

How Sandy Goldman of 65Nation Slashed Daily Newsletter Time by Over 90% with HeyNews



Sandy Goldman
65Nation, 65Nation

Sandy Goldman from 65Nation shares how HeyNews' AI service helped her drastically reduce the time spent publishing her daily newsletter.

-91.67%

Daily Newsletter Creation Time

5 minutes

New Daily Newsletter Creation Time

"I went from 1 hour per day to 5 minutes per day on creating the content and adding in ads."

Sandy Goldman is a key figure at 65Nation, a company dedicated to publishing a daily newsletter. This commitment means consistently delivering fresh content and managing advertising, a task that requires significant daily effort to keep their audience informed and engaged.

The Challenge

Before discovering HeyNews, Sandy faced a considerable daily challenge: the time-consuming process of creating and publishing her daily newsletter. Each day, she would spend a full hour on content generation and integrating advertisements. This consistent, hour-long commitment was a significant drain on her time and resources, limiting her ability to focus on other strategic aspects of 65Nation.

The Solution

Seeking a more efficient approach, Sandy turned to HeyNews and its innovative AI service. She was looking for a solution that could automate and streamline the content creation and ad placement process, freeing her from the repetitive daily grind. HeyNews offered the promise of significant time savings without compromising the quality or consistency of her daily newsletter.

"Working with HeyNews has been great. Their AI service has saved me a significant amount of time in publishing my daily newsletter."

The Results

The implementation of HeyNews brought about a remarkable transformation for Sandy and 65Nation. The daily task of creating content and adding ads, which once consumed an entire hour, was dramatically reduced to just 5 minutes. This incredible efficiency gain, representing over a 90% reduction in time, has allowed Sandy to reallocate valuable hours to other critical areas of her business. Beyond the time savings, Sandy also highlighted HeyNews' exceptional recommendations, low costs, and impressive response times as key benefits.

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