

# Starting A Newsletter To Promote A New Business

By Bob Brolhorst

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A-1 Internet Marketing Newsletter <http://www.wave5marketing.com/newsletter.htm>

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If your business is anything like mine when I started out I had a very small advertising budget. Now some marketers will tell you that low budget advertising very seldom gets you the kind of response that you are looking for, and in most cases that is true but not in every case. Let me explain.

Probably of of the smartest decisions I ever made was to start my own newsletter. I was somewhat apprehensive right at first, simply because I was traveling in uncharted waters, so to speak. I had been receiving other business newsletters for sometime and one day I thought to my self ... hey that is something I can do. I have knowledge about that subject.

I started out small using my Microsoft Outlook program as my way to send the newsletter to my then, very few subscribers. The best part of it all was it didn't cost me a dime. The first couple of months my subscription base did not grow very fast. If I added 10 - 15 new subscribers a month that was tops. Six months later the monthly total rose to around 25 - 30 subscribers and by end of the first year I was adding up 50 new subscribers a month.

A newsletter may be just what you need to get your business name out there. Its inexpensive, easy to write because you write about what you know, and before you know it your subscription list is growing. Besides sending out my newsletter via email, I also have all my passed issues available on my website as well. I would suggest both avenues. People that place ads in my newsletter like both versions because their ads are available for my website visitors to view year round as well as being visible to all my newsletter subscribers.

What other benefits are there to publishing your own newsletter? By writing new articles based on your business experience, you have now become creditable, a person that other people look for advice, and expert in your field. Now your subscribers look forward to receiving your newsletter. They tell their friends and business associates about how helpful your newsletter is and before you know your subscription list has grown to over 10,000 subscribers. Now you have another revenue stream you can sell slots for advertising, but don't go

overboard, the reason you have your subscribers is because of your content, so don't forget how you got to where you are at now.

I suggest that you start out small. I started sending my newsletter on a monthly basis, which has worked well for me and allows me to work on my consulting business. You don't have to limit it to a monthly subscription, I know of a lot of newsletter publishers that have bimonthly, weekly or even daily newsletters. If you start out weekly and can't keep up due to your other business activities you may lose subscribers and defeat the purpose of why you started out sending out a newsletter in the first place.

If you would like to see a newsletter template or if you are interested in some of my back issues feel free to visit the webpages listed below.

<http://www.wave5marketing.com/template.htm>  
<http://www.wave5marketing.com/newsletter.htm>

To subscribe to this monthly newsletter you may do this by going to the website below and following the instructions, or send an email to the address listed below

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