

# 75 BEST NEWSLETTER SUCCESS STRATEGIES

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## No other tool has as much marketing mojo as the newsletter.

Nothing like starting with a bold statement! But just consider a few of the marketing “tasks” a good newsletter performs:

- Positions you as a **trusted expert** and reinforces your credibility.
- Activates your existing **referral sources** and **introduces you** in a powerful way to new referral sources and potential clients.
- Increases your **visibility** and keeps your name before your community.
- Maintains a vital **link with current** clients and reminds **past clients** of your availability and willingness to help.
- Allows people to get to **know and trust you** over time.
- **Distinguishes you** from others in your field who do not have a newsletter.
- Serves as a **community-building** vehicle and a dynamite **public relations** tool.
- **Educates** rather than sells. (This fact makes them easy for sales-shy service professionals to use.)
- **Reinforces your branding**, or the look, feel and impression people get of you.
- **Informs** people about you and your practice, and **promotes** classes, workshops groups, books and other services.
- Is perceived as a gift because it **adds value** to people’s lives.
- Keeps you top-of-mind so that when people need what you offer, **they think of you first.**



These benefits of a newsletter don’t just come from HAVING a newsletter. To derive the most value from such a power-packed tool, you need to know how to use it well, how to use it strategically.

Below are 75 of the best ways to USE a newsletter so that you wring every ounce of effectiveness from it! These strategies have all been used successfully by the people I work with—coaches, mental health professionals, solo-entrepreneurs, speakers/trainers...people engaged in helping others. And by

successfully, I mean that they used their newsletters—either the ones we provided them, or the ones they created in our training camps—to get more clients, KEEP more clients and grow their businesses.

You don't have to use ALL of these strategies below...if you use even 20, you'll be using your newsletter more effectively than most professionals I see! Put as many as possible into practice and see your business flourish!

**IMPORTANT NOTE:** This list includes strategies for using both print and email newsletters (also known as ezines). If you are convinced that one format over the other is the way to go, I encourage you to suspend your opinions for the duration of this report. You may discover suggestions you hadn't yet considered—in a *format* you hadn't considered—that would be perfect for your needs and circumstances! Just keep an open mind...the right format(s) for you will reveal themselves through this document.

On to the strategies...

## General Newsletter “Best Practices”

These newsletter strategies work regardless of the format you've chosen. Taken as a whole, they form the foundation of newsletter marketing “best practices.”

1. Send your newsletter consistently. Like medicine, there must be a consistent “dose” of you in the bloodstream!
2. Send your newsletter often enough. That means at least monthly for ezines (electronic newsletters) and quarterly for print (bi-monthly is better). Less often and it's like re-introducing yourself all over again with each issue.
3. Be sure to keep the main focus of your newsletter on educating people. When you educate rather than promote, people respect and value you and your newsletters.
4. Do promote some. You'll miss a valuable opportunity if you don't let people know how they can continue their relationship with you. Just keep promotional content to about 25-30%.
5. Be generous with your knowledge. Don't “give away the store” but do give plenty of value, whether you write your own articles or use our Ready2Go Articles.
6. Make sure your newsletter is well-written and well-designed. Poorly written, bad-looking newsletters can actually damage your credibility. If writing isn't your gig, or you don't have the skills to design and layout a newsletter and don't want to take the time to learn them, let a professional help you. You don't have to do everything yourself!



7. Know what your community wants to know. Consider conducting a formal or informal survey of your target market to learn what it is they care most about, what issues they're dealing with, what keeps them up at night, etc.
8. Know where your community gathers, both online and offline. It'll come in handy with many of the strategies mentioned later.
9. Coordinate your articles with upcoming workshops or teleseminars you'll be giving, using the newsletter to generate interest in the event. Conversely, start with an article in your newsletter and develop a workshop or teleseminar around that. If it's worth writing about, it's probably worth speaking about.
10. Consider writing a batch of articles at one sitting. You can create a feature article, a Top 10 list, a quiz and nuggets or blog posts all on one topic. You'll save time by writing them all at once than trying to tackle them one at a time under deadline pressure. (And of course, if writing isn't your gig, don't let that stop you from having a newsletter. Check out [www.ready2goarticles.com](http://www.ready2goarticles.com) for pre-written articles you can use as your own.)



11. Let them see you! It's just human nature...readers want to know what you look like. So be sure to include a photo. It's part of how your audience begins to develop a relationship with you.
12. Include a short biography or a write-up of your services in your newsletter. Best is to write about the benefits and results someone will receive from working with you. Credentials are less important than you might imagine. Include them, but focus on the benefits.
13. Include as much visual branding on your newsletter as possible to help you build the brand that is you. This means fonts, colors, logos, etc. Coordinate as much as you can with the look and feel of your website, if you have one. (Hint: if you have no logo, use a small picture of you!) At the same time, don't be

afraid to do your print newsletter in black and white (colored paper, of course). If done well, it will still look professional and serve you well.

14. Begin sending a newsletter when you are an intern or in training. It's never too early to begin building relationships. When you become fully licensed or credentialed, you'll already have clientele and an established marketing tool.
15. When you mail or email your newsletter to current clients, include a note asking them to refer you. This activates word-of-mouth referrals, which are the lifeblood of a private practice.
16. Include a personal message from you somewhere in your newsletter: it could be personal details, information or announcements about your business or your opinions on a topic. The bottom line is: people want to know you.

17. Include local news or a discussion of events in your community/industry. You may become a “thought leader” in your community or industry.
18. Put your website address on your newsletter. Invite readers to visit it to get more information on you and your services. Drive readers to your website by giving them something to “get” on your website.
19. Archive your newsletters on your website. This adds depth of content to your website, which is impressive to new visitors, indicates stability and longevity, and shows how much you provide to your clients. If you wish, you can also make the archive a private-access benefit for your clients only, enhancing the value of your client services.
20. Consider your newsletter a gift. Banish any thought that you are “overloading” your recipients with information. NOT! You are providing valuable information that could be extremely important for their own personal or professional growth. Hold your newsletter in high regard and your recipients will do the same.

## The Secret Weapon: Print Newsletter Strategies



Considered “old fashioned” by some, the print newsletter is actually an amazingly potent format and allows you to connect with people otherwise out of your reach. As you read these, imagine how and where you might place newsletters for your target market.

21. Stack copies of your newsletter in your waiting room, especially if you share a waiting room with other professionals! Use an acrylic literature holder, rather than laying them flat on a table.
22. Hand them or mail them to current clients. It may seem contra-indicative, but it’s important to market to current clients. Their word-of-mouth recommendations are gold, and they’re most likely to buy more from you (service or products).
23. Mail your newsletter with a letter of introduction to potential referral sources (other professionals with offices and clients, such as massage therapists, lawyers, ministers, dentists, etc.). The newsletter will leave a powerful impression with these contacts—a MUCH better impression than a letter of introduction alone. And it will help to activate their willingness to refer to you.
24. Hand them out to colleagues at work, if you have a job outside of your practice. There are all kinds of unexpected connections that could come your way—a speaking engagement, new office space, a new client.

25. Keep a stack in your car or briefcase so that you always have one when you need it to give to new acquaintances.

26. Place a stack of your newsletter in the waiting rooms of your referral sources—of course, always with their permission. These are other professionals with offices & who serve a similar clientele, e.g., massage therapists, lawyers, ministers, dentists, etc.). Be sure to point out that offering your newsletter—the one that is rich in content and very professional looking!—makes them look good, too. Check back in to make sure they have enough and at what rate they are being taken.



27. Mail a newsletter to everyone on your mailing list. Use a mailing house if your list is more than 200; it will save you time, energy and postage. Otherwise, try hiring your own kid (or a neighborhood kid) to do the labeling and stamping.

28. Mail one to every person who calls to inquire about your services. Packaged with more extensive information about your services and how you work, the newsletter makes a dynamite follow-up tool and sends an immediate impression of professionalism and expertise.

29. Put a web-ready PDF of your print newsletter on your website. This gives you a more dynamic website that offers your clients and prospects readily accessible and regularly changing educational information. NOTE: This is a cost-effective way to put your newsletter on your website without having to create an HTML newsletter (aka ezine).

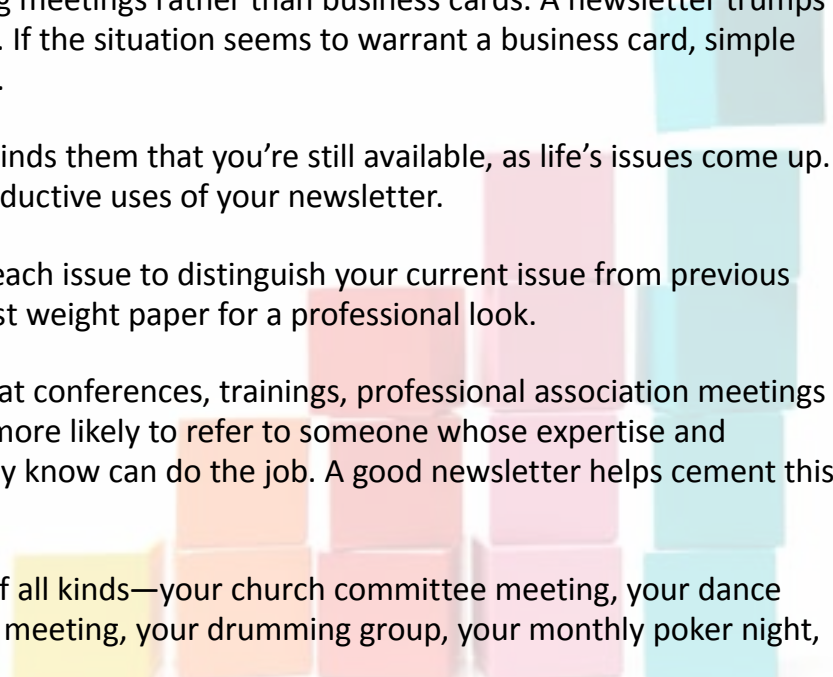
30. Place a newsletter in the mailboxes of staff members at your church or other organization with which you're involved. When your newsletter is full of good information, this is seen as a lovely gesture on your part. More importantly, it does what a newsletter is supposed to do—it's PR, community building, education, marketing all in one.

31. Pass them out to people at your workshops. If it's a free workshop (meaning you don't already have contact information for everyone), don't forget to pass around a sign-up sheet behind it to capture their contact information for your mailing list.

32. See how much time you can save in printing your newsletter. Email/upload it to your printer, make production arrangements (paper, quantity) by phone, etc. Some companies will even deliver your finished newsletters for free. This can save you several hours of precious time. Online printers have come a long way. It's nice to do business locally, but don't forget to check out all your options. One I recommend is [www.psprint.com](http://www.psprint.com).

33. Give copies of your newsletter to your biggest fans so that they can hand them out for you. These include family members, best friends, appreciative clients.

34. Cultivate relationships with local organizations near you (e.g., YMCA), and leave stacks of your newsletter there for the taking, always in an acrylic literature holder.
35. Mail your newsletter to key business contacts—anyone whose card you have taken over the last couple of years. That’s why you gathered them in the first place, right? To keep in touch with them and let them know what you’re up to!
36. Announce a special class or workshop on the page 4 mailer area, just below your return address. Because this is the section that contains the mailing label, it will be one of the first things the reader sees.
37. Put a stack of newsletters in a weather-proof acrylic holder (the kind used by real estate agents), and place this outside your office building. This works if you have good street traffic.
38. Think of where your audience gathers (in person), and place stacks of your newsletter (acrylic literature holder!) there. If you’re a therapist specializing in grief, children or addiction, consider mortuaries, family court or AA meetings. If you’re a wellness coach, consider leaving your newsletter at local day spas or gyms; a business coach might consider the local Chamber of Commerce or professional association meetings.
39. Forget about brochures (unless they’re [Ready2Go Article Brochures](#), which are different). People are much more likely to pick up and read a newsletter than a conventional brochure. And the impression of you they’ll be left with after reading your newsletter is much greater than from a brochure.
40. Hand newsletters out at networking meetings rather than business cards. A newsletter trumps a business card anywhere, anytime. If the situation seems to warrant a business card, simply staple your card to your newsletter.
41. Mail issues to former clients. It reminds them that you’re still available, as life’s issues come up. This is possibly one of the most productive uses of your newsletter.
42. Use different colored ink or paper each issue to distinguish your current issue from previous ones. Typically, 60# paper is the best weight paper for a professional look.
43. Give your newsletter to colleagues at conferences, trainings, professional association meetings or the like. Your colleagues will be more likely to refer to someone whose expertise and professionalism they trust, who they know can do the job. A good newsletter helps cement this perception of you.
44. Take your newsletter to meetings of all kinds—your church committee meeting, your dance class, your breakfast brainstorming meeting, your drumming group, your monthly poker night, your moms group, etc.



45. Insert into your newsletter a flyer on groups or workshops you're offering or other promotions.
46. Gather advertising from other local businesses or professionals; include in your newsletter either as an insert or integrated into the body of the newsletter. This can help defray your printing and production costs.
47. Put a short service description in the page 1 header area, under or near your name and logo. For example: "Individual and Couples Counseling" or "Business and Personal Coaching."
48. Put a tagline in the page 1 header area. This is distinct from the service description. It can go under your name or be incorporated with your logo. A good tagline is generally 5–7 words that crystallize what you offer, what you're all about. For example, the tagline for my company, Claire Communications, is: "The Everything Newsletter Company."
49. Make sure you include these on every page: your name, the name of your practice/business, a web address and/or a phone number is on every page.
50. If you do not plan to mail out your newsletter, use the entire page 4 mailer area to expand information on yourself, your practice and the benefits of working with you. This is a good place to list any ongoing groups you offer.
51. Share a newsletter with a colleague or two. Use both of your pictures, contact information, etc. This cuts all your costs in half.
52. Instead of putting a date on your newsletter, use the "Volume X, Issue X" convention. This will give you greater flexibility in timing your newsletter mailing and, in effect, give you an "evergreen" newsletter that you can use as long as you want.

## Hi-Tech/Hi-Touch: Email Newsletter Strategies

The email newsletter (known as an ezine) is best known for its cost-effectiveness and is an important addition to your Internet marketing toolbox. If you have a website, you'll benefit substantially from also having an ezine.

53. Send your email newsletter as HTML, not text-only. That means it opens up in a reader's inbox and looks like a web page. A good-looking ezine will get opened and read more than one that looks amateurish or is plain text.
54. Invest in a custom ezine template that coordinates with your website and maintains consistent online branding. Templates from Email Service Providers (ESPs) are often readily noticeable as templates, and can detract from your professionalism. Make sure your designer knows how to design for email. It's a lot different than designing for a website!
55. Don't try to send your ezine through your email program, such as Outlook. You can really create a hornet's nest for yourself if you do this. Use an experienced, outside email service

provider (ESP) that keeps its reputation clean. A few that I like to recommend are: [www.mailchimp.com](http://www.mailchimp.com), [www.aweber.com](http://www.aweber.com) and [www.myemma.com](http://www.myemma.com).

56. Have a list-building strategy and work it constantly. Because you can't "leave" an ezine in a physical location for people to take, your ezine will be going to only those people on your email list. How to build your list is a big topic! You'll receive articles from me from time to time on this, as it's a key element to online newsletter marketing success.
57. Have specific calls to action and direct links to your website. Include all your contact information, including phone number, so that people can act right away to be in touch.
58. PLAN, PLAN, PLAN. The more you know in advance what will be in each issue of your newsletter, the more likely your newsletter will get done on time without all the headache and last-minute stress. Fill out an editorial calendar for as many months in advance as you can and list all the different components of info for each ezine.



59. Utilize measurement tools to gain an understanding of who/how many are opening your newsletter, what they're reading and clicking on, etc. However, don't get too caught up in "open rates," as they're not necessarily reliable indicators of who is actually reading your ezines.
60. Give visitors to your website a compelling reason to sign up for your ezine (e.g., a free report or assessment). This is called a "pink spoon" because it is a sample of you, what you know and how you can help. It's where your relationship with your readers starts.
61. Make sure your sign-up box (where people sign up for your ezine) is easily visible on your website and put it on every page. Some high-profile locations: the right-hand side of your header or the navigation bar (whether that's on the left or right). You never know which page of your site a visitor will land so consider building the sign-up box into your website's template.
62. When people sign up for your newsletter on your website, create a series of automated follow-up messages that educate them and, ultimately, promote your services and/or products. This is part of the gentle "getting-to-know-you" process, which includes your ezine, and you want to treat it like you're giving chocolates and flowers to your date.
63. Control your subject lines. Best practices say to keep subject lines less than 35 characters. If you need to go longer, stack the most important words toward the beginning of the line.
64. Put the name of your ezine in brackets at the beginning of your subject line. This tells receivers it's a newsletter. Put the main subject of the newsletter after the newsletter name—not the month. When people know what's in the newsletter, they're more likely to open and read it.

65. Type your subject line into the text box. DON'T cut and paste it from an MS Word document unless you know for sure that you have "smart quotes" turned OFF. Otherwise, your readers will likely see gobbledygook characters in your subject line when they receive it.
66. Have a personal message in each issue. Especially on the Internet, people want to know who they're dealing with.
67. Keep your ezine short and relevant. People are deluged with email. If they can read your email quickly AND it has content useful to their lives, you'll receive the gift of their attention and potentially their business.
68. Make sure your ezine is "scannable." That's how people read on the Internet—by scanning information. Headlines, section graphics and colors help make it scannable. Consider bolding key terms, too. But not too much.
69. Make sure to include at the top of your ezine a link to view the entire newsletter online, in case some readers can't open the ezine in their email inbox.
70. Offer something in your newsletter that will drive readers to your site, where they can get a deeper taste of what you offer. For example, a free article or an assessment.
71. Always test and re-test your ezine before it goes out to make sure it's error-free and that all the links are working.
72. Use photos or other graphics. They break up the blocks of text, make it easier on the eyes and provide more interest to the content. However, make sure your photos are "web-ready," which means they are a low file size (up to approx. 25K). This will ensure that your ezine opens quickly. Readers will become impatient if your ezine takes too long to open.
73. Post a link (or perhaps the whole ezine) on your blog, and put the titles of recent blog posts in your ezine. This kind of cross-referencing helps your overall exposure. Don't make the mistake of thinking that a blog and a newsletter are interchangeable. They each perform a vital, but different, role in your marketing.
74. Use articles from past issues of your newsletters to send to new members of your contact list. Send one every once in a while as a brief but helpful "touch." It will be appreciated.
75. Send your ezine more often than you might initially be comfortable with. When you're dealing with people's inboxes, out of sight is soooooo out of mind! If they're not seeing you at least once a month, you're like a stranger every time you send your ezine.



**So there you have it:** 75 of the best strategies on how to use your newsletters wisely to attract

more clients, more money, more attention, more opportunities. There are plenty more tips where those came from, and I make it a habit to offer both a feature article about newsletters and marketing AS WELL AS a shorter newsletter tip in every issue of my ezine, *Marketing Momentum*.

And because I want you to get as much newsletter marketing mojo as possible, I'll also send you an occasional article from past issues of *Momentum*. They're too valuable and loaded with good newsletter marketing training for you to miss them!

## What's Next for You & Your Newsletter?

I hope you've enjoyed learning about how to use newsletters in very strategic ways to get more clients and build your business. **Now go out and put them to use!** It's no good having a newsletter unless you use it well! Remember, successful practices and businesses are built on strong relationships. And strong relationships are built with a great newsletter!

If doing a newsletter or writing articles isn't your cup of tea, if you don't have time to produce a newsletter, or if the technology of putting it all together scares you, you don't have to be without a powerful newsletter working on your behalf.

I'd be honored to help you put together a strong, relationship-building newsletter—EASILY!

My mission is to provide quality communications and marketing tools for individuals and businesses in the helping professions. I and my team absolutely LOVE supporting you who support others, and we do it in a way that saves you time, energy and money. The services we offer are on the next page. We stand by, ready to help.



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*Linda Claire Puig is a newsletter marketing expert whose company, Claire Communications, provides busy coaches and personal development professionals with high-quality, education-based content and newsletters to grow their businesses. She also teaches unique, action-oriented programs on how to create newsletters and use them to make more money. An award-winning writer since 1983, Linda's articles have appeared in newspapers, magazines and newsletters throughout the world. She has produced newsletters for small businesses and professionals since 1990 and has trained thousands of individuals in "the way of the newsletter." Linda is also an actor, she loves to travel, and all manner of dogs catch her eye.*



# Claire Communications

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**Call and let's discuss your needs: 866-200-6945.**

**Ezine Training**—The *Ezine Success Academy* homestudy course teaches you everything you need to know to create your own ezines—using our Ready2Go Articles or your own. Content development, subject lines, headlines, open rates and other metrics, promo writing, ezine design and much more. Complete this course on your own time and become a newsletter pro!

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