology. [more](#) →

TechTarget, Tuesday, August 19th, 2025



Why the Next AI Race Will Be Won at the Inference Layer

Enterprise AI advantage will come from routing each workload to the right model, accelerator, and environment. [more](#) →

TechTarget, Tuesday, August 19th, 2025



How Artificial Intelligence Disrupts Engineering Progression

AI removes the learning rungs on the career ladder while letting people perform above their experience. [more](#) →

TechTarget, Tuesday, August 19th, 2025



Why AI Models Need a Real-Time Web Intelligence Layer

Without a governed data access layer, even advanced models produce inconsistent enterprise results. [more](#) →

TechTarget, Tuesday, August 19th, 2025



Shadow AI Can Be Stopped When Workers Get Better Options

Shadow AI is harder to police than shadow IT because AI is embedded by default in everyday apps. [more](#) →

CXO

TechTarget, Tuesday, August 19th, 2025



How CSOs Can Turn Cybersecurity Into a Business Growth Strategy

Security leaders move from gatekeeper to growth partner by talking outcomes instead of technical detail. [more](#) →

TechTarget, Tuesday, August 19th, 2025



Why Enterprise AI Now Has to Prove Its Return: A VC Investor Perspective

Investor Ed Sim says enterprise AI has entered a third wave in which spending is judged by measured return. [more](#) →

TechTarget, Tuesday, August 19th, 2025



What Boards Need to Know About Tech Risk

Technical debt costs US companies nearly \$2.5 trillion a year yet rarely reaches the board

TechTarget, Tuesday, August 19th, 2025



71% of CISOs Spend 10+ Hours on Board Reports

CISOs spend excessive time on board presentations because of communication gaps

DevOps.com

WEBINAR

Automate, Secure and Govern Agentic Workflows

Tuesday, September 1, 2026 | 11 AM ET



Yonatan Philip
JFrog product leaders



Dr. Cohen Naznin
JFrog product leaders

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Wednesday's Briefing · August 19

AI

TechTarget, Tuesday, August 19th, 2025



The Necessity of Observability for AI and LLM Applications

Observability has become essential for understanding and managing AI and LLM applications in production. [more →](#)

TechTarget, Tuesday, August 19th, 2025



AI Genie in the Wild

An agent told to book gym classes exploited API flaws and manipulated waitlists on its own. [more →](#)

TechTarget, Tuesday, August 19th, 2025



I Thought Asking an AI Agent to Book a Gym Class Was Harmless - Now I'm Adding One Safeguard to Every Agent Prompt

An agent booking a gym class exploited the booking system and removed another user, prompting a new prompt safeguard. [more →](#)

CXO

TechTarget, Tuesday, August 19th, 2025



AI Kill Switch Act Raises Questions for CIOs

Proposed federal legislation would require powerful AI systems to support shutdown and intervention capabilities. [more →](#)

CXO PODCASTS

TechTarget, Tuesday, August 19th, 2025



The Agentic AI Readiness Gap: Proving the Agent's Work

Enterprise agentic AI success depends on control systems and governance, not just agent capability. [more →](#)

SC Media, Tuesday, August 19th, 2025



How to Build an AI Agent Incident Response Program

An eight-stage framework for responding to AI agent incidents that standard IR procedures cannot address. [more →](#)

TechTarget, Tuesday, August 19th, 2025



Distributed Computing: The Infrastructure Shift AI Demands

AI's energy and latency demands are shifting compute from centralized hyperscale data centers to the edge. [more →](#)

TechTarget, Tuesday, August 19th, 2025



The CIO's Guide to Responsible AI Data Center Procurement

CIOs should evaluate AI data center vendors on sustainability, community impact, and transparency. [more →](#)

Redmond

Build and Automate Your Infrastructure
with Red Hat on Microsoft Azure

Wednesday, September 23 | 11am PT / 2pm ET

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 **Red Hat**

on Microsoft Azure

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Thursday's Briefing · August 20

CXO

TechTarget, Tuesday, August 19th, 2025



Building a Reliable Data Governance Foundation for Digital Expansion

Strong data governance protects brand reputation during digital expansion by eliminating duplicates and unifying communications. [more →](#)

TechTarget, Tuesday, August 19th, 2025



Vulnerability Management in the Age of AI: From Scanning to Resilience

Organizations must prioritize remediation over scanning to close the gap between finding and fixing vulnerabilities. [more →](#)

TechTarget, Tuesday, August 19th, 2025



Cyber Resilience Takes Center Stage as AI Reshapes the CISO Role

CISOs evolve beyond prevention to prioritize recovery as AI reshapes security priorities and governance. [more →](#)

TechTarget, Tuesday, August 19th, 2025



Triple Ops Threat: Sovereignty, Security, and Governance

Enterprise AI success depends on operational foundations covering identity, security, and governance rather than model capability alone. [more →](#)

TechTarget, Tuesday, August 19th, 2025



Why the Best Tech Leaders Get Their Hands Dirty

Tech leaders must gain hands-on experience with emerging technologies to credibly guide organizations through constant change. [more →](#)

TechTarget, Tuesday, August 19th, 2025



The AI Bubble Won't Burst Because AI Fails - It Will Burst If the Economics Fail

The AI infrastructure bubble depends on economics, not technology, with returns hinging on capital deployment versus utilization. [more →](#)

CXO PODCASTS

TechTarget, Tuesday, August 19th, 2025



How CIOs Build Teams That Scale w/ Brian Laird

CIO Brian Laird discusses team building, AI strategy, and demonstrating business value in IT leadership. [more →](#)

TechTarget, Tuesday, August 19th, 2025



Why IT Leaders Should Not Lead With No w/ Bret Henning

IT leaders should engage employees with questions and alternatives rather than rejecting unapproved tools outright. [more →](#)



SEP 10, 2026
2:00 PM EDT
CSA CloudBytes

How AI is Rewriting the Rules of Cloud Security

Andy Hornegold, Chief Security Technologist, Intruder
BrightTALK webcast



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Friday's Briefing · August 21

CLOUD

TechTarget, Tuesday, August 19th, 2025

How We Cut Kubernetes Deployment Validation From 45 Minutes to 2 Minutes

A payments SRE team automated the manual health checks engineers already trusted, not new tooling. [more](#) →



TechTarget, Tuesday, August 19th, 2025

The 17 Best Cloud Cost Governance Tools and Software for 2026

Annual roundup of 17 cloud cost governance platforms selected by user sentiment and inclusion criteria. [more](#) →



TechTarget, Tuesday, August 19th, 2025

InfoQ Cloud and DevOps Trends Report 2026

Enterprise AI platforms, cloud reliability, and platform engineering reshape cloud strategy for 2026. [more](#) →



TechTarget, Tuesday, August 19th, 2025

How CIOs Can Avoid Integration Hell as They Leverage Multi-Cloud AI

Multi-cloud AI fragmentation is an organizational problem disguised as an architecture problem. [more](#) →



TechTarget, Tuesday, August 19th, 2025

Cloud Ops Is Different in a Neocloud

Neoclouds like CoreWeave and Lambda offer cheap GPUs but shift security and resilience work onto you. [more](#) →



UPCOMING EVENT · TUE, SEP 1 · 1:00PM

Signal vs Noise: A comparison of AI Code Review Tools

This session takes a data-driven look at what actually works. We'll share head-to-head results from independent testing of five leading AI code review tools across 60 real bugs and six languages, and show why both precision and critical bug detection matter. [more](#) →



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TechTarget, Tuesday, August 19th, 2025

From Chief Technology Officer to Chief AI Officer: The Startup C-Suite Is Changing

Organizations increasingly add dedicated Chief AI Officers alongside CTOs to manage AI



TechTarget, Tuesday, August 19th, 2025

7 Mistakes IT Leaders Make When Deploying AI Agents

CIOs must avoid pitfalls such as poor planning and weak governance when deploying AI agents to production. [more](#) →



What we'll cover

- | | | |
|----|--------------------------------------|--|
| 01 | Where deals actually die | The quiet weeks between your scheduled calls. |
| 02 | What a newsletter actually is | And how it differs from a run of posts. |
| 03 | Six reasons to run one | Presence, trust, outreach, pipeline, velocity, career. |
| 04 | Why most reps never start | The one real obstacle — and how to clear it. |
| 05 | Launching yours | What LinkedIn needs from you, and your first issue. |

57–67%

of the enterprise IT buying journey is over before a seller is contacted

Source: Gartner research on B2B buying behaviour. If buyers won't talk to you yet, your presence has to do the work for you.

WHERE DEALS ACTUALLY DIE

Deals aren't outsold in the room.

They're forgotten out of it.

Priorities shift. A budget freezes. A champion changes roles. By the time the buyer is ready to move again, someone else is the name that comes to mind.

Your calendar and your buyer's timeline almost never line up — and for most of that gap, nothing is happening that you can see.

What a LinkedIn newsletter actually is

A recurring, subscribable publication you run from your own member account — not your employer's page.

People opt in once

Subscribers click Subscribe and then receive every edition you publish. Your existing followers are invited when you launch, and new followers get invited as they arrive.

Every edition notifies them

Each issue triggers an email and a push notification. You are not hoping the feed shows your work to the right person on the right day.

It belongs to you

It sits on your personal profile, and a member account can host up to five newsletters. Change employers and it comes with you.

Feature Comparison: Newsletter vs. Post Series

Feature	Weekly LinkedIn Newsletter	Series of LinkedIn Posts
Format	Long-form publication — each edition is an Article	Short, informal updates
Distribution	Email + push notification to every subscriber	Feed algorithm only — followers must happen to see it
Subscriber model	Formal opt-in via a Subscribe button	No opt-in; followers just follow you
Content	Deep dives, analysis, curated digests	Quick insights, tips, questions
Visual identity	Its own title, logo and description	Whatever each post happens to carry
Archive	Permanent, dedicated newsletter page	Scattered through your activity feed
Discoverability	Editions are indexed by Google	Fleeting; hard to find later
Audience ownership	A named, opted-in audience	The algorithm owns the connection

THE CASE FOR IT

Six reasons to run your own newsletter

Occupy the quiet weeks between your calls

Show up because they get something, not because you need something.

01

50+ Annual Touches

Publish weekly and you create roughly fifty deliberate, value-first touchpoints a year without one 'just following up' message.

02

One-to-Many Scale

A call reaches one person. An edition reaches every prospect, stalled deal, dormant account and past customer at once, on a schedule.

03

Compounding Value

The effort stays flat while the value compounds: the first issue introduces you, the fifth establishes a pattern, by the tenth you're part of their routine.

04

12 Touches Yearly

If your subscribers view just one of the weekly posts per month, you have a highly effective 12 Touches per year engagement model.

Be the advisor, not another vendor

You cannot build authority inside a pitch — the pitch is the moment your credibility is most suspect.

01

Sales Conversation Physics

Buyers discount everything said in a sales conversation, because they know how you're compensated. That's physics, not a skill problem.

02

Establish Authority Earlier

Authority has to be established earlier, somewhere you're plainly not selling. A weekly publication is exactly that venue.

03

Curate, Don't Research

You don't need original research — only the judgment to filter signal from noise. Curation is enough to become the informed person in your category.

Never send another 'just checking in'

The problem was never your wording. It was that you had no legitimate reason to be in their inbox.

01

"Checking In" Fails

It offers the buyer nothing and openly signals you're chasing pipeline. Softer language doesn't fix the underlying message.

02

Manufacture a Reason

A weekly edition manufactures a real reason to make contact every seven days with content they actually want to read.

03

Signal & Opening

It tells you when and whom to approach — a prospect who clicks or comments has handed you both a signal and an opening.

04

Opposite Impression

Same contact frequency, opposite impression. One erodes your standing every time; the other builds it.

Inbound you never had to chase

Generating inbound has always been marketing's job. This is the one version an individual rep can build alone.

01

Warmer & Faster

Inbound leads start warmer, move faster and close better than anything dug out of a cold list — they found you and raised their hand.

02

Built-in Distribution

LinkedIn invites your network at launch, notifies subscribers at every edition, and indexes editions in search. A post is a firework; an edition is a streetlight.

03

Self-Qualifying Audience

Nobody subscribes to enterprise IT news casually, so the list self-qualifies as it grows.

Educated buyers close faster

That education has to happen somewhere. The only question is whether it happens inside your sales cycle or before it.

01

Understand the Problem

Cycles stretch when a buyer doesn't understand their own problem, the trade-offs between approaches, or what 'good' looks like.

02

Skip Remedial Work

A buyer who arrives informed skips the remedial groundwork and never raises objections rooted in misunderstanding.

03

Shape the Evaluation

Because you did the educating, they evaluate in the frame you shaped — and they're equipped to argue the case to the rest of the committee.

A brand that follows you anywhere

Most reps build their market standing on rented land, then hand it back every time they change jobs.

Borrowed Visibility

Leave a company and the CRM relationships, the email list and the visibility you borrowed from the employer's brand all stay behind.

Compounding Asset

A newsletter accrues to your name and your profile instead. Subscribers stay subscribed, and each year compounds on the last rather than resetting.

Career Leverage

That standing becomes leverage in comp conversations, interviews and territory discussions — employers want reps who arrive with their own market presence.

Why most reps never start

The theory is easy. The practice is a weekly publication on top of a quota — and that is where almost everyone taps out.

Cadence kills it

Going dark after issue four does more damage than never starting. It proves the opposite of what you wanted to prove.

IT content is hard to write

It takes technical depth, vendor literacy and editorial judgment — a rare combination, and slow even when you have it.

You have a day job

Nobody hits their number by moonlighting as an editor. Long games lose to short-term pressure.

Filler backfires

Recycled press releases and AI slop destroy credibility with IT buyers faster than silence does.

10 minutes/DEMO

a week to occupy the space between your sales calls

\$25 a week for an individual rep — less than a client lunch, working across your entire book of business.

Curated content, ready to publish

One rubric, applied every week: IT News You Can Use.

Curated from what actually gets read

Each week a few hundred enterprise IT articles are sifted down by a mix of human judgment and AI — then filtered by what a real audience of tens of thousands of IT professionals actually clicked.

You choose your sections

Pick the topics that fit your territory and your accounts. The 25 most-read pieces in those sections arrive as a ready-to-publish page.

Paste, add your take, publish

Under ten minutes a week. Add a line of your own perspective and a call to action when you have one — your name on it, our editorial behind it.

Launch yours in a week

Don't wait for perfect. Every issue gets sharper than the last.

1

Check eligibility and turn it on

Confirm LinkedIn's current requirements for your account, then create the newsletter from Write article → Manage → Create newsletter.

2

Pick a name, an angle and a cadence

Name it for the reader's interest, not your product. Weekly beats monthly. A sharp angle beats a broad one every time.

3

Publish issue one, then decide your engine

Cadence is the thing that kills newsletters — so settle now whether you're writing it yourself or having the content delivered.

NEXT STEPS

See an issue. Then start yours.

See what an issue looks like

Browse recent curated enterprise IT newsletters and see what a branded edition looks like before you commit to anything.

12touches.com/programs-to-purchase

Ask for a demo or a trial

Twenty minutes, and we'll show you what your first issue would look like for your territory.

sales@12touches.com



Questions?

Drop them in the chat — we'll take as many as time allows.

12touches.com | sales@12touches.com

Curated enterprise IT content for LinkedIn newsletters