

## Nine Tips for Creating Newsletter Content that . . .

Is QUICK . . . Gets READ . . . Makes Your Website More ROBUST

Creating content each period is the most challenging part of delivering a consistent newsletter program. Here are a few tips to creating effective content.

1. **Use your newsletter planner** – consistent topic departments each period increase your readership, and give you momentum as the content creator. Use the planner to establish your topics FIRST, and delegate out the writing to your colleagues when possible.
2. **Determine your topics** – look at the seasons. What is relevant to the time period and to your target market? What is in the headlines of the newspaper that you can comment on? What are you reading about in your trade association journals that your clients may not know about? Remember: what is everyday stuff to you, is “rocket science” to your clients.
3. **Leverage strategic partners** – especially if they produce a newsletter as well. They will be happy to lend you some of their content for the exposure they will receive to your database. In the same respect, you can use some of the content you create to submit to their database. If they don't have a newsletter program, ask them at least 6 weeks in advance to write an article for you on a particular topic. Or, better yet, ask a bunch of partners to give you articles and save them up for future editions of the newsletter.
4. **Creating content quickly** – Once you have your topics established, go to the web, your trade journals, newspaper, magazines, etc. and find 3 articles pertaining to that topic. Read them through, and write your article based on the information you absorbed. “Free write” the article first to quickly get your points on paper. Don't be a perfectionist at this point – get it down quickly and fill in the gaps later!
5. **Make it scan-able and organized** – go back through your article and make things into numbered steps, bullet points, and create bold sub-headings above certain points you want to make. We are all inundated with information, and our tendency is to scan for what is relevant to us. We can only digest so much information, so spoon feed your readers the information they really want without much fluff.
6. **Make the “sale” the logical conclusion** – since you are committed to delivering VALUE to your clients, you won't be making a big sales pitch in your newsletter, however, you CAN set the stage for your reader to make the logical assumption that YOU are the solution to their need. Telling them in the content in what situations they would need to see a physician, re-finance their home, or purchase a certain supplement – is a much more effective and intuitive sell.
7. **Hook the reader in your first paragraph** – this is where you tell a story, liken your topic to something fun or understandable, make the reader wonder, or shock them with some crazy statistics. You want them to keep reading, so make that first paragraph interesting, then end it by telling the reader what you are going to address in the rest of the article.
8. **Create a newspaper quality headline** – in order to get them to read that first paragraph, they need to be interested by your headline. Ask a rhetorical question, even if the logical answer is “no.” Or say something shocking. Use sub-headlines if necessary to explain your shorter headline.
9. **Have lay-people read through it** – send your article to at least 3 people who don't do what you do and get their opinion. If you have trusted clients who can give you feedback, that will be even better. You will get a double benefit as they feel like they are part of your team, and assume the responsibility to generate referral for you as an “insider.”

Remember, it is more important to touch your clients on a regular basis, than to worry about perfection. If your goal is to deliver value and not necessarily to sell, sell, sell, your clients and prospects will think of you when they have a need, and more importantly, forward the information to others who might need you as well.