

Marketing Tips: Newsletters - Some Really Neat Things You Can Do.

By John W David

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For those who don't have their own web sites and wondered how they could apply these lessons, let us say that not only do you not need your own site, but you don't even need a URL of any kind to which to send people on your list.

Hairdressers, pizza parlors, tanning salon operators have huge customer lists. All they have to do is use them.

Look, for a moment, at any restaurant. Let's make this example really difficult to imagine.

Look at those tiny, back alley restaurants that are close to city centers or industrial parks. You know the ones we mean. The greasy spoon with ten stools and maybe four booths against a wall. Low rent district. No money to invest in anything better. Okay?

They would collect names and email addresses and offer their few regular clients menu suggestions and daily specials each and every day. ... and a place to get their stomachs pumped if it has a reseller program attached.

With a few prompts built into each message, guaranteed, they would triple or quadruple their business in less than a year.

Further, As you all know we are strong believers and practitioners that most of your best income opportunities come from the ones within the ones that you believe will make most of your money.

Those daily emails would open more income doors from joint venturing, advertisements in the emails, and still more and newer meal prep and catering potential for that same greasy spoon... still more income.

You can apply this to transportation companies, to dry cleaners, even to politicians wanting to stay positioned front and center with their constituents thus ensuring name recognition and identification at election time.

Now, going a bit upscale, look at those people who are big in such pursuits as Herbalife or, say, Mary K, Avon, Tupperware, Amway or the like.

Each and every week, they would load up their 'what's new' list into their newsletter software, click 'send' and wait for the phone to ring. And, it will!!!

Using a very simple mathematical model of 1% sales from your growing email list, one hundred emails equals one sale. A thousand names equal ten sales all from 'send email'.

Once you get better and better still at writing what your clients want to hear, your conversion rate will rise significantly until you reach an average of four percent with higher percentages on specific seasonal items.

Now just imagine, how you could use your growing list to program repeat ordering cycles? Yep. Catch 'em before they head out to WalMart.

Professionals like accountants or estate planners could easily triple their client base heading into tax season. They could even introduce new services through their list.

Newsletters and tips are used always to demonstrate competency and capability.

What Lucy and I would like to convey to you all is add "Willingness to Serve" to your greatest abilities to capacity and competency and you have the kind of Mission that always precedes great Sales.

All that is without a website.

Of course, if you operated any of these establishments, you could set up a website however amateurish it may appear, for the sole purpose of offering coupons to upsell, side-sell, and back end sales opportunities.

You would even look at joint venturing, something about which we speak a lot.

In addition always being properly compensated for the value of betterment your product or service brings to other people, joint-venturing adds an incremental value that costs you nothing, enhances the value of your own services and opens the door for complimentary services to offer their opportunity to help your customer. Wow!

Since you control the list, you control the value of the co-venture; hence the overall value of what would then be a much-expanded offering with which people can identify with you, with or without a website.

The key always remains your e-mail list and your commitment to its growth by always providing exceptional value.

All that said we hope you get a greater handle on the explosive nature of this broad notion called 'newsletters'.

Now let's go even further afield....As many of you know, our InfoTrainer is now read everywhere in the world thanks in large part to sites like Marketing-Seek.com.

Believe us, yours will be, too. We know this, because we know you can do it.

Begin writing. Refer to Newsletters - Part One.

<http://internetmarketing-proshop.com/are-they-worth-it-nl.html>

Some publishers want your clean article but not on their server and not loaded with banner / text-link clutter.

However they do allow a sig file and do allow a certain leeway where a link is part of the non-promotional theme of the newsletter.

On <http://internetmarketing-proshop.com/newsletter.htm> you will find a growing list of free places to submit both your articles to help grow your list and ezine posts on which to promote your newsletter page.

It's a good resource. It's free. And, you should come back often because we are committed to its growth for you.

Finally, each and every time you list or submit, your URL is co-linked to the ezine site giving you added value to engines like HotBot.

This is link popularity. Every link back to you adds to that link pop. Many search engines consider link pop an ultimate litmus test of how important a site is to its viewership hence how important it may be to their index. That's important.

Okay... 'nuff talk. What should you do next?

A) Re-commit to your list. Now you know you don't absolutely necessarily have to have a website. You don't even need a web address. You can use the net to promote anything on your list. Re-commit to your list.

B) Pick a subject about which you know something and which would be of obvious Value Benefit to someone on your list. Forget all the puffed pastry pieces you read in most ezines. The more Value you give, the more Value you get back.

C) Write as if you were talking with that person right in your room with you.

D) In the beginning, tell them what you are going to speak with them about. In the middle explain to them what you are talking about. And, end with a brief summation of what you have just told them. Alright... that's the rule.

Let's go one very large step further. Remember what we've said. The more Value you give, the more Value you get back. So, here's ProShop's Rule of Value in your Newsletter.

Finish each and every article with something that your reader can actually start doing to help them reach important objectives.

Don't skimp, no silly teasers, and never cheat them. Finish your article with Power. Give them something they can do that will give them Results.

E) Test one 600-word article. But, write about something you know and are passionate about and which will help someone you care about.

F) Then, send it to yourself... to see how it looks and how you feel about it now that you have a chance to see what they will see and read when they receive it.

G) Read your article out loud to yourself and then to someone who will give you a helpful honest objective opinion on how they feel about it.

H) Then, send it to them after letting them know that it is coming. Remember: do not send anything to someone who has either not signed up for it or who has not given you their names along with

their email address.

I) In the beginning you will be doing a lot of tweaking, editing, correcting... and Ted will still find something you missed. We have fun with this. Ted is someone we really like and respect a lot.

J) When your article is ready for publishing, visit ProShop's newsletter web page "Places to Submit Your Ezines".

You will find some of the best places to start submitting your ezines giving you a huge advantage and benefit to your site both in terms of fresh new traffic from the article.

Another huge benefit is the multiplier aspect of re-publication producing yet more link popularity amongst the search engines who see all these links back to your little website. Amazing, uh?

Literally, your website could have thousands of hits and links back to it just off one simple informative or whimsical article.

Note: Publishers are always on the look out for something new in any and every imaginable or even unimaginable category of product or service.

So, write / submit, write / submit, write / submit. And, grow your business.

Now, go ye forth and multiply.

Now! If you find our InfoTrainer helpful, please help us to grow by telling your friends.

<http://internetmarketing-proshop.com/newsletter.htm>

Thank You.

John and Lucille

All Success is a Shared Activity

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