

Purpose: The purpose of your publication is to provide a tool that allows you to stay in constant contact with your customers, prospects and networking groups.

Goal: The goal is to provide enough value to readers, so they will continue to open your publication issue, after issue, after issue.

Educational Tool:

Your e-newsletter must be an educational tool. You must show them that you are an expert in your given field and that you are someone they can turn to for expertise. Teach them something in every issue!

Frequency:

Several studies have shown that frequency is a key to the on going success of an e-letter, e-newsletter or e-zine. You want to publish issues no less than once per month and no more than twice per month.

Timing:

Another key to success is the timing of the publication. The issues must be published on the same day of the week and at the same time of day. Early in the morning works best, so that people have it in front of them when they open their e-mail first thing in the morning. People will become accustomed to receiving it at a certain time and day.

Content:

Your publication must be at least 70% content and only 30% advertising. If you are bragging about your business, company news and accomplishments, that is advertising. If you are educating someone so that they can use that information to improve their businesses or make better business decisions, that is content. It will be the content and education that will cause people to look forward to receiving your e-mail and create higher opening ratios.

President's Corner:

If you are going to have a President's Corner article, it must be personal. The goal is to have the audience connect with you on a personal level. Tell the a story about your family or something that happened to you personally. Tell them about a challenge you overcame or your views and opinions when it comes to life in general. People want to hear from the person, not the position.

Photographs:

When you are talking about your company, DO NOT use stock photographs. Even if the quality is not great, use original photographs. People like to see and talk about real photos, not the photos they see in everyone's e-newsletters.

Interactive:

Make sure that your publication is interactive. Running a quiz or contest is a great way to accomplished this. You can also ask your readers for advice on a particular topic. Another way is to have one of your readers, write an article for your newsletter.

Publish a Series:

If you want people to look forward to future issues of you publication, then run a series of articles over five or six issues. Pick a topic like customer service, training or project management. This will both provide education and keep them engaged.

Links and Proofing:

You should have many links in your newsletter to make it extremely easy for your readers to connect to you and any articles that you have written. Make sure that you provide several click through opportunities in every issue. You also need to check each link to make sure it is working. You also need to have a professional proofreader proof your newsletter before it is published.