

HOW TO WRITE A NEWSLETTER

5-Step Process to Engage your Readers

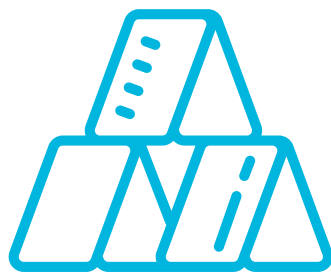


1. SELECT A TOPIC THAT MATTERS

Newsletters should be about the reader, not you. Great content will make you a trusted advisor, so don't worry about selling. Pick one problem or desire, describe it in a way that the reader will relate to, then tell them how to solve it completely. Do this...and they will be back.

2. GATHER YOUR CONTENT

Newsletters should be detailed and thorough. Gather authoritative content like videos, blog posts and documents. Include your personal insights on anything you don't write. Embed those resources right in your newsletter so the reader doesn't have to leave.

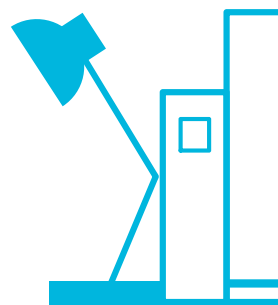


3. ORGANIZE FOR READING

Although your newsletter should be detailed, make it skimmable. Use two obviously different sized fonts for headers and narrative. Use a different third font for call-outs and quotes. Make sections different colors, but use lighter hues and dark text. Be careful with stock photos, unless they really communicate. Mix up your videos and links to keep the reader engaged.

4. REVIEW (MAYBE A LOT)

If you're doing email newsletters, you will have to do a lot of review. Watch for length, image size, prohibited and risky words, etc. to make sure your newsletter gets past filters. Make sure it looks ok on mobile. Then look at the text version. A lot of your readers will need to read those. Don't hit SEND until it's perfect.



If you are using Plexie, it's easy. Do a quick review of your content, then send a link in a simple email.



5. BE CONSISTENT

Consistency matters more than frequency. Use a template that supports your brand, then consistently use it. You may want a couple versions for different types of messages, but be consistent using them. Your readers should know right away it's yours and what to expect. Send newsletters on a specific day and time. Consistency creates a habit for you...and your reader!

Use Plexie for your Next Newsletter
"Write for your readers, not their filters!"

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