

Want A Successful Newsletter? Apply The 5 "P's" ...

By Mike Merz

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Online newsletters/ezines number in the hundreds of thousands, and the total is ever increasing.

How can, and will, you compete?

If you want your offering to stand out, plug it into the 5 "P's" formula ...

Purpose - Are you giving your target market what they want? Make sure that you provide fresh content, updates on newly released, related resources, etc., geared to the specific needs and interests of your subscribers.

How do you find out what they are? Ask them (polls, respond requests)! You may also want to look at your industry's "heavy hitters". Subscribe to, and study, their offerings. Applying the techniques that work for them can help you, as well.

Personality - You simply must develop your own style if you're going to succeed.

This is of extreme importance.

Lose the hype, and interact with your subscribers as if you were talking to each one honestly, personally. This will help build a bond of trust, and aids self branding.

Personalize - I'll say it again, as it's worth repeating ... Interact with your subscribers as if you were talking to each one, personally! Use name tags, if this is an available option, whenever possible (I prefer "first name" only. Having first AND last looks too automated). If it isn't, you may want to change your delivery method to a service that allows them.

Participation - Build interest by featuring member responses. Testimonials, question and answer feedback, etc. Showing peer involvement will help fuel interest, spur interaction.

Punctuality - Try to maintain a regular delivery schedule. Not only will this reflect your dedication to professionalism, and organization, it gives your readers something planned to look forward to.

Helpful Hint - Run an article, or free course, *series*, whenever possible. This will give your members even more of a reason to read the next, and subsequent, issues.

Well, there you have it.

Match your newsletter up to the 5 "P's criteria, and I'm sure your subscribers, and you, will benefit from the results.

To make your newsletter everything it can be, from content to building a bigger subscriber base, I recommend Paul Myers' Amazing List Machine
<http://im4newbies.com/alm.htm>

Good luck in your ventures.

Mike Merz

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Mike Merz is a well-known Internet marketing consultant, specializing in Online Marketing newbie start ups, and owner of the Top5News Group, featuring Internet Marketing For Newbies
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