

Users Guide to Newsletter Templates

Email marketing has been and will continue to be one of the most important pieces of a successful business. Email gives you the opportunity to gain the trust of your followers, to showcase your expertise and to build long-term relationships with readers.

While the concept of email marketing is the same as it's always been, how you approach it changes as new technologies come into play and we learn more about what readers really want from those they choose to follow.

Take, for instance, newsletters. You may be thinking a company newsletter is old school and no longer effective. But that's far from the truth. In fact, newsletter recipients often feel a closer connection with a business when they receive regular newsletters keeping them in the loop.

Newsletters are a great way to stay in touch with readers and they can increase revenue for your business. They can be sent weekly, monthly or spaced further out, depending on your business needs. Just make sure they are sent on a regular basis so your readers know when to expect them.

Before you can put together a newsletter, you need to know the goal for it. For example, you may want to use it to drive more traffic to a webpage. To help you make more money by sharing information with your affiliates, JV partners and so forth who will be promoting you. Your newsletter might be used internally in your business to keep all staff members updated on changes and upcoming events. It might be used to educate customers or subscribers. Just remember, it's best to keep a single focus for each newsletter. So, if you have affiliates, create a regularly scheduled newsletter strictly for them. Then create a second newsletter solely for your customers and so forth.

Once you have a goal, you can choose what pieces you need to include in your newsletter in order to reach this goal such as:

1. **Promotions:** Things that call people to take action with your business such as to opt-in, register for an event, schedule a consultation, buy, send you direct message, engage with you on social media, etc.
2. **Inspiration:** Helps to create a positive relationship with your audience. It might include things like quotes, success stories and encouraging messages specific to your niche.
3. **Education:** Offers the opportunity for you to build your authority and instills trust in your customers. This might include tips, explainer images or videos, links to your site or other things you've created. It could include industry news, resources, reviews and more.
4. **Community:** Offers social proof and creates confidence in your potential customers. Things like customer testimonials, customer success stories, case studies, stories from your own business & team are all great for building a feeling of community.
5. **Entertainment:** Gives your business some personality and builds likeability by making you more relatable and approachable. Things like memes, short funny stories, videos and so forth can bring a smile to reader faces and help them feel just a bit more understood.

6. Announcements: Information regarding upcoming events or product launches or updates. Job openings you might have. A digest of popular pieces from recent posts on your blog, social media accounts, etc.

There are a few ways you can use newsletters for your business:

- As an opt-in offer where subscribers receive daily, weekly or monthly newsletters related to a specific topic.
- Add it as a bonus to a paid product or membership that offers additional tips, humor or information related to the membership topic.
- Use it as an upsell offer to other products. They pay a nominal monthly, annual or lifetime fee for regularly delivered information. This could be digitally delivered or created as a printed newsletter that's mailed out to them monthly.
- Make it a higher priced paid newsletter subscription. With this option, you probably need to already have an established reputation and offer some highly valuable information.

Once you start delivering newsletters on a regular basis, you'll want to track the results. Three metrics to track include:

- Open-rate: The number of people who open your emails. This helps you gauge how well your subject lines are doing. If you have high opens, they're working great. If not, you may want to work on writing shorter, more clear hooks to get people to open your messages.
- Click-through-rate: Once they open your message, how many click the links you've included? The more clicks you have, the more interest there is in the topic or the more convincing you were in your message.
- Unsubscribe rate: If you're seeing a high unsubscribe rate, it could be you're not providing the right content for your audience. You may need to segment your lists, send different types of information, etc. If you see spikes of unsubscribes after sending certain types of newsletters, you can better adjust things to meet reader needs.

Of course, there are many other metrics you can track as well but these will give you a good start to learning how effective your newsletters are.

Remember, to ensure you're getting the best results possible your newsletter content needs to be:

- Relevant. Meaning it needs to directly relate to the reader's interests or topics they care about.
- Interesting enough to keep them subscribed. Make it entertaining & educational.
- Valuable. The information you provide must be useful.
- Eye-catching. Meaning your subjects have to grab their attention and be enticing enough to get them to open your message.

- Visually appealing. Both in content and design. Nobody likes boring information. Include visuals that relate to and enhance the information.
- Consistent. Your newsletters need to be delivered on a schedule. Your messages, writing style and so forth all should have a similar tone.

Once you deliver your newsletter, don't just set it aside. These archived messages can be used in several ways to give your business an additional boost.

- Make them available on your blog to drive traffic to your website.
- Achieve them in the members area of your membership.
- Turn them into a paid membership of its own.
- Create an information product from related topics pulled from archives, such as a how-to guide or top 50 tips about for doing something.
- Bundle them together to use as an upsell or downsell.
- Convert the information into webinar content, articles, short reports and more.

Email marketing is not as hard as it seems. Using newsletters on a consistent basis is a great way to instill trust in readers, make connections with future joint venture partners, affiliates and more.

How to use the included newsletter templates

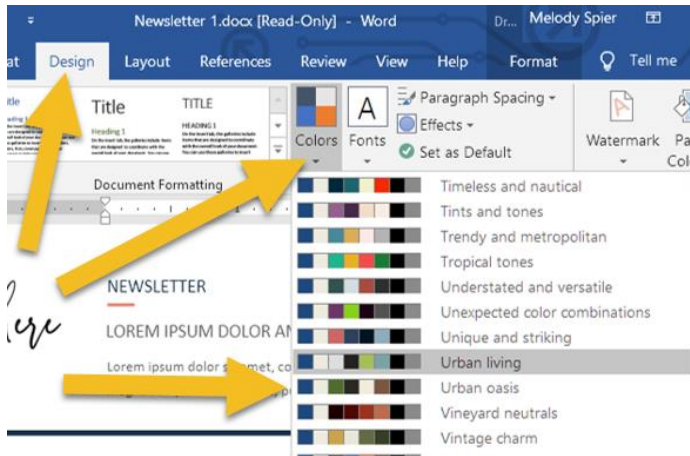
We've included some templates to help you get started creating your first newsletters. Each template has two formats; a Word docx and an HTML.

To edit the Word version, simply open the file in Microsoft Word. Then click on the section you wish to edit. You will see a box pop up around the section.

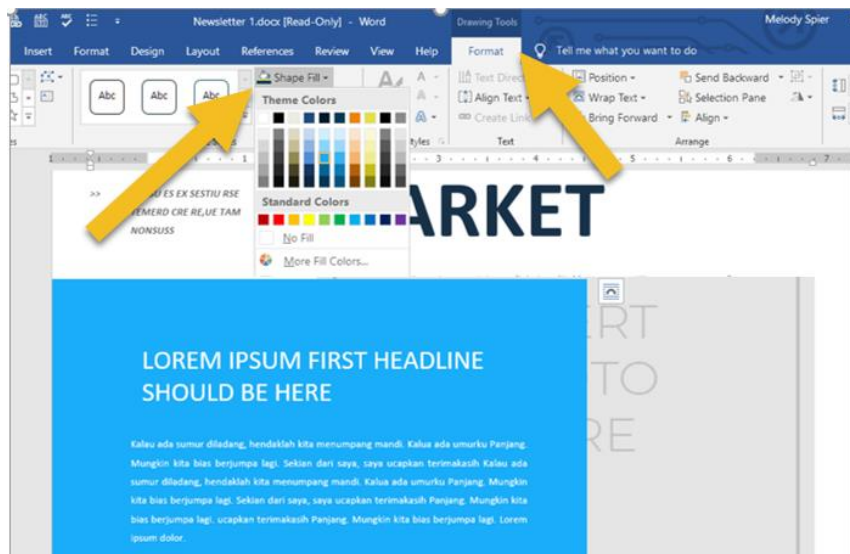


Simply edit the information however you'd like and move on to the next section.

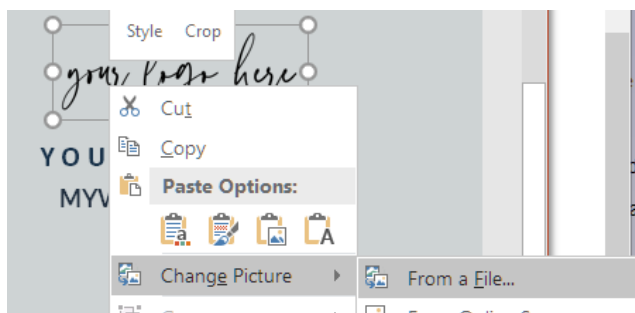
To change the color scheme, Design Tab and then use the drop-down arrow for the colors and choose a different scheme.



Then click the box you'd like the color to be changed. Go to the Design Tools → Format section and click the drop-down arrow for the Shape Fill option. Choose your color



To add your logo, simply right-click the logo placement image in the file. Then choose Change Picture → From File.... Navigate to where your company logo is saved on your computer and select the file.



Once the image inserts, you may need to adjust the size a little to make it fit.



When you're finished editing, click File and Save. This will save your changes.

To save it as a PDF, click File → Save As. Choose where you want to save the file then select to save it either as a PDF.

Your new PDF will be saved in the location you selected.

Your Newsletter Templates

In the included templates, we've given you 3 Word Newsletter templates that can be used for print, 3 HTML Newsletter templates that can be used for email and 2 HTML Newsletters with text only that can also be used for email.

As always, you are encouraged to edit everything to make it custom for you and/or your clients.

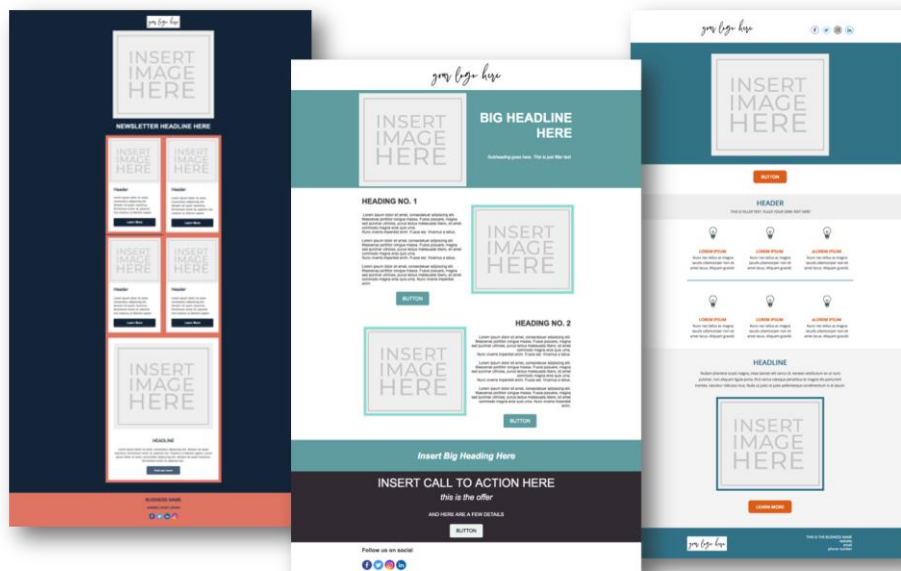
3 Word/PDF Newsletter Templates

Use these professionally designed Word newsletter templates to stay in touch with your audience. Easily convert them to PDF for distribution via print or email (see instructions further below). Each include varying graphic elements and designs that you can customize.



3 HTML Newsletter Templates

Use these professionally designed HTML newsletter templates to send your email newsletters. The designs coordinate with the Word versions.



2 HTML Newsletter Templates – Plain Text

Use these one-column HTML newsletter templates for a simpler, cleaner look.

