



Back to Basics

Why are you writing a newsletter? Who will be reading? What do those readers need most?

Let's start by focusing on the basics.

Write down 3 reasons why you are writing a newsletter.

Example:

1. *Because I want to build an audience of customers for my business.*
2. *Because I love sharing inspiring, helpful information and making a difference in people's lives.*
3. *Because I want to strengthen my writing skills by writing consistently and sending my newsletter every week. I know the only way to improve is to practice, practice, practice.*

What type of person are you writing to?

Who is reading your newsletter? What's your main type of reader? Or—if you don't have very many readers yet—what kind of person would you like to bring onto your mailing list?

Example:

I am writing a newsletter primarily for yoga teachers (and other healing/fitness professionals) who want to figure out how to actually make a living in this industry.

Think about your readers. Their lives, their dreams, their struggles, their hopes. What do your readers want most?

What are they looking for? Whatever they want—these are excellent topics for you to write about in your newsletter. Give people exactly what they crave most.

Example:

My readers are looking for inspiration and tips on how to remodel a home, renovations, wood-working, crafts, and interior decor. They also want a break from the pressures of work to enjoy laughter, levity, beauty, and fun!

How frequently will you send out your newsletter?

Once a month? Once a week? Twice a week? On the new moon and full moon? Daily?

There is no “correct” frequency. Pick whatever feels doable for you.

Also, consider what’s most beneficial for your readers. If you’re writing to an audience of busy, overworked, exhausted corporate professionals who already have way too much on their plates, they might not want to hear from you daily—maybe once a week is better.

How do you want your readers to feel?

Some newsletters are hopeful and inspiring. Some are fiery and motivating. Some are sharp, smart, and educational. Some are soothing like a calming cup of herbal tea. When people read your newsletter, how do you want them to feel?

What will your readers receive immediately after signing up to join your mailing list?

Immediately after signing up to receive your newsletter, what will your new reader receive?

A welcome note from you? A special gift? A code for 25% off their first order? A series of 3 emails to introduce them to your work and help them get acquainted with all the things you offer? Something else?

Write down a few ideas on what your new reader could receive first.

What would you love people to say about your newsletter?

Imagine someone is chatting with a friend about your newsletter—gushing about how much they love it—and you happen to overhear their conversation.

What would you LOVE to hear them saying?

Example:

"I just love Maxine's newsletter! I love that she shares really practical tips on how to get more organized with your finances and feel way less stressed out about money. Every time one of her newsletters arrives in my inbox, I literally stop everything to go read it. I have learned so much from her. You need to sign up and get her newsletter. Seriously."