



Newsletter Training

I. The Message

You MUST publish consistently (even if you don't know if anyone is reading it). It must be at least every other week. Weekly is too overwhelming for most people to publish, although if you can do it, it gets significantly better results.

Look at your newsletter as a way of connecting to individuals. It's like picking up the phone and talking to a friend on the phone about how you're feeling and what you're up to that day. You're building relationship.

A. If you're not a great writer or if you hate to write. Here are some ideas:

1. Use video
2. Have yourself interviewed. Offer the link to the recording, and a transcript of the interview.
3. Have a teleseminar transcribed, it could even be an interview, and then turn into multiple articles. You can get a lot of articles out of a single teleseminar interview.
4. Look for a freelance ghost writer. Deb Gilroy writes for coaches. Or, Elance, Craigs list. They can get a feel for your voice. Give them 2 or 3 articles or have them interview you a few times to get your voice and be on brand.

B. What goes into your ezine:

1. Table of contents
2. Personal note or update from you, should be first.
With an image, a graphic or photo there (preferably of you). e.g.

Sign it with a personal signature preferably, and ADD a warm welcome to new subscribers. Here's a sample to use as a template:



P.S. A warm welcome and virtual "hug" to all you new readers who joined our tribe of growth-oriented entrepreneurs this week! You're going to *love* the increased freedom and money you'll manifest from the new perspectives, practical tools, and step-by-step marketing strategies you'll find here - enjoy!

3. Main article (*feature article*)
4. A client spotlight if at all possible. Can get one from your Intensives and VIP days, as well as Platinum clients.
5. A promotion of something you're offering. If you don't have something of your own, promote something of someone else's. (*Kellie recommends*)
6. Calendar (*What's up with Kellie?*)
7. Bio (*Meet Kellie*)
8. Full contact info (it's the law)

C. Content

1. Personal Note content

Pull from your everyday life: What's been going on? Personal or business, you want people to feel as though they are getting to know you. Always find a way to connect it to your feature article if possible. Then put in a plug for them to read the article.

Example: In one of my newsletters, I talked about how I learned "the easy way" to get my kids to do chores this summer. I connected that with my article on "How to Get a GREAT Testimonial" by saying I wanted to come up with something to help my tribe "Do things the easy way." So, the article tells them how to get testimonials easily.

2. Article content

Have key topics or categories that you consistently write about, at least 3. Get very clear on what you're writing about. Have a clear message and clear themes.



Mine are almost always the challenges that brand new coaches come up against, because that's my main market right now. My sub-topics are:

- being senior to doubt and fear
- become confident
- marketing is simple and easy when you know what to do.

How to come up with article ideas:

- Pick one that has come up with one or more of your clients recently.
- Keep a list of newsletter topic ideas in your organization system and refer to it when it's time to do an article.
- Write about a topic that relates to something you're promoting, if possible.

(Example: I did a spotlight on a client who paid for a program for more advanced coaches and was "lost". I did an article on 5 things that new coaches needed to do differently than established coaches.)

- Brainstorm ideas using this mindmapping technique:

Draw a circle in the middle of a piece of paper and write the word money. Draw spokes or sun rays (lines) out from the center. Brainstorm, Each represents a sub-category of the topic of money.

Each of those lines has an offshoot line (a sub-sub-category).

Fill that paper with ideas, and keep it in your folder. It will give you inspiration on writing topics.

Outline for writing an article:

- Intro topic (What is it?)
- Give reason why they should read it (Why is it a problem?)
- Let them know it can easily be solved, tell them how with tips . . .
- Dive into tips, 3-5. They should be a bulleted list.



- Quick summary - or not.
- Some say 400-450 words. Some say 600-800 words. I recommend 450 to 600, 700 max.

How to Create Personality

Create the spirit of your writing, the personality that is unique to you.

Pick one person and write to them.

- Know your core mindset or philosophy of the work you do: what is it about it that is so important? Make a list of the principles that you embody that are important to you, then refer to them regularly in your articles, and relate the topic to them. These will be your underlying themes.

Examples:

- You *deserve* to make good money and be successful.
 - It's ok to be who you are! Be authentic.
 - The law of attraction is always operating behind the scenes
 - Everything is an opportunity for a breakthrough.
- Brainstorm words that speak to your core philosophy, half a dozen is fine. Then use them. Sprinkle them throughout your articles on a consistent basis.
 - Brainstorm your core values and then sprinkle references to those core values throughout your articles. This gives character and personality.

Examples:

Some of mine are:

- Being up front and honest, telling the truth, being direct but with tact.
- Be willing to take responsibility and look within.
- Have a sense of humor, and don't take yourself too seriously.



The Article writing process:

- Pick a topic that is inspiring, juicy and/or really helpful.
- Use one of the techniques above. Then always think of one particular person to write to. Ask yourself: What are they struggling with in terms of this topic? You'll get ideas right away.
- If you're promoting something, Brainstorm objections on what might hold people back from buying what you're promoting, then write the article to overcome that objection(s).
- When you're done, read it out loud to proof it and edit it. Look to see if it's energetically happy. Does it take the reader someplace happy? Does it leave them thoughtful or inspired?

3. Client Spotlight Content

See the hand-out "How to get a GREAT testimonial." Be sure and get a headshot for the client being spotlighted, and put it on the left side at the beginning of the spotlight. Pick out the juiciest quote from the spotlight you can find in terms of satisfaction or results, and make it the headline.

4. Calendar Content

Seed future promotions in your calendar. Use it to build anticipation and create pent-up demand.

- Seed with a "save the date." Seed in your personal note about what's coming up and HOW IT'S GOING TO HELP THEM. Start it with "If you" e.g. "If you are ready to have a breakthrough in your relationship with money, save the date for . . . " "If you want, if you are tired of, if you are someone who . . . "

Make your calendar as exciting or interesting as you can. Include:

- Events you're attending for business or personal growth (shows you're investing in yourself). Eg. Conferences, live events, new trainings or certifications, even virtual events you're attending.
- Put in your speaking engagements



- Include client VIP days, seminars, workshops in person or virtual.
- Include time with your family or personal time: vacations, days off, weekends, celebrating birthdays, even if you're staying home. It shows you're walking your talk, and that you have a rich and balanced personal life as well as a successful business. Plus, it lets them know when you're not available.

People may not realize they can hire you for a VIP day unless they see you having one with a client in your calendar. I've seen people put right next to it in the calendar: "if you would like to solve the problem of xyz, click here for more about my Virtual VIP days."

5. Promotional section content

Market your own stuff as often as possible. You don't need a wide variety, what you need is consistency. Even when you're new, there's plenty you can do. You can just make it simple, because it gets your clients used to seeing promos so it's no big deal, and it trains them to *take action* from your newsletter:

1. Free discovery sessions (put a limiter on it, always: e.g. spots for three)
Give them special theme names so they don't sound like the same thing each time.
2. Promote a VIP day, your regular one or a special one.
3. Promote your intensive, your regular one or a special one.
4. Encourage them to forward your newsletter to a friend.
5. Offer a free downloadable 1 page checklist on something as your promo. (I did it on 10 Ways to Find Money).
6. Promote a book that relates to the theme of your article or newsletter, if possible.
7. Promote a list of business "tips" you got from a recent event you attended, that you let them know about beforehand (e.g. "Be the Change event.") You've already generated interest, so share some of the value you received.

Promote other people if you don't have anything for yourself to promote that week:



8. Promote a client (If what they do is relevant & doesn't compete or conflict with what you do).
9. Promote a friend or their program
10. Promote a colleague in exchange for them promoting you in their newsletter.
11. Finally, pay attention to promotions you receive. Do you want to promote that also? Would it be good for your list? Go to the person's website and see if you can sign up to be an affiliate and you'll get done-for-you promo material, and a percentage of anyone's fee who signs up from your list. (You get an affiliate link).

D. Miscellaneous Tips

1. After a couple of months if no one is responding to your offers, including your free offers, something may not be working with your ezine. You might just not have a big enough list, but you should be hearing something from people, even just comments.

If that's the case, try sending a solo email in between regular ezine issues. Hi, just wanted to reach out to you and make sure you saw that I'm gifting you with a free checklist, here's the link . . . or, create a short survey and ask for feedback. What topics interest them?
2. Choose a newsletter title that makes sense. It needs to be "On Brand". The title needs to be synergistic with the work you do, or you need to feature your name if that's how you're branding your biz.
3. Tweet a teaser about your article & what you're writing about before you publish it. Put in a link to sign up for newsletter. The blog will show it on SN too, you can set it up to be automatic. Will show the first few lines on facebook.
4. Don't turn your reader into an expert, that's NOT the goal of your ezine. They don't want to be the expert, they just want their problem solved. Cut it down to a tiny slice of info, keep it very simple.
5. If it's not a joyful process for you, it will show up in your writing. The reader gets a feeling of the energy you're feeling when you write the article. It doesn't have to be exciting, but make it pleasant. Be inspired and happy, so that feeling flows through your articles.



II. The

Logistics

A. How to tell if your Newsletter is working

Occasionally people will email you after reading your newsletter with comments. You should be getting these once and a while, depending on how big your list is.

Otherwise, you'll know your newsletter is successful by the "Open Rates" or stats, and by the people who take you up on Discovery Sessions (or directly on your programs)

Here are some real stats from a successful coach's newsletter with about 15,000 on her list:

This is a good open rate. Even a 20% open rate is decent for a newsletter, although that statistic is across the board. Because aWeber has a high open rate and that's why we use it, ideally your open rate will be at least around 30%.

Sent: 14,809
Bounces: 1240 (8.4%)
Spam Reports: 3
Opt Outs: 69 (.5%)
Opens: 3969 (29.3%)
Clicks: 554 (14%)

B. Misc Technical Tips

You'll need:

12. Some type of a database system such as 1shopping cart, constant contact or aweber. If you are one of my Platinum clients, I recommend aWeber plus a WordPress shopping cart application called "Tips&Tricks HQ."
13. Some type of template that matches your website. Tara does that as part of your package if she's doing your stuff. Then don't fool with it.
14. Someone to help you proof it.



Remember:

15. Formatting is critically important. Should be Prof, clean, easy to read, clean and tidy.
16. The text should wrap around the image, the fonts should be consistent, the size of the photos should be consistent. Short paragraphs, no blank lines inbetween paragraphs, *consistent fonts*. Otherwise, it looks junky!
17. Pick a font and stick with it. Make sure all the font is the same size except the headlines, and all the headlines should be the same size but bigger.
18. 1-3 sentences per paragraph. 1-2 if they are long, 2-3 if they are short. No more than 3 lines per paragraph.
19. Post feature article on your blog, facebook & twitter. Tara can set that up for you so it happens automatically when you send through aWeber.

C. How to put your Newsletter into aWeber and send it.

1. Go to aweber.com > put in your email ID and password
2. On the home page, look in the upper left-hand corner for the field titled "Current list" and make sure your main list is selected.
3. Look on the blue navigation bar at the top, and click on Messages > Broadcasts.
4. Tara or your designer (if you requested it) will have made a template for your newsletter. If Tara did it, there should be two newsletter templates, one with a client spotlight and one without.
5. There is a two minute tutorial you can watch but it's very easy and intuitive to add your content to the template. Unfortunately you don't have as much freedom as the where your pictures go, etc, but it's a fair swap for simplicity and ease.
6. Here are the things you'll want to pay special attention to:
 - a. The date (Very easy to forget, but very important!)
 - b. The table of contents for the issue (just the content part)
 - c. Note from You and the PS (change to what you want it to say)



- d. The article and the permission to post (with what you want yours to say)
- e. Client spotlight
- f. Promo
- g. Calendar
- h. Bio

7. How to replace the content from Word:

- a. I recommend you put your subject line in directly, don't cut and paste. It should be directly related to the title of your article. Use the client's name in the title if possible, and questions are good.

The client's name goes in the part that says `{!Firstname_Fix}`, so work around that. Tara will have it in the template. If you erase it or want to use it somewhere else, there's a link to click on that says "Personalize," and it will give you the option to add it wherever your cursor is placed.

- b. Fyi, it could cause you no end of trouble if you try to format with bullets and cut and paste, it's best to transfer without bullets, then add them in later.

If you have problems with pasting from Word, go to the navigation bar for the editor in your newsletter and look for the icon that has the Word logo, a "W" on a clipboard. When you put your cursor on it, it will say "Paste from External Source."

Click on it, then paste your text from Word into the box that pops up and click the "Insert" button at the bottom. Your content should now be in the correct place in the newsletter. Make sure the cursor is in the newsletter where you want the text to go.

OR if you have an email without formatting, you can try doing your copy in an email, then cutting and pasting. That bypasses all the annoying formatting from Word that causes problems.

- c. To change subject lines, do NOT cut and paste. Simply type your subject line in immediately before or after the one you're replacing, THEN erase the one



you're replacing. Don't leave a space, that will make sure you get the same font and color for the subject line.

8. Be aware the editor in your edit bare may use different numbers for the size of font. For example: I use Verdana 10. Verdana 10 in Word is Verdana 2 in the editor. Headlines are Verdana 3.

Now you're ready to add pictures.

- a. You will need:
 - A personal pic to go with your personal note (preferably on the right)
 - A stock pic to go with your article (preferably on the right)
 - A headshot for your client spotlight, if you have one. (preferably on the left, but you don't have that option in the basic template)
 - You may want a pic or a banner (same as a pic) for your promo sometimes.
- b. Upload all of the pics in a pictures file on your computer.
- c. To find stock pics to add to your article, see the separate handout I've sent you. Upload to your computer, following the site directions. Don't pay for them, find free ones (or take your own!).
- d. Adding pictures must be done using your WordPress website, because in order to be in your newsletter, the pictures must exist somewhere on the internet (not your computer).

On page 2 of the handout with the stock photo sites, I've included directions on how to add pictures to WordPress, then slip them into your aWeber newsletter.



9. To Send the Newsletter:

- Click "save message" after each section you paste into the newsletter. It will take you to the next page. Then go back to the newsletter by clicking on the subject line.
- For the final save, go to the bottom and check "Ignore Invalid links," and "schedule send," and then click Save. You can go back to it any time and edit, then click save again. Schedule when you want it to go out. Or, click "Send Immediately." Don't worry, it won't go out until you click "Queue" on the next page.
- Click on "test" and send yourself a test email to make sure it looks good. If you use Outlook, go to the source email account and check it there. Outlook messes up the formatting of the newsletter.
- If you want to send an old newsletter to someone, find it in the list of "sent broadcasts", click "copy," then "save message," then click on "test," putting in the email address of who I want to send it to. Voila!

If you get stuck, try calling aWeber first, they are very helpful. Try Tara next, and me last (I'm the least technical).

Happy Writing!!!!