

WRITING A CAPTIVATING NEWSLETTER

Newsletters are key to your customer loyalty and conversation to sales. It is a place where you can build a community of people who buy into your message and consistently see who you are, what your message is and what you stand to offer. Building a mailing list takes time and consistency but when you have it the art is keeping everyone intrigued.

Learning the art of curating a newsletter that is captivating, easy to read and drives to a sale is a skill in itself and one that you want to get the hang of quickly in your business.

**SO, WHAT'S THE KEY TO A SUCCESSFUL NEWSLETTER,
compared to one that just sits in someone's inbox
which nobody reads?**

STAY TRUE TO YOUR PURPOSE ALWAYS

You know how much we put the importance of your purpose in your business and staying true to it the whole journey. Make sure your newsletters show this and keep showing up. People need to know what you are about. So, if you are about transformative weight loss, make sure you always stay true to that message. It is the surest way to show your consistency and prove your expertise in your area

PROVIDE CONTENT WORTH READING **- what do your audience want to hear?**

This may sound super obvious, but so true. Don't write newsletters just for the sake of writing newsletters. Tap in to what your audience feel, how they may be struggling - what do they want to know? Try to remember what your audience might be feeling and struggling with so you can make your newsletters a learning space for them. So that they see value in the content and actively find themselves waiting for the next one. Not ignoring it when it hits their inbox.

Make sure your content serves a purpose and offers something they don't already have. A lesson, a training, advice. Something they can take away. Remember you are writing for your audience not for you... What do they want?

USE AN ENTICING SUBJECT /HEADLINE

If your email subject isn't good - you won't even get people clicking to read them. You literally need to scream READ ME in the opening. Use whatever you can to make them want to see what it inside. This is almost one of the most fundamental parts of writing a good newsletter.

Use questions, teasers, exclusives, freebies.

Don't be afraid to be witty or use trigger words.

A couple of our favourites...

We like to play with subjects that offer free things to entice them in such as *"Want a FREE coaching call"*

but also, that play on why they might NOT be achieving their goals... *"Why you aren't getting new client"*

We also like using numbers so people know it is going to be quick, easy and digestible

"6 reasons you aren't losing weight"

Or people always like a secret (and money)

"The secret to making 6 figures"

BE CONSISTENT

Like all things in business, consistency is key. Make sure your audience know to expect regular newsletters and even on the same day in cases. If you can't commit to being able to write one a week, then plan 10 weeks' worth before you hit the go button. We like to schedule our content in time with launches, events and products to ensure it stays consistent with our whole business.

Consistency lies with your tone of voice as well as the makeup of the newsletter. Create a personality around your brand and stick with it, if you speak in a certain way, make sure that comes across in your newsletter, don't be afraid to be you! After all, that is what people are buying in to!

With your framework, also have a consistent pattern. Do you always start with a question? Do you then follow on with the reason then finish with the sale? Do you use certain colours in the newsletters or a logo? I always have a heading on mine and a 'sign off' logo saying 'With Love becki x' again this keeps the consistency.

Follow up with consistent content on all platforms. This is key to the consistency element, if you are sending a topic in a newsletter then follow it through with all of your other platforms. Can you write a short version for a social media post? Or a training webinar or download about that topic?

KEEP IT SHORT AND SIMPLE

We are all busy, finding the time for personal development often sits at the bottom of our priorities, even though we like to think it doesn't. Say what you need to say in a way that is short, simple and gets to the point. If you find yourself having lots to say, then can you look at breaking it up into a number of newsletters? That way you will keep your audience intrigued.

GET THE FRAMEWORK RIGHT

There is no industry standard right or wrong in terms of how your newsletter is formatted but there are ways to make a badass one. Find a flow that works for you and stick to it. I like to use the below as a way of framing my newsletters and have given you an example newsletter in italics.

START WITH QUESTIONS TO GET THEIR EMOTIONS PLAYING

Tap into how they might be feeling, what might be causing their issues, how it may be all too much for them with some questions. You will know your industry and what is prolific in terms of issues - play on it.

Have you ever felt like you just can't get your food right?

Feeling overwhelmed with all the diet advice out there telling you to cut out everything?

Confused over what diet is right for you?

FOLLOW UP WITH UNDERSTANDING AND RATIONALE...

Show them that you get where they are coming from as you have been there before. Really understand their emotion

Tap into how they might be feeling, what might be causing their issues, how it may be all too much for them with some questions. You will know your industry and what is prolific in terms of issues - play on it.

I know how it feels, it can be exhausting, draining and sometimes makes you want to give up.

OFFER YOUR SOLUTION

Voila, here is where your expertise come into play and you get to show them you know what you're talking about. This is where you teach your lesson, share your advice and offer your tips. Again, keep it short simple and to the point.

“Here’s the thing, there is no one size fits all when it comes to diet. No right or wrong. It is about finding one that works for you. Restrictive diets are not long lasting, it is about making small changes that go a long way..

CLOSE WITH A SALE (SOMETIMES)

Not all of your newsletters will sell something, and you want to be careful about ensuring that so that your audience know you are genuinely there to offer them help and advice not always for your own gain. Show them you care, you offer value and genuinely want to help them (which you do)

HOWEVER, if you have an ecosystem of products around you and a correct set up of your business you will always be able to direct them to something somehow if the time is right. Can you lead them to your online programme, a discovery call, a webinar, your social media?

“I can help you finally master your diet and feel at peace with your health journey. Join my online programme community where I share regular tips and tricks on how to make small changes in your diet that will go a long way”

Pick and choose when you want to add a sale in and when you don’t

IN SUMMARY...

Make them laugh.

Show them you know what their goals are.

That you understand what challenges they are facing right now.

Offer them advice, teachings and your expert opinion.

Encourage them to reply to you.

Don't always try to sell to them.

WRITING EXAMPLES

FILL IN THE BLANK SECTIONS ON WORKSHEET

I totally get it, the first thing you want to do when you get home is

e.g. Sit down, with a cuppa and hide from all your emails

e.g. Grab your laptop to work on your new project.

But if you keep your goals in mind knowing you want to achieve

then it is time to quit the excuses that

We all struggle with

_____ I've been there myself.

I remember when
