

Extra! Extra! Read All About It! Explosive Newsletter Marketing

By Rozey Gean

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In previous writings, I have touched on the aspect of publishing a newsletter as a means of promoting your business. Why? Simply because I, along with thousands of other successful entrepreneurs, have discovered that newsletter publishing ranks high in the most effective marketing concepts of an on-line business.

As with any form of "effective" marketing, creating a dynamic newsletter requires that you do your research and develop techniques that work for your specific industry. There are specific steps one must take in creating and developing a newsletter that ultimately sells.

1. EVALUATE YOUR WEBSITE

The first step in creating your newsletter will be to evaluate your web site. Your newsletter will contain links that will lead your readers to your web site. Your newsletter is merely a tool that is used to guide potential clients to your business. Your web site will actually be your tool for making the sale. Your web site must be attractive in appearance, rich in content, interesting and informative to your visitors. If your web site lacks any of these important qualifications, then you should hold off on publishing your newsletter until you have an opportunity to develop your web site so that it meets the necessary criteria that will attract visitors and promote sales.

2. ESTABLISH GOALS

As with any element of your business, you should establish specific goals for your newsletter. What is it that you want to accomplish through your newsletter? Build on what you know your audience wants to see. In doing so, establish yourself as an expert in your specific field. Subtly introduce your readers to your products and services, but do not inundate them with high-impact sales pitches about what your products and services can do for them. Lead them there and let them see for themselves. Put yourself in the shoes of your potential clients and determine what it is that you would want to know and see. Through determining what you intend to accomplish, you will be able to better map out the route you will take to lead your clients to your ultimate destination.

3. PLAN! PLAN! PLAN!

Even the most talented writer does not expect to sit down and create a winning newsletter off the top of his/her head in a matter of a few hours. It takes careful planning and research in knowing what it is you want and need to write about. As you are developing your newsletter strategy, it will be beneficial to plan and complete two newsletters in advance so that you will have them ready to submit on time while you are working on the next issue. For example, if you publish your newsletter on a monthly basis, you should have one ready to submit to your readers a month in advance. Work on a new newsletter each month. By having one to fall back on, you will not have to worry about losing your effectiveness by rushing through the process of research and development. Decide on a topic or theme for each issue and carefully research and generate articles pertaining to that particular theme. Solicit articles from other sources. Many writers are willing to contribute in exchange for a by line and/or brief biography. By integrating articles from other writers, you are able to offer a greater range of diversity to your readers.

4. DO NOT GIVE THE READER EVERYTHING AT ONCE

The beauty and power of on-line publishing is that you do not have to give your reader everything at once. Give him/her a leader, or a few sentences, that will make him/her want to know more. Insert a hyperlink into the newsletter that will lead them to your site where they will find out the rest of the story. You will not want to fill your entire newsletter with leaders; however, you should strive to create a good balance of articles and leaders. By including a few leaders in your newsletter, you are able to drive readers to your site. Once they get to your site, then you will have the opportunity to guide them through your web site to additional information. Therefore, you will generate opportunities for sales!

5. PROMOTE YOUR NEWSLETTER

Creating a newsletter is only the first step. In order for anyone to read it, they must know about it. As with any other entity of your business, you must promote the newsletter in order to gain readership and develop a subscriber base. Promoting an on-line newsletter involves simple, yet time-consuming techniques that will pay off enormously in the long run. The following are three effective means of promoting your newsletter: (1) Advertise the newsletter on your own web site. Provide a subscription form so that "signing up" is simple for your subscribers. (2) List your newsletter on the search engines. (3) Exchange ads with other on-line newsletter publishers. Your ad exchange can entail classified ads within the newsletter itself or banner ads on web sites.

Additional tips for creating a newsletter that sells include: (1) Keep your articles between 500 - 700 words. (2) Use short and concise sentences. (3) Focus your content on your readers. (3) Proof read! Proof read! Proof read!

Now that you have your newsletter in proper form, your web site polished up, and your initial subscriber base in tact, you are ready to click the mouse and send that newsletter to your readers via e-mail. Once your newsletter goes out to your subscribers, monitor the statistics on your web site carefully. As a result of your effective marketing through the newsletter, you should not only witness more traffic but an increase in inquiries and sales!

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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