

Newsletter Magic

How to get 12 months of newsletters

in just 4 weeks

Class #1: Newsletter Basics

Yay! Congratulations on making the commitment to work on your newsletter.

It's uber important.

Because writing your newsletter (and actually sending it) is part of keeping up a relationship with your clients and potential clients.

It is the thing that will eventually allow you to fill group programs, land a few new private clients when you need to fill some spots, get a quick blast of cash right when you need it...

... and, most importantly – it allows your readers (AKA “your potential clients”) to get to know YOU.

Vocabulary:

Newsletter → content, good ideas, and opportunities sent your email list of potential clients on a regular basis; usually with different sections (personal note, featured article, bio)

Blog → content (articles, videos, etc) that gets posted to your website.
→ **Note:** Your newsletter article can be the same article you post on your blog.

Promo email / Sales email / Solo email → A promo email is promoting ONE THING. It does not have all the different sections that your newsletter has. It has ONE call to action. (register, watch, buy)

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Newsletter Sections:

- **Header:** your logo / photo of you
- **Personal Note:** A short n' sweet note from you, usually about what's happening in your life. (150-250 words), preferably with a photo
- **Featured Article:** (350 - 800 words) with a tip, idea, story, lesson or step-by-step process
- **Short Bio / About You:** (optional)
- **Success Stories / Rave Reviews:** (optional) You rotate through these each week. Keep a file where you or your assistant can just pull out a different one each week and copy/paste it into your newsletter.
- **Upcoming Events, Teleclasses & Travels / Where is Cheryl?** (advanced)
- **Recommended services + products / Cheryl Recommends** (advanced)
- **Would you like to use this article in your newsletter?**
 - This is the same blurb every week, telling people they can reprint or use your article, as long as they include your bio (or write out the text you'd like them to include). They need to include a link back to your website, or a landing page for one of your free gifts.

Common Questions About Newsletters:

How often do I need to send a newsletter?

- Be consistent.
- Just pick one:
 - Once a week
 - Every other week
 - Once a month
 - Twice a month

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How long should it take me to write a newsletter?

- 1 hour (or less). Nothing should take more than an hour (except sales pages)
- Set a timer
- No need to do a ton of research (unless you LIKE doing long, epic articles – not recommended on a weekly basis)

How can I make money from my newsletter?

- Your newsletter is not just “content.”
- What can you offer? Sessions, Your next program, Open spots in your 1-1 coaching, Invitations to events where you’ll be speaking.

How do I get my list to interact with me and click links?

- Use “calls to action”
- You have to ASK them to do things (click, watch, register) before they understand HOW to do it.
- Don’t assume they’ll know that, if you provide a link to your webinar sign-up page, they’ll know to click the link. (They may think they’re already signed up just by being on your newsletter.) Actually tell them, “Go here to sign up,” or “Just click the link below to get free access.”

Do I need a template?

- No. You CAN have one – it’s just a choice you need to make.
- Don’t let this slow you down, though. You can start your newsletter before you have a pretty, colors-and-graphics template. (The most important part is to start communicating with your people!)
- Until then, you can simply create sections by adding lines across the page and adding Headlines for each section.
- If you have a logo, you can add that to the top. But you don’t need the fancy, totally designed template when you’re just starting. (Some marketers NEVER switch over to a template, because they prefer having their newsletters look like actual emails.)
- How to decide if you need a colors-and-graphics template:
 - Depends on your target market. Some prefer plain text, others like seeing a colorful, designed newsletter.

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- Most newsletter softwares allow you to add color, change the font size, and add pictures, just like a Word doc.
- If you don't want to have to remember what colors to use for which headlines, etc. each time – you can create a template in the software itself, hire someone to create it for you, or use an existing template within the software.

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The Super Basic Article Breakdown:

- **Step 1. Describe the problem.**
 - Start with a “hook,” something that grabs their attention, or a pull question
 - Pick a problem you know your readers/ideal clients struggle with.
 - Describe how it shows up in their lives – an example, a story.
 - Lets them know you “get them.”
- **Step 2. Reassure them.**
 - “You’re not alone.”
 - “I’ve totally been there.”
 - “I get it. This used to happen to me all the time.”
 - “I’ve seen so many smart women who have the same problem.”
- **Step 3. Transition to the solution.**
 - “The good news is...”
 - “It’s easier than you think.”
 - “Which is exactly why I decided to tell you...”
 - “There is a solution: my 3-step process...”
- **Step 4. List your steps, tips, keys.**
 - In simple, short paragraphs, or in Step 1, Step 2, Step 3 sections.
 - Give them some takeaways, things they can use to get started.
 - Don’t get uber detailed. This is a preview of what they could get from working with you. Save the in-depth stuff for your programs, where they will have your accountability, be able to ask questions, etc. It’s hard to digest too much in a single article.
- **Step 5. Wrap it up.**
 - “There you have it...”
 - One paragraph summary.
 - Emphasize “taking action”
 - Remind them of the benefit – what outcome might they get from following your solution?

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Article Tips

- Only solve ONE problem.
- Don't feel like it has to be a novel. 350-450 words is fine.
- Try to give them at least one that's ACTIONABLE (as opposed to theory or idea). Something they can do right now.

Article Titles

- How to
 - How to ____
- Steps
 - 3 Steps to ____
 - 3 Simple Steps to ____
- Secrets & Keys
 - The Secret to ____
 - 3 Secrets ____ Don't Want You to Know About
 - The Key to ____
 - The Secret to ____
 - 3 Keys to ____
- Reasons
 - 3 Reasons Why ____
 - 3 Reasons You Must Never ____
 - Why You Must Never ____
 - Why ____
- Mistakes
 - The Biggest ____ Mistake Ever
 - The Worst Way to ____
- Myths
 - 3 Biggest Myths About ____
 - The ____ Myths That Are Keeping You ____

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Subject Lines

You want to learn to craft **attention-getting subject lines** – because you can write the best story in the world... but it doesn't matter if no one OPENS your email in the first place.

- This is the most important part of your newsletter.
- Make it catchy, eye-grabbing, clear.
- It is NOT the same thing as the title of your Featured Article.
 - It CAN be, if the article title is catchy enough.

The Difference between Subject Lines & Article Titles

The subject line is what the reader sees in her inbox, before she clicks open your email.

It's ONLY purpose is to get your readers to OPEN your email.
(Maybe your readers respond better to emotional subject lines, like "Oh. my. gosh." or "I totally blew it.")

The subject line can refer to something you mention in your personal note. Or something you talk about in your Featured Article.

The article title is just that – the title of your Featured Article WITHIN the newsletter. It gives the reader a preview of what they're about to read. If you put this same article on your blog, when I'm scrolling through your blog articles, I want your titles to tell me what I'll learn from reading each article, to help me decide to read it.

**The #1 key to remember –
your subject line has to get me to open your email.**

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Your Writing Schedule (How to get it all done!)

- Schedule a time to write each week. Hold that time sacred.
- Set your timer for 45-60 minutes.
- **Don't spend a lot of time revising or editing.** (People will see your website pages over and over again. Your newsletter doesn't have a long "shelf life.")
 - **1st read through:** Make sure you actually make your point (without going off on tangents or muddying the water with 3 other points)
 - Don't be afraid to remove entire chunks and save them for later articles.
 - **2nd read through:** look for spelling, punctuation, and words that you left out
 - **There WILL be typos.** It's okay. Let your perfectionist go a little bit. If you're not ruthless with your time editing your newsletter, you will end up spending way too much time on it.
 - Write all of your different sections in a Word document, or Google Doc, or Evernote – whichever you prefer. Then copy/paste each section where it belongs in your template.