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INTRODUCTION

Ah, the New Year's resolution. Haven't we all made at least one at some point in our lives? If you've ever pledged to initiate some sort of change, you know how difficult it can sometimes be to follow through with your good intentions. To help stay motivated, just remember how good it will feel when you finally reach your goal!

I'm feeling pretty good right now because I made an early resolution "way back" in 2005. And with a little help from one of my professional partners, my vision is now complete — and you're looking at it — the new *WriteTips!* A big thanks goes out to [Branmarc Design](#).

So enjoy this issue of *WriteTips*... and good luck with your own goals for 2006. And as always, let me know what you think! Have any of these tips helped you with your writing? Do you have an idea for a future article? [Contact me](#)

Feature Article

Smarter marketing: how newsletters can benefit your biz

Are you responsible for communicating regularly with key people involved in your business, like employees, co-workers, or existing and/or potential clients? Do you want to put your marketing dollars towards something more informative (and less costly) than traditional advertising? If you answered yes to either of these questions, now may be a good time to consider implementing a fresh marketing strategy. Enter (drum roll, please) the newsletter.

Why publish a newsletter?

Many companies use newsletters as promotional tools to market their business. Newsletters keep your name in front of

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readers' eyes by reminding them of your presence on a regular basis. This constant visibility will help your business stand apart from its competitors, especially if they aren't making any effort at all to communicate with clients. And if they are making an attempt to communicate, too, you can go a step above by offering *more* and *better* information — newsletters provide an excellent opportunity to share information about your company, organization, and products or services while providing recipients with news they can use.

How can a newsletter benefit my business?

There are numerous benefits to producing a newsletter. Regardless of whether your publication is targeted towards external (existing and potential customers and clients) or internal (employees within a company) audiences, providing interesting, useful content will always work in your favor. Here are just a few examples of how publishing a newsletter can benefit your business:

- **Establish credibility**

Sharing your expertise is a good way to show that your industry knowledge is up to snuff. For example, if you work in real estate, you might write an article listing the top ten questions home seekers should ask before buying a home. If you run a beauty salon, consider presenting a few super-easy fixes for bad hair days. Offering useful tips and solutions to problems will show that you have a wealth of valuable information to provide. Build their trust and potential customers will be more likely to turn to you when they need assistance.

- **Educate your audience**

Articles can inform your readers about important industry and business-related information. Let's say you're a bank manager. If your branch offers an assortment of short-term investment options, you can use articles to help your customers understand basic points to consider when developing an investment strategy to fit their needs. Do you work in insurance? Agents can make sure their clients know which policies they ought to hold and alert them regularly to any changes. Providing readers with enough information to make informed, intelligent decisions will keep them coming back to you for additional advice — and business.

- **Motivate personnel**

Are you *almost* satisfied with your employees' performance? Is your company's sales force *just about* meeting its goals each month? If you feel your staff could use a motivational boost, use your newsletter to rekindle employees' excitement about

their work. You could announce a contest where the winner receives something special for her efforts, or include articles with tips from experts in your field and/or key motivational speakers to get everyone fired up again.

How often should I publish my newsletter?

Newsletters are typically published monthly, bi-monthly, or quarterly. Publish too often (more than once a month) and you may overwhelm your readers. Publish too infrequently (less than four times annually) and you risk having subscribers forget all about you. Find a publication schedule that fits your time frame and budget and stick to it. Coupling a solid publication schedule with topics your readers will find interesting — and providing quality content and well-written prose — will allow your business enjoy the many promotional benefits of newsletters.

RESOURCES

Complete newsletter services available!

Tired of slaving over your newsletter or ezine? If you don't want to give up your publication but you simply don't have the time to put into producing a quality document, The Newsletter Connection can help! We're a group of professionals who work together to provide you with the finest writing, design, and printing services in newsletter development and maintenance. We handle both electronic and print newsletters — call 309.242.5896 or [email](#) for more information!

FEEDBACK CENTRAL

Have suggestions or comments about how to make this ezine even better? I'd love to hear from you! Are the articles useful? Have any of these tips helped with your own writing? Send me an [email](#) and let me know how I'm doing!

ABOUT CASSIE HART

Over nine years of professional writing experience has afforded me the opportunity to learn the finer points of writing efficient, effective, and creative copy. Press releases, brochures, newsletters, website content, and articles are among the many types of marketing and promotional communications I regularly generate for clients. To discuss potential projects not listed here (or to obtain more information about any project types listed above) please [contact me](#). All initial consultations and estimates for projects are FR*E!

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