



The
Concierge Academy™

Creating Newsletters

When using a Newsletter as a Marketing tool, remember the core reasons BEHIND doing so:

- You want your readers to get to know you
- You want your readers to get to LEARN about your services and how to use them
- You want to build the KLT factor
- Have a place to share information, holiday promos
- A place to share special announcements
- Share company news
- Highlight testimonials
- Send traffic to your website

When Writing Your Own Newsletter, there are many things to consider, but it doesn't have to be hard...

- Consider your audience – WHO will you be writing to? What are their concerns, and issues?
- Choose a topic that is relevant to your audience and that YOU will enjoy talking about.
- Ask a question and answer it, provide a solution.
- You likely have MOST of the information in your head, but if you need to, research your topic.
- Write in a simple engaging and understandable way.
- Use an interesting or intriguing Subject Line.
- Plan to proofread or ask a friend, your AB or someone who has great editing skills.



Let's work NOW on **identifying several TOPICS** that you can use to engage, educate and highlight your services:

Use the space below to brainstorm a bunch of topics that are relatable to either your niche, your industry, part of your monthly marketing plan, holiday promos, local events, current contests etc.

Systematize your Newsletter

Review your Monthly Marketing Messages!! Use the topics you have already identified.

Jan _____

Feb _____

Mar _____

Apr _____

May _____

Jun _____

Jul _____

Aug _____

Sept _____

Oct _____

Nov _____

Dec _____



Choosing Your Design

What do you want your email newsletter to look like? Will your newsletters include your logo and/or other images, or specific colors? How will you “block” your newsletter into relevant pieces to highlight testimonials, client experiences etc.? I highly recommend having someone create a simple “template” for you in an email server that you can reuse over and over.

What do you want YOUR newsletter to look like or convey to your audience?

Selecting the perfect Timing

When will you send your newsletter, and how often will you send it? Starting once a month is a GREAT starting point. Most experts agree that morning is the best time of day to send their emails because most people check their email at least once every morning.

Also consider that the WHEN is just as important. Typically Mon and Fri have a smaller open rate. Once you decide the frequency and TIME, make it a system and have it be CONSISTENT. Consistency is what builds the KLT factor. Think now about “when” you will deliver your electronic newsletter to your “list” of people you have connected with in the past. Use the space below to commit to the process!

- Once a month
- Twice a month
- First Tues or Weds of the month
- First and 3rd Weds of the month
- Time to send _____
- Put the above ON your marketing Calendar



Core pieces of your Newsletter

Remember to use a professionally created template that fits your BRAND, colors and fonts. (I highly recommend hiring a professional to do this piece for you). If you have social media buttons have them embedded into template as well.

- Personal Greeting
- Bulk of Ezine (content, a story, a case study)
- Educate
- Call to Action
- Testimonial
- About YOU/Company
- Picture of YOU!
- Picture that conveys topic (saved as a Key Word friendly file)

Bonus Content you can ADD to your newsletter

- Upcoming events
- Upcoming events YOU are speaking at!! (***a Great way to introduce people and KIT***)
- Events or Sponsorships YOU are hosting
- Share someone else's info that you have synergy with
- Consider having a "guest blogger" once a month/quarter
- Share on Social Media