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How Great Newsletters Adapt To Perfectly Match Their Readers

By Michael Green

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Getting Your Newsletter Read
How Great Newsletters Adapt To Perfectly Match Their Readers

By Michael Green

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One exciting feature of newsletters – frequently overlooked by their editors – is the ability to shape the content to *perfectly* match the readership's interests and passions.

In fact, newsletters can achieve a form of near perfect synergy with their readers and that's something rarely experienced with other products or services.

How is this incredible close-fit possible? If you publish your own newsletter or EZine then please read on...

EDITORS MUST GET INSIDE THEIR READERS HEADS

You see, a newsletter editor is in a unique position of power, but most fail to capitalize on their in-built advantage.

How Great Newsletters Adapt To Perfectly Match Their Readers

Editors tend to think of their publication as simply being there to impart knowledge and information to their readership on whatever subject they are headlined to cover. That's fair enough. Informing readers is an important part of any newsletter!

But...in order to really satisfy your reader, you need to know what information the reader would like to see covered and published. And that means getting a ton of feedback all the time!

HERE'S YOUR MASSIVE INBUILT ADVANTAGE

And here's the incredible advantage that you have as a Newsletter or EZine Editor over just about every other product or service out there. Put simply:

"YOU CAN ASK YOUR READERS EXACTLY WHAT THEY WANT TO READ ABOUT.....THEN GIVE IT RIGHT BACK TO THEM!"

Publishing a newsletter shouldn't be a 'one-way' street. You've got to discover what kind of material your readers want to read and the easiest way to do that is to simply ask them the question.

INVITE RESPONSE AND SEND OUT REGULAR SURVEYS

There's no mystery to gathering the feedback either. Every Newsletter should invite its readers to send in feedback.

If you're writing an electronic newsletter (EZine) then invite your reader to click *reply* and send in comments. If your newsletter is in print then include a response mechanism such as a fax back, tear-off slip or at the very least a contact address for you as the editor.

TIP: You can dramatically increase feedback response by offering an incentive to complete your feedback survey. A free report on your subject matter works extremely well.

WHAT TO DO WITH THE INFORMATION YOU GATHER

That's easy. Collate the feedback and establish trends in the requests you receive. You might find, for example, that a batch of readers would like to see more "How-To's" on your subject. Maybe others crave for readers letters and answers, whilst other readers might want to see more longer

(or shorter) articles. You get the drift though. Find out what it is they'd like to see.

What next?

Give it to them. And give it to them in spades...

Start thinking about your readers' feedback as if that's their way of going out to vote! They've indicated a preference, a particular like or dislike about your newsletter. Now, just like any politician, your job is to reflect that right back to them and give them the information they crave.

SHAPE YOUR NEWSLETTER AROUND THE FEEDBACK

Very few editors take the time to really understand what their readership would like to see covered. Fewer still actually do anything constructive with the results.

But if you take the time to do both of these things, you are guaranteed to experience a couple of *great* results:

- (1). Your existing subscribers will become increasingly loyal, as they derive pleasure from the fact that your newsletter covers what they really want to know about.
- (2). New subscribers will flock to your publication. Why? Well just think of your possible subscriber base as being like a huge lake of fish. They're all swimming around looking for information (and newsletters) that perfectly cover their interests and presents the information in a format that they would like to receive.

Your newsletter is the bait. If you shape it perfectly around the desires and needs of your existing readership, the chances are your publication will also fit your potential subscribers. Follow the above advice and you will have adjusted your bait to perfectly attract an ever-growing newsletter subscriber base.

Good luck,
Michael Green

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The author Michael Green has developed a TOOLKIT for Newsletter Editors called "How To Write A Newsletter". Included is a How-To eBook Manual which describes hundreds of excellent ways to enhance your newsletter publication. The TOOLKIT also includes Copyright Free Articles, DTP Templates and much more. A must for all Newsletter Editors! Check out ==> <http://www.howtowriteanewsletter.com>  
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Michael Green spent 12 years building a multi-million dollar business, attributing much of his success to the regular newsletter he published promoting his company. He now devotes his time to educating individuals and organizations as to how to achieve their objectives through newsletter publications both printed and online. He shares his secrets in his new mini-series. Send a blank email to howtocorp@getresponse.com

Keep Your Company Newsletter Out of the Circular File

By Jessica Albon

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You spend a considerable amount of time and money on your print newsletter and the only way your investment pays off is if your readers actually interact with your newsletter in a positive way. Unfortunately, most company newsletters don't do a very good job of encouraging any such interaction.

How can you make sure your newsletter's one of the successful few? Here we have the five key questions your newsletter must answer to leave a lasting impression on your readers.

- Who's it from?
- How's it relevant?
- Is it interesting?
- Why read it now?
- Why keep it?

Who's it from? You wouldn't believe the number of companies that neglect to make it obvious who the newsletter's from. It's often not enough to include your company name on the newsletter somewhere. Rather, consider each newsletter an opportunity to introduce your business to people who've never heard of it before. Your mailing label should include your company's slogan (and a bit about what you do if it's not obvious) and logo. Ask someone who's unfamiliar with your company to take a look at your newsletter and guess who it's from and what they do. If they can't, perhaps it's time to make some

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changes.

How's it relevant? Your readers don't have much time. Clearly they don't want to spend what little time they have reading something that's not going to apply to their lives. You might prove your newsletter's relevance by putting a table of contents near the mailing label (don't list article by title, rather list them by benefit). You'll find some great examples of proving relevance at the newsstand. Take a look at the magazines available and see how they convince readers that's what's inside is worth reading.

Is it interesting? After you've proved to the reader it's relevant, you still have to prove that it's interesting. Interest is typically a matter of tone and depth. Some readers prefer formal newsletters with articles that examine each facet of a limited topic, while others want a more general approach with a more playful tone. Get it right and your readers will wait by the mailbox for your newsletter.

Why read it now? Make sure your readers see the information as applicable right now. What's applicable will depend on your readers, but in general, if you have information that's in some way timely (safety features, for instance), promote it up front. You can also offer your readers special discounts and promotions.

Why keep it? Not all company newsletters should be kept, and you'll need to determine whether or not yours should. If you decide you do want readers to keep the newsletter, you can add value to your publication in the form of reference articles or collections of resources. If you want to make sure readers can always find your newsletter, perhaps you could start new subscriptions with a manila folder to keep all the issues in (or a binder, if you prefer). An alternative is to offer something they can keep from each issue—an index card of important phone numbers, for instance—that they'd cut out or remove from the newsletter before throwing it away or passing it along.

When your newsletter answers these questions, your readers will see more value in it. While you simply can't get everyone to read your newsletter the moment it arrives in their mailbox, you can encourage readers to look forward to receiving your newsletter.

Is it your job to increase company profits? The Write Exposure offers the resources you need to do just that at <http://www.designdoodles.com>



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