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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Creating An Effective Newsletter

By Harry Husted

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Many people don't know how easy it really is to run a successful newsletter. They also don't realize how important having one is either. There are two main types of newsletters: those that are free and those you pay for.

Newsletters are the best way to generate sales and will be for years to come. It is critical that you offer a FREE subscription to a newsletter on your web site and every person you meet. Your subscription information should be on your web site and in your signature file.

People that subscribe to your newsletter will become very loyal customers as long as you show them you are honest, credible, and that you know what you are talking about. They will not only buy from you now but they will buy from you in the future because you built a good rapport with them.

You may be thinking, "I don't have a newsletter." Well, you will want one because they bring in tons of cash if you use them right. Think about this situation:

Someone is surfing the web for accounting software and comes across your web site, and you happen to be selling the software they need. If you don't stir their interest in the first few seconds, they will be gone.

But what about this situation:

This person surfs to your web site and sees the offer of a free monthly newsletter on tax tips and accounting software shortcuts. They sign up, which retains the person's interest in your site a little longer, and it gets them interacting with it. Even if they move on you have their email address so you can send them your newsletter and other offers each month.

Remember, as you get subscribers for your newsletter, they are potential clients with whom you have built credibility. By doing this you have established a base to offer your other products and services.

Creating An Effective Newsletter

Ok. I know I have to create a newsletter. What should I call the newsletter? The name you come up with should tie into what you are providing at your site. It should highlight you as an expert in your field of endeavor.

The information contained within could be articles, tips, anything of interest about your field or occupation. Of course, no matter what you put in the newsletter make sure you put in a blurb about one of your products and/or services.

To run a newsletter you need a place or person to run it. One such company or site is Listserve or Majordomo. You can go to <http://www.listserve.com> for this service or just type in majordomo in any search engine.

The second way to run a newsletter is through a program called Mailloop (<http://www.mailloop.com/>). With Mailloop you can run the newsletter yourself. Mailloop will automatically subscribe, unsubscribe, and send out your monthly newsletter.

You can also offer it as a paid subscription type of newsletter. Some people charge up to \$200 a year for their newsletter. If you have something of great value that people really can't get elsewhere, they will pay you for it.

When you run a newsletter you can decide on whether to have it as a weekly, monthly, or yearly newsletter. Most common types of newsletters are published, printed and mailed out every month. In the case of the Internet and e-zines, you don't have printing cost, postage cost, none of that. All you need is your email program and a dial-up account to get online.

The components that make up a newsletter are the header, table of contents, articles and information, teasers, and sponsorships.

The header should be at the top with the name of the newsletter, date, title of the topic, and your contact information.

Articles and information should not be more than 60 characters per line. If it is too large, offer it in two parts.

The Teaser is used to inform your reader of your next issue so they will be looking forward to reading it with interest.

A Sponsorship is a great tool. Just don't overdue it. Usually you should have just one sponsor because it will clutter your newsletter.

Use dividers to separate sections like dots (.....), underscores (_____), asterisks (****), dashes (-----), or equal signs (=====).

Creating the newsletter is one big hurdle, but now comes an even bigger hurdle—attracting subscribers.

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1. Make sure to create a web page devoted to your newsletter, including subscription information and anything else that is needed. Then, have a link from your main page to that page. Even have a link from all your other pages to your newsletter page. This way they will see your subscription offer everywhere.
2. Another way is to post an offer for a free subscription in related newsgroups.
3. Offer a free subscription in related email discussion lists.
4. Offer a free subscription in related emails.
5. Offer a free subscription in classified ads.
6. Offer a free subscription in forums and BBS postings.
7. Offer a free subscription in your signature file.
8. Do press releases to get publicity for your newsletter.

As I said before, newsletters are very good and very powerful. Create one and use it to great advantage. You'll be glad you did.

Harry Husted is a freelance writer, copywriter, instructor and computer expert, living in Edison, NJ. He has published a computer repair and copywriting book. His Web site is <http://www.thecomputersociety.com>. You can write him at husted@thecomputersociety.com.

9 Tips for Marketing with Electronic Newsletters

By Joe Gracia

9 Tips for Marketing with Electronic Newsletters by Joe Gracia

1. COMMIT TO CREATING YOUR NEWSLETTER

A Web site without a newsletter is like a car without a motor. It may look nice, but you're not going to get very far.

In order to market your business effectively you need a system to attract prospects and then you need a system to follow up with those prospects repeatedly to convert them into customers. An electronic newsletter is an inexpensive and very effective way to do that.

2. TARGET A SPECIFIC GROUP OF PROSPECTS

You can't be all things to all people. Select a specific group of prospects to write your newsletter to. When reading your newsletter, your prospects should say, "They're talking about me and my concerns!"

3. DON'T SPAM PEOPLE WHO DON'T WANT YOUR NEWSLETTER

Your subscribers should voluntarily opt-in to receive your newsletter. Describe the benefits of your newsletter, and provide a simple way for people to subscribe to it.

Don't just add people to your list without their permission or send it out to people who didn't ask for it. That's called spam, and you'll be building a bad reputation if you resort to it.

4. GIVE YOUR SUBSCRIBERS AN EASY WAY TO UNSUBSCRIBE

When people don't wish to receive your newsletter any longer, they should have an easy way to unsubscribe.

Provide the information your subscribers need to unsubscribe, if they want to, right in your newsletter.

5. FOCUS ON A SPECIFIC THEME

Your newsletter should be centered around a theme that relates to your products or services and is of high interest to your prospects and customers.

Our theme for this Give to Get Marketing newsletter is focused around tips to help you market your business more effectively. That ties in perfectly with what you want, and it ties in perfectly with the marketing products we offer.

Maria's theme for her Get Organized Now! newsletter is focused around tips to help you get organized. Her products are organizing products — a perfect match.

Someone who sells cosmetics would create a newsletter theme that focuses on beauty and fashion tips.

Get the idea? What would your theme be?

6. 80% HELPFUL CONTENT, 20% PROMOTION

No one wants to receive and read a newsletter filled only with product promotions — and they won't.

We teach the Give to Get Marketing philosophy — Give your prospects and customers what they want, and you'll get what you want.

Fill your newsletter with helpful information that your prospects and customers would actually want to read, maybe even look forward to receiving

Of course, you also want to include information about your products and services, so be sure to provide one or two offers in each issue of your newsletter.

80% content, 20% promotion is a good mix.

7. DELIVER IT ON A REGULAR SCHEDULE

You can deliver your newsletter once a month, twice a month, or once a week.

The more frequently you can send out your newsletter to your prospect/customer list, the more effective it will be. You'll have to decide how often you want to commit to this marketing effort. The important thing is to be consistent.

8. ASK YOUR READERS FOR FEEDBACK

Your newsletter should be written for your subscribers to address their interests — not yours.

To determine if you're delivering what your subscribers want, ask them. Let them know that you want their feedback and suggestions on how you can improve your newsletter to make it a more valuable resource for them.

9. DIRECT YOUR READERS BACK TO YOUR WEB SITE

The point of all your effort of creating and sending out your newsletter, is to follow up with your prospects and customers to gain their trust and their business. Give to Get.

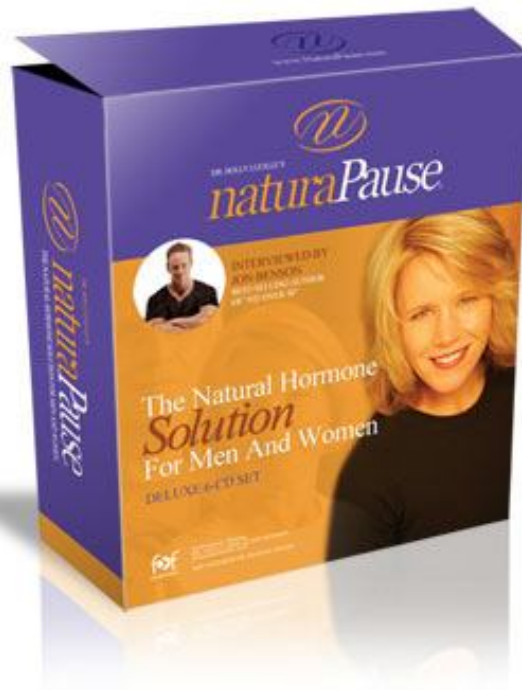
If your product or service information is on your Web site, then you must direct your subscribers to your Web site in each issue.

Creating An Effective Newsletter

You can do that by directing them to an article on your Web site that they may find appealing, or you can guide them directly to your product information pages.

The last thing you want to do, is just send out a newsletter filled with terrific content, and then fail to get the kind of action you need to grow your business.

Joe Gracia – Give to Get Marketing <http://www.givetogetmarketing.com>



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