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**Refine Your Company's eNewsletter to Increase Its Viral Potential**

**By Jerrilynn B. Thomas**

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Just as your business can't be everything to everybody, you should structure your company's newsletter following the same rule. It is your most powerful PR and marketing tool. Unleash its viral potential by providing your readers with information worth passing on to their colleagues. I recently gave my newsletter a makeover. Give your publication one by following these simple tips:

- ~ Relaunch it to create a buzz.
- ~ Give it a striking new name.
- ~ Refocus the content to reflect the products and services that your company provides.
- ~ Write short problem solving articles that feature your products and services to demonstrate their usefulness.
- ~ Provide powerful supplemental resources and tips that enhance the usefulness of your products and services.
- ~ Eliminate unnecessary ads. Your publication's main purpose is to promote YOUR business. Subscribers should not have to scroll through
- ~ 3 or more ads to read your publication's content. It is total turn off.
- ~ Create a "What's New" section. Inform your subscribers about your new products, services and company events. Create news to keep your subscribers excited.

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~ Create a special discount or free trial offer every month. Set a 5 to 7 day deadline to redeem it to encourage quick action.

### Business Worksheet for Refine Your Company's eNewsletter to Increase Its Viral Potential

- 1.] Date for your enewsletter relaunch.
- 2.] Think of a new name for your enewsletter.
- 3.] What problem(s) does your business solve for your clients?
- 4.] Create at least 4 powerful headlines to showcase the main articles for your upcoming issues. Tip: Use a question for your headline – Do YOU Need A PR Makeover To Make YOURSELF Newsworthy?
- 5.] Make a list of unique resource information your target audience would find useful. Example: PR Savvy Female Entrepreneur ([www.womensnewsbureau.com/PRnewsletter.htm](http://www.womensnewsbureau.com/PRnewsletter.htm)), a monthly enewsletter published by the Women's News Bureau, provides a list of special days, weeks, and months businesswomen can incorporate into their press releases to make them newsworthy.
- 6.] Think of special discounts or trial offers for each of your products and service that you can offer to your subscribers. Remember that they have to be exciting enough for them to pass your newsletter on their business associates.  
Everyone loves to be in the spotlight. Showcase one of your clients every month. Introduce a staff member to highlight their expertise.

Jerrilynn B. Thomas, owner of the Women's News Bureau ([www.womensnewsbureau.com](http://www.womensnewsbureau.com)) and Women's Media Desk ([www.womensmediadesk.com](http://www.womensmediadesk.com)), specializes in PR makeovers. If you would like a PR makeover to make yourself more newsworthy, contact her at [jerrilynnb@womensnewsbureau.com](mailto:jerrilynnb@womensnewsbureau.com) . Businesswomen are invited to submit their news and articles to the Women's Media Desk.

## **How Can You Can Go From Zero To Hero Overnight? Viral Marketing!**

**By Mike Cheney**

Everyone has heard about viral marketing but what is it and how long will it survive?

Viral Marketing is the creation of a message that is self-perpetuating and hence distributed exponentially after its release. The Internet is full of many classic examples, the most famous one

being that of the free email company – Hotmail.

From Zero To Hero – Overnight!

When they started out Hotmail were missing a vital factor – traffic. The growth rate of their traffic was not sufficient to meet the needs of the company and a boost was required. It was at this point that the first mass viral marketing campaign via the Internet was launched.

As Hotmail was a free email service provider it could control, to a certain extent, the format of all outbound messages that each Hotmail account holder sent. It was this fact that led them to come up with a viral marketing campaign that has yet to be beaten and saw their traffic skyrocket and eventually lead to Microsoft buying the company as a result of their exponential growth.

So what did they do? Simple. To the footer of each outgoing email they attached a signature file that read:

"To get your FREE email account goto [www.hotmail.com](http://www.hotmail.com)".

As more and more people received emails from existing Hotmail account holders so the word spread about their free email service and the rest, as they say, is history.

But do campaigns such as this still work in today's consumer–orientated marketplace where Internet users are wise to such attempts at mass penetration?

### Viral Marketing Can Really Pack A Punch

The incident with UK Member of Parliament John Prescott, a certain egg–throwing individual and an Internet–based game would suggest so. This particular viral marketing example made it onto national news in the UK! Panlogic, an advertising agency, who created an online game "Splat the MP" and launched it live on their website within 48 hours of Prescott's now infamous left–hook against an egg–throwing protester.

The results of this campaign were tremendous with people visiting the site in their thousands due to the unique way in which it captured the public's imagination. Panlogic had reached a truly national audience for a fraction of the cost that a conventional advertising or promotional campaign would have incurred.

All of which is good news for businesses recognising the potential of the Internet – far from being dead viral marketing is only just starting to come alive. With advancements in technology and high speed access not too far away the ways in which companies can get their potential customers to do their marketing for them look set to increase.

Mike Cheney,

Are You Getting Your MagnetMail? – Mike Cheney's World–Famous Free Magic Mail To Make Your

Website Magnetic, Get Yours Now:

How Can You Can Go From Zero To Hero Overnight? Viral Marketing!

Viral Marketing...Is Your Website Infected?

Viral Marketing for Subscribers / ePublications 2004

Company Hi-Jacking

Viral Marketing - Making Your Site Sell Itself

One Million a Year

Super Six PHP Scripts

The Great Big Book of Internet Marketing

147 Killer Epublishing Strategies

PDF Labelling and Stamper Pro



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