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About Your Newsletter

By Iulia Pascanu

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No matter how you name it: email advertising, email marketing campaign, newsletter, ezine. The medium is already worn out.

Overused. Abused. This means you have to make extra efforts to make people get involved with whatever you do for making a

living online.

I don't want you to believe I'm one of the self made Internet gurus out there. No need to mention I'm not a real Internet

guru either :). I'm just an ordinary Internet user, happy to share some routine experiences and thoughts about editing

newsletters.

By all means, know your purpose!

Some newsletter editors think that, if last week I was interested in email marketing, the next week I could be interested in

some songs they have just written down after being involved in a 'Release Your Creativity' – like seminar. I know you

probably won't believe me, but it happened just this way. Ok, you online marketing fellow, I may want to hear about your

songs, but don't make them a main topic. I know what I subscribed for, and when I don't find what I expected in the message

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body, I feel somehow deceived.

Think rather community than emailing list

The next paragraphs may seem not to have anything to do with editing newsletters. But instead of lying in your comfortable

shell, headphones on your ears, beautiful posters in your eyesight, trying to produce more and more 'words that sell', what

about a bit of real communication?

Have you ever been told 'it's all in the list'? Ever wondered what they mean by that?

The reason you edit your newsletter is (probably & primarily) because you want to sell something. Try to forget sales for a

moment. You are online to give somebody something that he or she could use. You gather in a list persons that have something

in common (including yourself). Maybe they like cars. Or coffee. Or sleeping late. Let them share that with you. The first

step is to encourage feedback. You can create a discussion list and a forum.

I know what usually happens. You create a discussion group, post a topic and wait for opinions to pour in. This may never

happen. It takes time to create a strong community. Many people might subscribe to the list just for reading other opinions,

and never post a message. This shouldn't bother you. They are a step closer to you than usual newsletter subscribers.

Remember that in a community, your promotional messages are being read as (hopefully) friendly advice. However, they are not

being perceived as aggressive email ads.

A community is about trust and transparency. Allowing competitors to post messages (as long as they are respecting the

netiquette) makes you more credible. Moreover, you can be the first person in the list to post links towards other

competitors' websites. All you need to do is always insist on your USP (unique selling proposition).

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You'll always offer

something that no other competitor will. If you don't, you'll soon be out of business anyway, so why bother with email

marketing? Whatever you do, your customers & prospects will appreciate the sincerity in the first place.

Become a member yourself in other communities. Have you thought about starting with your best competitors? If they kick you

out, remember to post a thank you message on your own list (no kidding).

Publishing in targeted discussion lists is a powerful way to reach thousands of prospects. And they're already 'filtered'.

Now you are treating your subscribers like real persons, that have preferential needs. Now you can get back to thinking about

sales.

Netiquette

This is not just about how others behave on the web. You have to respect some rules too. When you place a link, don't

mislead. When you choose a subject line, don't lie. When you splash a half page title, make sure it relates to the content of

the message.

Finally, some editing tips:

- * Don't take me as an example and use short phrases.

- * Use lists.

- * When you start editing a newsletter, you become a public person. That's like a public speaker. Don't be afraid to speak

for yourself. Let people know who is talking.

- * Use a friendly, but non-aggressive & friendly approach.

- * When sending personalized messages, make sure that the names are being spelled correctly.

- * Ring the bell! Arouse interest by using questions. Start with a controversial subject. Use incendiary or celebrity

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statements on the topic you want to approach. Create a doubt.

* Stay away from cliches like 'we are the best', 'we doubled our sales last month' and so on. How well you've been doing

lately is probably more interesting for yourself than your subscribers.

* Quote authorized opinions.

* Get celebs in your business field to write an article now and then for your ezine. Ask for interviews, get statements

and figures. These are some very objective inputs that you can use.

* Always include your incentives and current sales in the newsletter. Some subscribers may not visit the website for

several weeks.

* Provide tips, especially about bargains: books, seminars. Don't let the fact that they are offered by competitors stop

you. Prove competition really works for you. Well this doesn't mean you need to be laudative for no reason.

* Don't forget to sign your articles. Say who you are and post a contact link. This is the beauty of email. You can send

to anyone and receive from anywhere, in a moment.

Iulia Pascanu writes for <http://www.emailmarketingsoftware.org/> where you can find more information about

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website. If you use this article, please include the resource box and send a brief message to let me know where it appeared: <mailto:iuliap@gmail.com>

What A Newsletter Can Do For Your Business

By Claire Cunningham

Newsletters are often thought of as easy, do-it-yourself communications projects. The reality is different...and that can be discouraging.

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Developing a good newsletter concept can be difficult and time-consuming. It takes market intelligence — and maybe research — to find out what people will read. Then it takes careful planning, discipline and skill to crank out something worthwhile on a schedule.

Why bother? Because the rewards are there for those who enter the newsletter game.

1. Build loyalty: Send out a regular newsletter to your customers to build loyalty. Better informed customers are better customers.

2. Educate: A regular newsletter can educate distributors, sales reps, or even prospects.

3. Boost credibility: Publishing a newsletter is a way to send out great information with your name on it.

4. Stay in touch: Advertising not in your budget? Exhausted your public relations options? A newsletter can keep your name in front of a small, well-defined audience.

5. Repeat your message: Repetition is an important facet of a successful communications program. A newsletter is another way to deliver your message.

6. Control. Control. Control: Audience. Message. Timing. You control it all with a newsletter.

7. Cost efficiency: Send out an electronic newsletter, and you can save on time, printing and postage. Plus you can use it as content on your web site.

Claire Cunningham, president of Clairvoyant Communications, Inc., has 20+ years' experience developing and implementing successful business-to-business marketing and communications programs. Sign up for Claire's monthly newsletter, *Communique*, at

. Claire can be reached at 763-479-3499 or e-mail to

What A Newsletter Can Do For Your Business

7 Necessary Steps You Should Know When Building

Writing Newsletters Online: How to Get it Right

Another day, another newsletter to write...

How To Turn Your Newsletter Into a Web Page... In 45 Seconds!

Ezine Filter and Format software

News Letter Genie Pro

Software Index

Email Commando

Pay Per Text Marketing



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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!