

The Power of e-Newsletters

They come in all shapes and sizes. Some show up with a very advanced design, others seem rather plain and straightforward. Whether they work well or not, depends on only one thing – How well their creator’s vision is lived up to.

An e-newsletter can be a real force in driving your sales and marketing to higher levels. It can be that precision instrument of communication that connects your readers to you and compels them to get closer, to contribute their own questions or information... and finally, trust you enough to purchase what you offer.

High-performing e-newsletter do not happen through wishful thinking and a quick grab at some free on-line resources.

Your e-newsletter needs a strategic plan – one that is designed to attract the right audience. It needs to be helpful, reliable, long-term, and easy-to-read. Depending on how much information clutter you need to cut through, it may also need to provide an exceptional experience – advanced graphics, humor, drama, music, art.

The best way to get started is to keep it simple. This allows your readers to easily “get” what you have to convey. As readership builds, you can start gauging reactions and fine-tuning your messages to fit reader expectations and increase sales.

The 4 “U’s” of Unread e-Newsletters

If your e-newsletter has any these critical “u’s” it will not get read...

UGLY – *First impressions leave lasting impressions. Does your layout invite the reader in?*

USELESS . *There’s a lot of good “How-To” info out there. Are you adding to it, or just creating more Google garbage?*

UNIMPORTANT – *You may think your information is of great value, but does your audience?*

UBIQUITOUS – *“Been there, done that.” Is your e-newsletter pretty much like many of the others already on-line?*

When your e-newsletter is living up to your vision, you become a trusted authority with a growing base of loyal clients. This is a very “sweet spot” to be in.

Key factors to consider...

To reach this ideal place of strong profitability from your e-newsletter, consider these questions:

- Who needs the solution you are selling?
- How can you attract this audience to your website?
- What information should you share, when?
- What would you like to learn from this audience?
- How can you reward them for sharing?

Your answers are ways of seeing from the eye of the beholder. What features and benefits are they really interested in? Perhaps there are hidden motivators behind their interest... or non-interest.

Start your e-newsletter planning by bringing as much client/prospect knowledge as you can to the table. This enables you and your copywriter to integrate your vision into all the planning and implementation to come.

The secret that is already paying off BIG time!

A clear vision – and implementing it efficiently – is the secret to making great profits on the web. It’s a secret because—few people really understand how to find it... or

Key Ingredients in Sales-Generating e-Newsletters

It’s like drawing up the blueprints for a magnificent home you will live in for year to come.

Your e-newsletter needs a solid foundation including...

CLIENT KNOWLEDGE – Knowing how your clients will react to your e-newsletter is part of a good, long-term strategy.

As your business evolves, building on this knowledge will be critical.

EDITORIAL STRATEGY – Removing your readers’ guesswork about what is to come and when, shows commitment and reliability.

What else will your prospects need to know in order to do business with you? How will you build client loyalty?

(cont.)

Ask yourself, “What is my vision?” “How will my company succeed with it?”

Working together with a skilled writer, you will soon reach clarity on how to quickly move forward. Once your business vision is well-defined, an e-newsletter can convey it in an incredibly cost-effective way.

Tell your story and share your vision – consistently, cost-effectively

You have solutions to sell—your prospects need to know ALL about them. But they can’t take it in all at once. And they may need some reminding over time. Your e-newsletter will do all of this, and more.

If you are beginning to see how this tool will take much of the heavy lifting of marketing off your shoulders, you’ve touched on another part of this secret. **Done well, it becomes a tireless, efficient salesperson working night and day to inform, attract and connect with prospects.**

Entrepreneurial Copy is a proven, professional partner that makes it happen. It’s your turn now. Send an email to info@entrepreneurialcopy.com, or call 0707 789 730.

Is there a better time than now, to get your e-newsletter to increase sales for your business?

Janet Boynton Runeson,
Entrepreneurial Copy

QUALITY PRESENTATION

Today’s successful companies are providing truly valuable content on their websites.

They know that this is the most factor if an e-newsletter is to perform well—to stand out for clients and the search engines.

DEDICATION (A warning!)

DO NOT expect a positive ROI from your e-newsletter, unless you are truly dedicated to its success.

However...

WHEN YOU DEVOTE THE RIGHT RESOURCES to this powerful, sales generating instrument, you can reach heights of profitability in less time and at lower cost than you may ever have thought possible.