

4 Secrets of Publishing Your Own Newsletter

By JC Anderl

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Publishing a newsletter is definitely an effective way to keep in contact with your customers, but to get tremendous results, you need to do it the right way.

Secret 1 - HTML or Text?

Many publishers have a difficult time deciding whether to publish their newsletter in HTML or text. The reason for this conflict is because there are many surfers who prefer HTML based emails, but there are also a large number who either can't accept HTML email, or really prefer text emails.

Instead of picking one, why not both? Give new subscribers the option to have either one. It is very easy to convert an HTML email to plain text. Just copy the text into Notepad, and then into your email. Now you have effectively solved the problem of choosing one or the other.

Secret 2 - Subject Line

In a regular email, the subject line usually informs the reader of what the email is about. With newsletters, you want to inform readers, but you also want to engage and interest them. Many Internet users have a lot of messages coming into their mailbox, you want your message to catch their attention before it hits the trash. Even the most incredible newsletter won't be noticed if it never gets read.

Secret 3 - Content Really IS King

Do you want to know how to be really successful with your newsletter? Great content. That is what will keep people reading instead of un-subscribing or just trashing your email. If you really try to write about a new, creative, or interesting topic, readers will show their approval by continuing to read, and possibly even looking forward to your next issue.

Secret 4 - Length

You're publishing a newsletter, not a book, so keep it short. People don't have all day to read your email, so get to the point and give them the information that they are looking for.

The length of your publication depends on how often you send it out. A daily mailing shouldn't be any longer than a couple of short tips. Sending out your newsletter weekly or every other week makes a great frequency for sending featured articles.

These are just a few of many ways to tweak your newsletter for maximum success. Use them to set yourself apart from the thousands of other newsletters.

Best of luck to you,

JC Anderl

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