

What to Put in a Newsletter

The Anatomy of an E-Mail Newsletter

1 Branding

One of the main goals of an e-mail newsletter is to keep you at the top of your customer's minds. To that end, incorporating your branding in each and every e-mail newsletter is key.

Make sure to include your logo as well as any slogans/taglines that you regularly use. Many solopreneurs include their photo in the header - a great way to make your e-mails feel more personal.

2 Headlines

Your subscribers receive a lot of e-mail and the chance is high that your newsletters will be lost in the inbox flood. Lower that chance by spending the time to create attention-grabbing, interest-catching headlines (and don't forget to make your subject line interesting, too!).

3 Images

Nothing attracts attention like a good picture. Use images throughout your newsletter to highlight important messages, show-off your goods and services and to add white space (by breaking up all that text!) and appeal to each e-mail you send.

4 Content

If you want folks to stay subscribed to your e-mail newsletter, you need to provide value beyond deals and promotions. In other words, you need to be useful!

One of the best ways to be useful to your subscribers, and to differentiate your business, is to include excellent content.

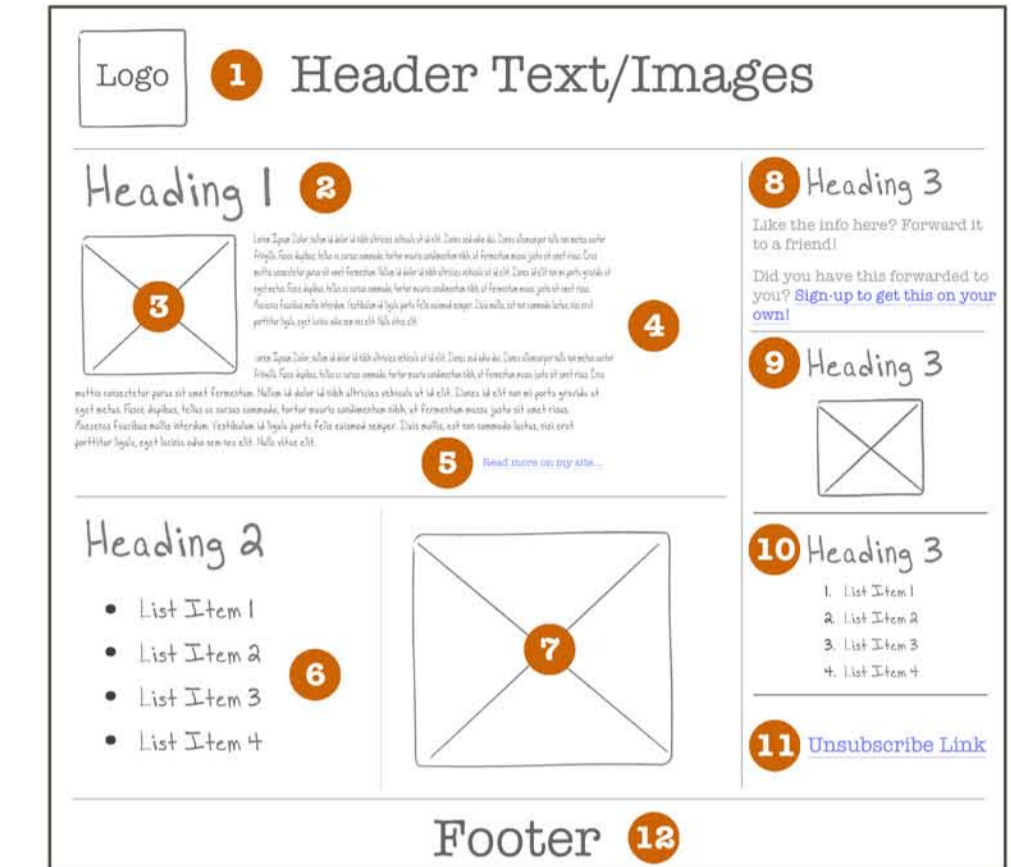
Worried about what to write? Check out this post: "1000+ Content Ideas for Your Blog or Newsletter" at <http://bit.ly/saJ5ta>

5 Link Back to Site

One important trick to remember: never include the full content of any article within your e-mail newsletters - always bring folks back to your site for them to read the rest.

Why? Because you have spent time and energy turning your website into an online leads and sales machine. Once folks land on your site, they will stay to read more content all while being exposed to your marketing messages and calls to action.

In addition, you can discover which subscribers were interested in each article by tracking who clicked on the "Read more..." link. Then, you can market directly to that group with more information and targeted offers.



6 Include Useful Links

Another type of content you can include are lists of links to useful and relevant content.

Why send folks to other sites to read content? Because it builds goodwill and helps you retain subscribers.

For example, in my newsletters, the "Weekly Link Roundup" links are clicked often so I know that folks appreciate them being a part of my newsletter (and they stick around!).

7 Calls to Action

Your e-mail newsletter is a perfect platform to ask folks to take action whether it's to buy a product, try a service or attend an event.

Try making your calls to action big and bold to grab the eye. Here, I use an image, a much more effective eye-catcher than a bunch of text.

8 Encourage Sharing

Since your newsletters are received via e-mail, they can be forwarded on to other folks. Encourage your subscribers to do so by sharing content that they found useful.

Don't forget, the folks who receive a forwarded e-mail are not subscribed so give them a link to sign up!

9 More Calls to Action

Do you have an event that's coming up sometime in the future? How about an approaching product launch? Build excitement and buzz with links to more information. When folks click the link, ask them to sign up for the event or to join a separate e-mail list to get notified when the launch occurs.

10 Links to Your Content

The sidebar is also a great place to include links to your new content, whether a blog post on your site, a video on YouTube or a guest post on another site.

Continually adding and highlighting your own content helps you gain "expert" status and builds trust in your skills and knowledge.

If you don't have anything new, don't worry; you can include links to old content as well. You can even have a weekly theme where you include links to your appropriate content.

11 Unsubscribe Link

Yes, you must include this link in each and every e-mail newsletter you send.

Yes, you must respect folks when they opt-out and stop sending them e-mail.

I promise, the world will not end.

12 Footer

This is where you should provide a physical address for your business.

This is also a good place to list your e-mail address and/or phone number so folks can reach you and buy your stuff!