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**Write A Better Newsletter!**

**By BB Lee**

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You've decided to write your very own Newsletter to promote your business, communicate with your customers, or just for FUN.

You've read hundreds of newsletters.

You've also noticed many of these newsletters lack original material.

They are identical in format and/or article content!

Don't Fall Into That Easy Trap!

The following tips will help the new newsletter writer/ publisher create a better newsletter.

**Know Who You Are Writing For.**

This sounds simple enough, you must know your readers. What are their demographics. Are they male, female, young, old, middle income, high income, getting by, just starting out, looking for business opportunities, looking for work at home jobs, stay at home moms, business women or men. Learn to select the articles that reflect your readers interest.

**Establish A Publishing Schedule.**

Professionals publish on a regular basis.

Make that your goal!

## Write A Better Newsletter!

A regular publishing schedule will also assist you when you accept articles from writers. The contributors will have an idea when to submit articles. And this will also assist in scheduling your ads. You will know how to schedule ads, knowing what issue they will appear in, according to your publishing schedule.

### Stick To Your Plan Like Glue.

If you plan your issues the 1<sup>st</sup> of every month stick to it. Don't publish erratically. You will lose readers or they may forget they subscribed to your newsletter because of your irregular publishing schedule.

### Proofread.

Proofreading is very critical to the publishing process. Every publisher must proofread the newsletter before it is sent out. Take the time to correct any spelling or grammar errors. This will improve the quality of your publication. Run your spell check program and then go over the text with your own eyes

looking for common errors the program may have ignored like substituting two for too, or their for they're.

### Experiment With Style.

Change your format. Add different types of articles. Ask readers to send in their questions or opinions. Have surveys. Trivia bits, breaking news, quotes, even your favorite jokes. The change in format will keep readers interested while improving your writing skills in various formats.

### Research

Research your articles online. Add interesting links to more relevant information. Links to another free resource, software, interesting downloads, are always welcomed.

### Invite New Writers

Writing a newsletter is overwhelming to most new publishers. Seek help from writers online. Ask your readers or writers to contribute to the newsletter. Offer a resource box in your newsletter to all contributors as compensation.

This will prompt queries from many writers. And of course you can easily download articles from many article directories online.

Here are a few popular article directories:

Follow the tips in this article to make your newsletter stand out above all the rest!.

Visit [SmallBizBits](#) for your free newsletter template!

Article May Be Freely Reproduced In Your Online Newsletter Or Website. Include All Links And Resource Box.

BB Lee is the editor and the publisher of SmallBizBits.  
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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

.....  
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?

.....  
Pare down the newsletter

.....  
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.

## Write A Better Newsletter!

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.

.....  
Use a content formula that makes sense

.....  
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](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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