

NEWSLETTER ... how to get people to read yours

A newsletter is a valuable marketing tool.

It can attract new clients or members; tell what's new and what's happening; communicate your organisation's point of view; comment and report on current trends; give information not found elsewhere; give a call to action and much more.

But not if it's boring!

Your readers just won't bother to read a newsletter with long, boring content.

They detest sales hype, politics and silly jokes.

They quickly recognise tired old clip art.

And a dreary format never helped anyone.

The secret? Make your newsletter READABLE

- Make it short, sweet and interesting.
- Draw on emotions and curiosity.
- Use intriguing headlines.
- Keep paragraphs to 2-4 sentences.
- If readers want more, direct them to your blog/website.
- Use sub-headings for those who like to skim-read first.
- Develop an attractive style, and follow it in every issue. Regularly.

Don't DIY – make it easy for yourself and your staff

Get this skilled writer, copywriter and journalist to help you.

Let's talk about your project

Contact me, Josephine Brown ➔

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*Be understood...
in print and online!*

