

Why Your Newsletter Must Get A Personality Today!

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By Michael Green

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Newsletters That Rock!

Why Your Newsletter Must Get A Personality Today!

By Michael Green

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Newsletters are becoming ever more popular. Not surprising - since all editors know that they are a tried and tested method for both disseminating information and subtly (and quite frequently blatantly) promoting any product or service. In short, newsletters work for their owners.

IT'S A CROWDED WORLD OUT THERE.

But the Internet and Email (as well as lower print production costs) have meant that the number of newsletter Titles is growing at breakneck speed!

And with new Titles being published by the hour - covering just about every subject under the sun - the market is getting pretty jam-packed out there.

So how are you going to ensure that your newsletter doesn't get crowded-out? How will you guarantee that your

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publication gains and develops a truly loyal readership, when they could so easily be distracted by your competitors' newsletter offerings?

The answer?

YOU'VE GOT TO GIVE YOUR PUBLICATION A TON OF "NEWSLETTER PERSONALITY".

Or to put it more accurately, you actually need to allow your own personality the space to shine through and dominate your written publication.

You see, when somebody meets you face-to-face they are quickly presented with (and pick up on) your personality traits and this makes you instantly memorable. Even when you have a conversation on the phone, you naturally give over a whole range of characteristics that mean that you'll likely be remembered in the future.

But once you're in writing, particularly if it's in the form of a plain text email, then you've got to fight harder to have your personality shine through.

And the stakes couldn't be higher. If you fail to impress your readers, then they will quickly forget all about you and move onto your competition. But the **best** way to distinguish yourself is to let your personality leap at the reader, right off the page or screen!

Now many newsletter editors face a problem that they are more accustomed to writing somber business documents than publishing a lively and memorable read.

HERE IS A TIP TO HELP YOU GET YOUR "NEWSLETTER PERSONALITY" RIGHT OUT THERE.

Think about your favorite newspaper. Maybe it's the New York Times, USA Today or some local paper that you buy weekly. Somewhere in that paper there will be a columnist that you probably turn to and read week-in week-out. Why? Because you feel you know the characteristics of the writer. You understand where they're coming from, on a whole range of issues. You either empathize with their views or read the column

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because it makes you angry and you enjoy the controversy.

No matter. What that journalist has achieved is to make their own personality leap from the paper. And you need to emulate precisely that approach in your entire newsletter!

HOW TO HAVE COMPLETE STRANGERS FEEL THEY KNOW YOU.

If you don't do it already, start telling your readership a little bit about yourself. People like to feel they know you and understand where you're coming from. Here are some handy pointers. Just pull out and use the ones that best apply for your own newsletter readership.

– ENSURE THAT YOUR READERS KNOW WHERE YOU ARE FROM.
People automatically start to think they know you and

build a picture just from a place name, State or Country. You may not have been there for years, but it'll start to build an image picture in your readers' minds!

– ESTABLISH WHETHER YOU ARE STRAIGHT-LACED OR A BIT OF A JOKER.

Humor can work wonders, but if you're not a natural funny man (or woman) then don't try and fake it. Just beyourself.

– BE FORTHRIGHT ABOUT YOUR VIEWS.

Don't sit on the fence worrying about whether your readership will agree or not. Establish where you are coming from straight-away and celebrate the fact. Either your readers will agree or if they disagree, it will create some interest and soon you'll get readers letters, etc...you get the idea.

Whether you're new to the newsletter editing game or already established, remember that your readers have a choice. If your publication comes across as faceless and lacking in personality, the chances are your readers will jump ship, right across to the nearest competition.

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". The Toolkit comes packed with hundreds of excellent ways to enhance your newsletter publication. But there's more! Michael provides the would be newsletter editor with Copyright Free Articles, DTP Templates and a much more. A absolute must for all Newsletter Editors! Check out ==> <http://www.howtowriteanewsletter.com>  
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Newsletters: Your Readers and You

By Wild Bill Montgomery

Newsletters: Your Readers and You by /"Wild Bill/" Montgomery

One of the Hottest Commodities on or off the Internet is "Information". In this age of technology people more than ever want to know and they want to learn. I imagine you yourself are reading this in hopes of clicking away with more than you started with. My job as a writer, publisher and editor is to see that you do.

Newsletters provide you with an outlet to a specific group of people, who subscribe and read your publication because they want to gain specific information. It could be Business, Humor or Travel, but nevertheless they are reading your words for a reason. Your job is to supply your readers with the information they are looking for. This my friend is sometimes a painstaking job, with little or no pay and long hours to boot!

This is not a venture to be entered into lightly. Newsletters are not overnight successes. It sometimes takes years to build a respectable subscriber base. Cash flow is almost non-existent at the beginning and for much of the time after that. Your newsletter is an investment in relationships, or better-called "networking". You must earn, gain and keep a certain amount of trust and loyalty from your readers.

Mistake: If you think that you own your newsletter, I here to tell you that you are wrong. Running a newsletter is much like being in a political office. You would not be there if you did not serve your constituents to their satisfaction. They will directly or indirectly dictate to you your requirements in serving them. If you fail so does your newsletter.

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Hint: Live up to the responsibility you have taken on. When your readers bestow that trust in you, there is no better way to condemn your newsletter than to violate that trust.

Your job is not necessarily to be liked, but to keep your content up to the standards that your subscribers have come to expect from you. Keep your information content high and your advertising and "noise" levels low. The subject of your newsletter will of course dictate the personality of your newsletter.

As for your Personality in your Newsletter, every newsletter will take on a life of its own. You must control the personality that it portrays. Be careful what personality traits you give your newsletter and how much personality you give it. Remember that your primary goal is to supply information. Save the bulk of your thoughts for welcome messages and

editorials. Be careful how you convey your personal thoughts in your newsletter. What could be meant as an editorial thought could be a disastrous mistake that costs you subscribers.

You will find that your readers will write to you with questions, comments, and often complaints. Don't forget now these are the same people that control the fate of your newsletter. Treat them as you would any life giving force. Your subscribers are (99%) intelligent, well-mannered people seeking the wisdom of your print. They will express their own ideas and desires. They will ask you for your input and thoughts. Often this may be impossible, but one of your top priorities should be to respond to your readers with honest, informative information with a touch of your thrown in. Keep in mind that for every 1 malcontented feedback message that you receive there are hundreds or thousands that are happy, but never write. Think about it. How many times do you write just to tell somebody they are doing a great job, as compared to how many times you have written to complain about a product or service? After your subscriber base becomes very large (that's assuming that it will), you will find that many of the questions will be similar. For this you can use a "replicated" or "canned" response. You can save these responses in a special text file as you create them, and call up the file when you need them.

In closing I would like to say that it's your job to get "their" newsletter out on schedule each and every time. Your subscribers will come to expect and yes, demand their newsletter on time and intact. Consider yourself a "Mailman". Neither rain nor shine, nor vacation or sickness shall deter you from your duty. If you are publishing a serious newsletter and are the sole person doing this insurmountable job, do yourself a favor and get a laptop if you haven't already. I myself have published from bed with a fever and

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all over the country, and you will too!

"Wild Bill" Montgomery <http://www.MakingProfit.com> We've Featured Over 110 Articles in only one issue of our newsletter. How many do you get in yours? Why Play With Puppies, When The Big Dog Rules! Get The Best In Marketing & Business Information! To Subscribe go to or Email to



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