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How To Write A Newsletter

By MalaMaal.com

How To Write A Newsletter

In order to be successful with a newsletter, specialize in a subject not adequately covered in existing newsletters. A subject which you can give more, or better information on.

To determine what to write about, first look at your ability, experience and interests. Then sit down at the library with the latest edition of the "Directory of Newsletters" and make a note of the publishers of subjects comparable to what you would like to write about. Send for a free sample of each of these to review. Find out how they are put together and whether you can do as good or better with one of your own. Make an analysis of the good and weak points of the various newsletters to build ideas for your own.

Plan in advance how your layout will be set up, what kind of photos or drawings you might use, printing and distribution costs, and all the other business details necessary to launch and maintain a continuing weekly or monthly newsletter. Be sure you have time to handle all the details required to get the newsletter out on time every time! You will need to build as much of the basic information as possible well in advance, perhaps 15 to 20 issues ahead, then feed in the current information between each issue.

You cannot hope to survive against the competition of the large firms who have many different contributing authors, and access to instant worldwide information through computer data centers, etc. So stay away from subjects put out by them unless you can develop a very unique theme to wrap around their information. Most of these firms put out a newsletter without any revenue from advertisements or inserts. Generally the little publishers must develop their newsletters in such a way as to include income from advertisers in order to return a reasonable profit and stay in business.

Research the market to determine what your "category" of subscribers want to hear in your newsletter. Give it a "stand out" title, price it fairly for both the subscriber and yourself, keep the graphics and printing clean and neat. Develop your own individual style in your writings to give your newsletter its own distinctive "personality".

How To Write A Newsletter

How would you present your information to an individual in a personal face to face conversation? Use the same presentation in writing. It will take time to develop an individual writing style, but as the saying goes, "practice makes perfect"! So don't be discouraged if your first few attempts appear ridiculous to you. As you practice you gain experience and before you know it, you can put out information your subscribers can enjoy and benefit from.

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Another day, another newsletter to write...

By Jessica Albon

Another day, another newsletter to write... by Jessica Albon

Another Week, Another Newsletter to Write...

By Jessica Albon

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Are you at the end of your rope when it comes to writing your newsletter? Do you sit and stare at that

little blinking cursor?

Even the most prolific newsletter publishers face times when they just can't stand the thought of writing another issue. The next time that feeling strikes, use these three techniques to pull yourself out of it.

.....
Renew your commitment to discipline

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There's something to be said for forcing yourself to do something, even when you don't want to. Whether that's exercising your muscles, getting up an hour earlier, or keeping your promise to readers to get your newsletter out on time, you'll shore up your personal integrity by honoring the commitments you make.

If just the thought of training yourself to become better disciplined isn't enough, consider this question asked by Sam Horn in her book, *ConZentration: What will I remember a year from now?*

Will you remember that you played hookey for a day? Or will you remember that you got your newsletter out on time, every time, for the entire year?

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Pare down the newsletter

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Last year, I was writing two feature articles per issue. And though the newsletter came out less frequently, I was still writing both articles at the same time. It was simply too much writing for me.

So many of my clients feel they have to put out a long newsletter or not bother. In reality, just as you're busy, so are your readers. Most publishers get better results with shorter, more frequent newsletters.

Plus, brevity makes readers happy.

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Use a content formula that makes sense

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If you hate to write, arrange your newsletter so there's a minimum of it to do. For instance, if you can include photos that'll communicate your point instead, use them. If you can run interviews instead of articles, conduct interviews.

Find articles that are easy for you to write and write them. You'll find your readers genuinely notice the difference between a happy writer and a miserable one. They respond better when you make the newsletter easy. No one wants to feel guilty for making you suffer.

Want more tips on how to put the joy back into publishing your newsletter? Subscribe to Newsletters in Focus for free tips every two weeks on creating wonderful newsletters.

Visit http://www.designdoodles.com/free_newsletter.htm to sign up and receive your free copy of "Do

You Make These Six Mistakes in Your Company Newsletter?"



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