

Using Sara Crewe's Greatest Power in Your Newsletter

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By Jessica Albon

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"Of course the greatest power Sara possessed and the one which gained her even more followers than her luxuries..., the power that Lavina and certain other girls were most envious of, and at the same time most fascinated by in spite of themselves, was her power of telling stories and of making everything she talked about seem like a story, whether it was or not."

A Little Princess by Frances Hodgson Burnett

It was a dark and stormy afternoon when the newsletter arrived in my inbox. It was the most recent issue from Dan, a new client, and he wanted the scoop on why his newsletter wasn't working.

You've seen newsletters like his—attractive design, polished articles, but something just seems missing.

He had all the basics covered in his newsletter—it balanced promotion with information, he had specific goals, and he published on a consistent basis. He was even starting to integrate some advanced newsletter techniques like storytelling.

And it was precisely the storytelling that was tripping him up.

See, he'd tell stories about his clients and the problems they faced. He painted great pictures of where the client was before working with him.

But that's where the story ended.

He was consistently ending the story in the middle.

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When telling a story, make sure to share the ending

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The first rule of storytelling is to start at the beginning and tell it straight through to the ending. If you choose to share success stories with your readers of the great work you've done for readers, stopping in the middle only leaves readers wondering if you were actually able to solve your client's problem—not exactly the question you want to leave readers with.

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When telling a story, think of the fairy tales

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There are certain patterns that occur in most of our popular fairy tales. For instance, the number three is used a lot (e.g., three bears in Goldilocks). There's usually a magical element. Settings are larger than life—castles, haunted forests. All of these elements converge to help you weave a story that'll live on in the mind of your readers.

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When telling a story, leave out the extraneous

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It's easy to get caught up in all the details of a story—how this new client didn't decide to hire me for six months, for instance—when what your readers want is the meat of the story. Certainly, details make the story more vivid, so don't leave them all out. But, do make sure the point of your story doesn't get lost in the parentheses.

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When telling a story, tie it back to your point

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Unless the article is just one long story (like a case study, for instance), make sure you don't get so enthralled in the tale that you forget to bring it back to the reason you started telling it in the first place. An easy way to make this transition is to summarize the story's point in one sentence and move on to the rest of your article in the next.

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When telling a story, remember the people

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We're all curious about other people. So, when you're telling a story in your newsletter, make sure you flesh out the main character of your story. And make sure to remember the other important people while you tell your story, too—your readers—and make sure the main character is one they can relate to.

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Ultimately, Dan decided to have me write his complete newsletter, but not before he wrote a few complete stories on his own. By following these five guidelines, you, too can learn to tell a complete story.

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Using 'Power' Words when Writing Articles

By David McKenzie

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Capturing the attention of your reader is paramount when writing free articles.

You can make the greatest impact in capturing your readers' attention by having a good title.

One of the ways to do this is by using what I call 'Power' words. By using these special words you can get the attention of your reader much more quickly and easily.

But what are these 'Power' words that I am talking about?

For me they are something that makes me read on. Makes me want to find out more. Makes me want to find out what's in it for me.

Power words are exciting words that draw the reader in.

For instance, the word powerful is a good power word. Exciting is another good power word.

I have a list of power words I like to use from time to time to make the greatest impact I can with my articles. Here are a few of my power words from that list:

Free
Tips
Methods
Exclusive
Fantastic
Secrets
Success
New
Techniques
Opportunities

How about some examples of using these power words in the titles of articles. Here are 3 examples:

17 Free Home Gardening Tips

Using Sara Crewe's Greatest Power in Your Newsletter

An Exclusive Opportunity to Profit in Real Estate Developments

New Techniques Revealed for Stock Market Success

Do these titles grab your attention?

They should do, because they use power words. In fact, each title uses 2 power words for maximum effect.

One of the key objectives of an article writer is to get their article read by as many people as possible. The best way to do this is by having their articles featured in as many ezines and on as many web sites as possible.

When ezine owners and web site owners scan for articles to feature they usually make an initial decision based on just the title of the article.

By using power words you stand a much better chance of ezine owners and web site owners picking up your article. Then you can multiply many times over the number of people who will read your article.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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