

# How To Write A Newsletter That People Want To Read

- Ask yourself these two questions before you start writing (every time):
  - What is the main point I need to get across?
  - What is the number one thing I want the reader to do after reading the newsletter?
- Write a winning subject line.
  - Remember, the subject line is the #1 barrier to someone opening your newsletter.
  - Write a bunch before you pick one.
  - Go with subject lines that spark curiosity, that make the reader want to learn more, or that tell the reader what they will get if they read the whole email.
  - Front-load your subject lines for mobile view.
- Greet the reader using their first name.
  - Use merge tags.
  - Write like you are speaking directly to them.
- Personal and emotional connection.
  - Give them something to relate to.
  - Don't be formal! Write like you're writing to a friend.
- Give the reader something useful.
  - Can you share a recipe? A pdf? Some tips for farmers' market shopping?
- Strong Call to Action.
  - Don't be shy about asking the reader to do something!
  - If you hesitate to ask, they will hesitate to do it.
- Friendly conclusion.
  - Don't forget to sign your name!
  - An email coming from a specific person is more personal than an email coming from "the farmers' market"
- P.s.
  - The p.s. may be the only part of the email someone reads, so make it count!
  - If people learn that you often add an interesting ps they'll make a point to read that far down.

**TIP #1:** Remember that your reader is the main character. Tell them how you will make their life better!

**TIP #2:** Make sure every word counts. Edit out the fluff.

**TIP #3:** Ask yourself “what do you mean by\_\_\_\_\_” and see if you can rewrite it more clearly

**TIP #4:** No more than 20% sales language!

**TIP #5:** Don't shy away from writing a few drafts