Newsletter Magic
How to get 12 months of newsletters
in just 4 weeks

<u>Class #3: Bonus Formatting Tips!</u>
Bold vs Italics vs Underline
Indenting vs Centering

First of –– BIG think you to Christina for asking this question via email...

"Any suggestions about why we'd want to use italic vs. bold vs. underline vs. different alignment?"

GREAT question! And my answer was so long + detailed, I decided to make it a bonus pdf for everyone. :)

I use italics when...
- I'm quoting someone, or writing something a person might think.
  - for example...
  - And you think to yourself...
    - *But WHY is it so hard?*
    - *Shouldn't I be past this already?*
    - *Am I the only one struggling with this?*
- In the middle of a sentence when I want to emphasize a word *without* making it pop out on the page. (If you want the word to stand out visually, use bold or all caps –– the italics just makes me *read* it as if you're stressing it, like in a conversation.)

I use bold when...
- I don't want a subheader, but *do* want an entire line to stand out because it's important.
- to lead into a bullet list (like I did above for "I use bold when...")
- to both emphasize a word + make it stand out on the page (so it catches the reader's eye)

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I use underlining...

- very rarely. because it can be confused with a link.
- but I DO use it occasionally...
    - ○ **maybe i have an entire line that's in bold, and I just want <u>one</u> word to stand out, but have already used too many italics or all–caps.**
    - ○ *if I have an entire line in italics and want one word to stand out, but <u>don't</u> want it to pop off the page, so don't want to use bold.*
    - ○ sometimes for subheaders –– especially if I have other bold lines nearby and need to make the subheader look like "something different from just another bold line."

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Different Alignment: Indenting vs Centering

Indenting: Sometimes, you want to <u>indent</u> **a chunk of copy, for example...**
> This line is indented. It's not a bullet point, but it's farther to the right than everything else.

I indent when...
- I have a "chunk" or a section, and I want it to be obvious it's its own thing.
- When I have a "list" of similar sentences, but don't want to put them in a bullet list.
  - Maybe I JUST used a bullet list above it.
  - Or maybe the sentences aren't really bullet points at all, but they still belong together -- like how I indented the whole section underneath "Different alignment..." Or like in this screenshot...

In your newsletter, you get to talk to the people who really **need** to hear what you have to share.

Okay, all of that sounds great... but I know it's still easier said than done for most of us.

We still don't know WHAT to write...

or HOW to write it...

or if there's some secret magical format we're missing.

Which is why I'm teaching a free class on this exact topic.

Join me for...

(See how the bold sentences are also indented?)

- Indenting is also useful when you have a bunch of different sections, one right after the other, with subheaders or bold "titles," but the sections might blur

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together unless you break them apart more… like how I indented the "chunks" underneath each "Q" subheader in the example below:

> So I thought, "Heck, other people might have the same questions. Let me go ahead and answer them."
>
> Cool?
>
> Here we go…
>
> **Q. What if I'm already in a different coaching program for my business?**
>
> > Awesome! Good for you! I totally recommend having a business coach who can work with you on the overall strategy for your business.
> >
> > You can think of Newsletter Magic as an "add-on," to help you implement some of the things your coach has probably told you to do. (It's also why I kept the investment as low as I did – because serious business owners are already making other investments. I wanted to make it easy for you to use Newsletter Magic to supplement what you're already learning).
>
> **Q. It sounds great. I just don't have the money right now.**
>
> > I get that. I really do.
> >
> > I'm always the first to point out to people the things they DON'T need to invest in. (I've turned down a number of a copywriting clients because I'm honest when I see someone who isn't at the point where they need my services yet.)
> >
> > But your newsletter isn't a "nice to have."

Centering: Understand WHEN to center your copy.
You can center copy that…
- is a title, header, or subheader
- is a super important line of copy, and you want it to stand out more than the subheaders that are all left-aligned

With a few caveats…

Don't overdo it with centering. It's hard to read because readers' eyes are used to going back to the lefthand side of the page each time they finish a line.

<div align="center">

If they're looking at an entire paragraph that's centered, and
each line is a different length, it's hard for the eye
to keep track of where it is.

</div>

And even when you have a single, short line that you want to center because it's important... *just* centering it does NOT mean I'm more likely to read it.

Because my eyes are already tracking back to the left before I realize there was something in the center, and oh, too late, I'm already reading farther down.

So when you have a random line in the center (even if it's an important line)...

<div align="center">your reader may skip it.</div>

So you want to bold that center line, make it bigger, or a different color, or all 3.

<div align="center">**Make SURE I don't skip it.**</div>

Like that. =)