



22 MUST HAVE NEWSLETTER STRATEGIES

That Will Inspire Your Readers to Take Action!

Your newsletter is published and on it's way to your list of subscribers but will they read it? Will they take action?
1st your reader needs to open that email!

6 TIPS FOR BETTER SUBJECT LINES

6 Tips For Better Subject Lines



1. *Acknowledge your reader!*

If you capture a name in your subscription form, then be sure to include the reader's name in the subject line using a merge tag. This helps personalize the email, makes them feel like you are speaking to them, and grabs attention right away.



2. *Keep it simple!*

Your subject lines should be short, sweet, and to the point. Most email services (Mailchimp, Constant Contact, Aweber) will only show a preview of the subject line. If your subject line is too long it will get automatically cut off and important details might be getting lost. Keep it simple and be assured your reader is getting all the information.



3. *Is your subject line enticing?*

Power words can be very effective when used in your subject line. Words like 'Exciting', 'Mind-Blowing', 'Wonderful', and 'Sensational' can entice your reader to open your newsletter and keep reading. Attention grabbing words and phrases will increase your open rate.

6 Tips For Better Subject Lines



4. *Urgency can be a very effective motivator!*

Adding a deadline on an offer or a quantity limit, can be just the thing to get a reader to open. Adding a sense of urgency in your subject line creates an emotional response in the reader. Examples like “Today Only!”, “Offer Expires Today!”, “Quantities Limited!” or “Only 10 Available” are popular and effective.



5. *Have you tried a question?*

Humans love questions! Questions feel like they need to be answered, especially when the question is relevant and directed at the reader. How many times have you answered those online surveys like “Which TV Hero Are You?” or “Which Heath Ledger Movie Should You Watch Based On Your Zodiac Sign?” Asking a question in your subject line is a great way to get your readers to open your newsletter.



6. *Numbers work!*

People love lists. List blog posts are extremely popular. It follows then that using a number in your subject line can be super effective. The key is to use an actual number and not to spell out the number. “22” works, “twenty-two” doesn’t. Numbers also grab attention because they are different from text. The brain loves different. When skimming written material, take note of what stops you. Numbers and symbols can be very effective. A recent email subject line that got me to click was “You just made \$4.95!”. It made me stop – who was sending me money? Give it a try.

Now that you've got their attention, are you keeping them engaged with the content in your newsletter?

6 TIPS CREATING A NEWSLETTER THAT GETS READ

6 Tips For Creating A Newsletter That Gets Read



1. *Get Personal!*

You can easily personalize your newsletters by adding the readers name to the newsletter body. People like seeing their names. Most newsletter platforms provide the ability to insert “merge tags”. Using a merge tag to pull in the reader’s name allows you to personalize throughout your newsletter content.



2. *How useful is your content?*

Sending your readers information that isn’t helpful is the fastest way to grow your unsubscribe list. Make sure that your newsletter contains relevant and useful information. Lists, how-to’s, and reviews all work well for content. Sometimes informational content works if it is relevant to the reader. Think about your audience, what do they need to make their lives or work easier or even happier? Great topics can come from questions your readers are asking you regularly.



3. *Build a relationship.*

Readers want to be understood. If you can relate to your audience in a way that makes sense, they will be more connected with you and your brand. You’ve heard it before, people like to do business and buy from people they like. The fastest way to get be liked is to get real. Be authentic, share a little about yourself to connect with your audience, it will help reduce unsubscribes and increase your following.

6 Tips For Creating A Newsletter That Gets Read



4. *Short and sweet.*

Be sure to keep your newsletter short and to the point. The intent of the newsletter is to capture your reader's attention and move them to take action. If your newsletter is too long, readers will move on. Even if they save it to read later...you've lost them.



5. *Talk to your reader, not at them.*

When writing the content for your newsletters think of it as a conversation. Your newsletter should read like you speak. Using a natural, conversational tone is far more engaging than creating content that is stiff and business-like. Your tone should reflect your brand. One of the most effective words to use is "you". Practice speaking directly with your readers – you'll have a better response rate.



6. *Images are effective!*

It's important to add images to your newsletters. Images throughout the content help the reader better understand the content and will give the eye a place to rest. If your newsletter contains multiple topics use images to separate the topics. Use images that spark interest, dynamic photos will keep readers engaged.

If you've followed the 6 tips above, then your reader has made it to the end your newsletter and its time to add something more to get your reader to take action.

**4 THINGS TO
KEEP IN MIND
WHEN YOU ASK
YOUR READERS
TO TAKE ACTION**

4 Things To Keep In Mind When You Ask Your Readers To Take Action



1. *A Call-To-Action is a must have!*

Every newsletter should have at least one call-to-action. A call-to-action can be as simple as a link to a relevant blog post with more information or a call-to-action can be an offer. If you are selling a product or service, you can link to that product or service. Another great call-to-action might be a special discount just for your subscribers. Every newsletter should ask your reader to take some kind of action.



2. *Keep selling soft.*

Yes, you want to convert your subscribers to customers. However, if you begin the sales process too early, you could scare them away. Remember that relationships drive sales. Build relationships with your readers by educating them on the benefits your product or service. Be clear about how you can help solve a reader's problem. Be helpful, not pushy.

4 Things To Keep In Mind When You Ask Your Readers To Take Action



3. *Scarcity and urgency.*

When you can, adding a sense of urgency can help drive readers to take action. Scarcity is another way to drive action, if you only have 10 spots available at your workshop or only 5 packages left you can use those scenarios to compel readers to take action. Expiration times work well too. If you are linking to a product or service and offering a special discount, give the discount an expiration time or day. This forces them to take action now.



4. *Standout to get attention.*

Make sure that your call to action is prominent and stands out from the rest of the content on the newsletter. The verbiage should be clear and explain exactly what you want them to do and what they will get. Use different colors or font sizes. Box the content or use a brightly colored button. You simply want to make sure that the call-to-action doesn't get lost in the content.

We've covered the start to finish of your newsletter but there are a few more things you should do to get the most from your efforts

**6 MORE
MUST-DO ITEMS**

6 More Must-Do Items



1. *From you!*

Adding your name to the “from” field further personalizes your newsletters and looks less automated. Making sure your email newsletter looks like it’s coming from you will help increase your open rate.



2. *Consistency matters!*

It is important to set an expectation with your readers. Sporadically sending out your newsletters can create a disconnect with your readers. Decide how often you want to be in contact with readers – daily, weekly, or monthly – then set it up in your calendar and stick with it. You can let readers know your publishing schedule to set expectations when they subscribe. The key is consistency.



3. *Morning, afternoon, Wednesday or Saturday?*

When you publish and send out your newsletter can play an important role in whether or not your newsletter gets open and read. There are lots of factors to consider but the most important one is your audience. If your audience is car repair shop owners, Monday is the worst day, they are generally swamped with cars that have broken down over the weekend so the likelihood they will read your email is low. But if your audience is restaurant owners, Monday makes more sense because Thursday thru Sunday are busier for them. Studies show that weekdays are the best days to send your newsletters, Thursday being the best. The most optimal time of the day to send out your newsletter is between 10:00 am and 12:00 pm.

6 More Must-Do Items



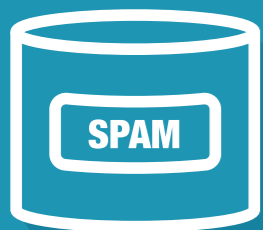
4. *Segment for better results.*

Segmenting your list means that the subscribers in your list are categorized or grouped. For example, you can segment your list based on location, products, services, or any other relevant demographic category. This gives you the ability to optimize your content. You can send different versions of the same newsletter to different segments knowing that you are appealing specifically to them. It is one way to further personalize your newsletter to your audience.



5. *Let them unsubscribe.*

It is important to include a way for people to unsubscribe to your newsletters. It's actually a legal requirement and most newsletter software will not allow you to send without one. More importantly, remember that when someone unsubscribes, it's a good thing! You want to cultivate a list of people who are interested in what you do and what you sell, not a list of people who aren't real prospects.



6. *Don't spam!*

Send your newsletters to individuals who have signed up to receive your newsletter. That means you should never add people to your list who have not specifically subscribed. Sending to individuals who have not signed up to receive your newsletter is spamming.

Getting more traction with your newsletters isn't difficult. Even if you only have time to implement a few of the tips and suggestions we've included, it's worth it.

**LET US KNOW
YOUR RESULTS!**



QUESTIONS? WE'VE GOT ANSWERS

Need help getting your newsletter setup and off the ground? We can help!

click here to

CONTACT US