

Writing Newsletter Articles

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If someone has taken the time to subscribe to your email newsletters then the least you can do is take the time to give them something decent to read...

With so many emails swamping our inboxes everyday you have to provide a good offering in order that people stay with you.

DO

- Make sure your readers are "opt-in" subscribers.
- Plan ahead and write a number of newsletters in advance.
- Have a style or a theme and try to keep as close to it as possible.
- Teak your theme dependant on feedback form your users.
- Keep an "ideas list" and use it to note & develop future email newsletters.
- Ensure your content is fresh and up-to date.
- Keep the subject line short, sweet and to the point. There's only a limited amount of characters there in which to grab your reader's attention. You want them to go "ooh, interesting" and open your mail.
- Keep your email content in keeping with the subject line.
- Read other newsletters especially in your field of expertise, it will keep you abreast of developments, and aware of what your competitors are up to.
- Get honest feedback and don't shy away from criticism. Negative comments become positive when you respond to them and eventually you improve your newsletter offering.
- Watch your stats, ask for responses & get suggestions.
- Keep to a schedule and let readers know if there's going to be a break in delivery, e.g. over the Christmas period.
- Spell-check your newsletter. Typos will have an adverse effect on your cerdibility. Oops!!

DON'T

- Don't start on a promise to you readers then fail to deliver - that will only piss them off.
- Avoid CLICK HERE for links - it may be a call to action but it's also a bit dated now.
- CLICK HERE and FREE tend to be picked up by anti-spam measures so you may not even reach your readers in the first place.
- Be careful of anything in BIG LETTERS it is considered as SHOUTING and may be picked up by anti-spam measures.
- Don't just Cut & Paste a page from your website in the newsletter and then link to it. What's the benefit in that? It's just repetition, a waste of space and a waste of your time and your readers' time.
- Don't use anybody else's content - not only is it unoriginal but it is illegal too!
- Don't make it difficult to for users to unsubscribe should they need to.
- Don't fill your newsletter with too much advertising. An overtly commercial newsletter may scare off your readers!