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when your small business needs big results

Feature Article : Writing Your First Email Newsletter

Once you've decided on your Email Newsletter provider, you'll need to choose a template you like and that reflects the image you want for your business. You can usually personalise your newsletter to include a logo, photo and perhaps a faux or first name signature (please don't scan your real full signature for security reasons!).

You will also need to prepare a text version of your newsletter for people who don't like html, but your provider will guide you through this.

People read differently on a screen so it's a good idea to break your newsletter up into 'bite-size' pieces. This structure works quite well:

Introduction - what is included in this issue to tempt your subscribers to keep reading.

Personal News - one of the purposes of your newsletter is to let your prospects get to know more about you. Share a little about the person behind the business.

A short promotion - these should form no more than 30% of the total newsletter. Focus on giving good information.

Main Article - this is where you can show off your expertise! Make it easy to read by using short sentences and paragraphs. Aim for 300-500 words.

A second short promotion or news about an upcoming event - don't try to sell straight from your newsletter. Provide a link through to a web page for interested people to click on.

Short Bio - who you are and what you do. Including a photo adds a further personal touch.

Another question we are often asked is **"What shall I write about?"** The answer is simple - write about what you know. Be creative but always relevant to your business. If **you** were subscribing to your newsletter, what would keep you reading? Here are a few ideas:

- How to articles (like this one!) are always popular
- News about developments in your industry or profession
- Tips and shortcuts
- Seasonal articles (think ahead to different holidays or special days)

Include some appropriate images and photos to break up the text, but bear in mind that some email programmes default to hide them.

We hope these tips are useful - good luck with your Email Newsletter!

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