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The Newsletter Explosion – How to Write a Newsletter Without Doing the Hard Work

By Michael Green

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THE NEWSLETTER EXPLOSION

How To Write A Newsletter Without Doing ALL The Hard Work!

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Newsletters have become an increasingly popular way to communicate and it isn't hard to see why.

Back in the days when printing was the only method of publishing a newsletter, the rules were different.

The production costs (print & distribution) were high and this excluded many people from producing their own newsletters.

But with the Internet and Email, the rules have completely changed....

Nowadays newsletters are incredibly cheap to produce and distribute over the Net. This fact has led to an explosion in the number of titles. And whilst it's impossible to know precisely, one recent credible estimate said that there are between 2 and 300,000 newsletter titles published on the web and via email each month!

OBSCURE INTEREST GROUPS NOW HAVE THEIR OWN NEWSLETTERS

The ultra low cost of producing a newsletter, combined with the global nature of the Internet, has meant that any band

of people with an obscure minority interest can now viably publish their own newsletter.

Hence most Internet newsletters have a distribution of less than a thousand and many have memberships in the low hundreds or less.

THOUSANDS OF NEW NEWSLETTER EDITORS

But the explosion in newsletter titles has led to a whole band of first–time newsletter editors.

Many of them are home based. Nearly all of them under– resourced for the writing task ahead.

So here's one useful tip that during my lengthy newsletter editing career, I've used successfully many hundreds of times. I call it:

"How To Write A Newsletter Without Doing
ALL The Hard Work"

One of the greatest challenges for any newsletter editor is not as the job title suggests 'editing', but finding or producing the content.

Some people view newsletter editors in the same light as magazine editors. Nice comparison shame it just isn't true!

You see a magazine editor probably has a sub–editor, a photographer, a picture editor and a number of reporters or feature writers. They probably still complain that they are badly under–resourced. But they are not compared with you of course.

So you've got to learn a few shortcuts! Here's one to start with:

CONDUCT AN INTERVIEW AND TAPE IT.

Get hold of a key member of staff, head of the sailing club, whoever is appropriate to your newsletter. Tell them that you know that there's an audience out there who would just love to hear about his/her views and that you're coming down to do an interview (this can be done over the phone if need be).

Now set your Voice Recorder, Answering Machine or Dictaphone running and ask the key questions you know your readership is waiting to hear the answers to.

Remember to ask the open ended questions. Those are the ones starting with; who, what, why, when, where and how.

Remember you want to keep the content as interesting as possible. And there's nothing more interesting to the reader than hearing about something that answers a problem that they have. So keep the interview rich in problem solving and benefits and you can't go far wrong.

When you've finished the interview off you go with say 20–30 minutes of recording and your job is simply to play it back and write it out, editing as you go.

Good luck,
Michael Green

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The author Michael Green has developed a TOOLKIT called "How To Write A Newsletter". It comes complete with hundreds of Copyright Free Articles, DTP Templates a How To Manual and lots more. A must for all

Newsletter Editors! Check out ==> <http://www.howtowriteanewsletter.com>  
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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.

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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.

The Newsletter Explosion – How to Write a Newsletter Without Doing the Hard Work

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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