

10 TOP TIPS

For Making Your Newsletter



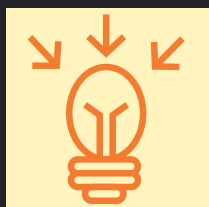
1. Consider Using Themes

- Newsletter issues around themes give direction to readers
- Readers can identify which issues will be of interest for them
- It's MUCH easier to interest new readers if they see a topic they personally wish to learn more about



2. Use Multiple Streams of Delivery

- Newsletters no longer follow a traditional model
- Articles on a blog, advertising on social media and email lists are all valuable ways to attract readers
- Content can be tailored to each stream, appealing to more readers



3. Develop a Personal Brand

- Blogs and newsletters can showcase expertise and credibility
- Can lead to consulting, speaking, and professional opportunities
- Often used for brand awareness and audience engagement



4. Don't Be Afraid to Tackle Niche Topics

- Focused blogs and newsletters attract more loyal audiences
- Niche newsletters often grow faster and monetize better than overly generalized ones (this feeds into personal brand as well)



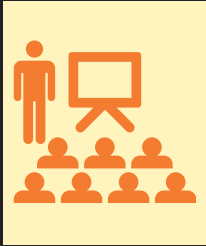
5. Focus on Reader Retention

- Blogs bring traffic through search engines and other referrals
- Newsletters build direct relationships with subscribers
- Combining both improves audience growth and loyalty

Continued below...

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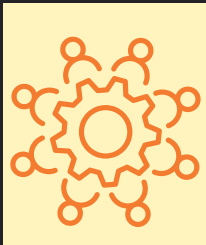
6. Encourage Engagement

- Regularly circulated email newsletters have increasingly strong engagement rates, with higher adoption over time
- They allow creators to have some control and direct connection to their audience



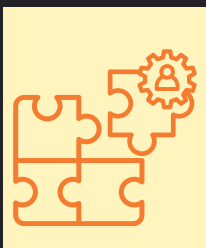
7. As Always: Quality is Key!

- Insightful, well-researched content drives engagement
- A well-crafted personal voice, that is unique and not overly formal or like a chatbot, is ideal for fostering connection with your readers
- Long-term publishing builds audience trust and loyalty



8. Be Open to Business Opportunities

- Revenue streams include consulting leads and audience interest in associated products
- Blogging/newsletters associated with higher marketing ROI for many businesses, provided they also connect to the work you do



9. Use a Multimedia Approach

- Visuals and other media interspersed into articles make content more engaging, especially if they match the style and voice of the newsletter
- Many readers prefer visuals and graphics for skimming articles



10. Don't be Afraid to Pivot!

- A Newsletter can find its voice months after you first start publishing, no need to be committed to one style or voice early on
- Provided the transition is done mindfully, readers appreciate change, especially if it comes in the form of growth!



Always Remember:

Write what you wish you could read, there is an audience out there waiting for it!

