

e-newsletters—Why use them?

e-newsletters are becoming more and more popular. What's the big deal? Why should you do an e-newsletter. I have been doing this e-newsletter for over two years. It provides me with an easy and inexpensive way to stay in touch with you as well as allowing me to share my expertise and promote my business. In addition, I was named a 2008 Constant Contact All Star for communicating regularly with my contacts, a nice pat on the back.



I have helped several of my clients customize and set up their e-newsletters. Keep me in mind if you need creating a unique look for your newsletter. Here are some of the most common reasons for a small business to publish an e-newsletter:

- Maintain contact with your clients and prospective users and drive traffic to your Web site
- Offer special sales and promotions
- Build customer loyalty
- Establish a reputation for thought leadership
- Market the your professional expertise
- Promote training workshops and resources
- Provide a public service that advances the goals of your organization

What should you write about?

- Trends in the organization's industry
- Reviews of professional resources (web sites, value-added online resources, books, podcasts, etc.)
- Upcoming industry conferences
- Interviews with experts, either within or outside the organization
- Tips on how to work more efficiently, balance work and life, etc.
- Trends in the blogosphere related to your organization's industry

Include live links to your web site when resources are mentioned. These links can point them to additional information on a topic, a page where they can sign up for a Webinar or training session, a reader response page and so on.

How Do I Promote My e-Newsletter?

When you start your e-newsletter, send a broadcast e-mail to everyone you know, introducing the newsletter, linking to your inaugural issue and inviting them to subscribe. Include a note at the bottom of each issue encouraging people to forward the newsletter to colleagues. Add a link on your web site that allows people to sign up.

Think about all the contacts you make during a typical week and send them invitations to join your newsletter. Add a link to the e-newsletter in your e-mail signature file. Be sure to mention your newsletter in your brochures and postcards.

I am always pleasantly surprised when I run into someone who reads my newsletter and says they like them. Those little pats on the back keep motivating me to keep writing.

Let me know if I can help you “Create a Look That Sells” for your newsletter.