

Boundless

INSPIRATION. GUIDANCE. TRANSFORMATION.



HOW TO

CREATE

A CAPTIVATING

NEWSLETTER



CONTENTS

Why a Captivating Newsletter is Important

How to Captivate Your Audience

Strategy 1 : Use a Great Subject Line

Strategy 2: Find the Appropriate Timing

Strategy 3: Make Your Newsletter Visually
Organized and Appealing

Strategy 4: Use engaging Teasers

Strategy 5: Deliver Value

How to Set Up a Mailchimp Newsletter

WHY A CAPTIVATING NEWSLETTER IS IMPORTANT



You are 40 times more likely to get new clients with an email than with a Facebook or Twitter post, according to McKinsey researchers.

Having a captivating newsletter will help you to:

- get the attention of prospective clients
- keep your business in the forefront of existing client's minds
- build a client's trust in you, making you their go-to provider
 - sell new products and programs
- gain new clients by motivating existing clients to share your content with others

"Is Email Marketing Still An Effective Strategy In 2020?"





HOW TO CAPTIVATE YOUR AUDIENCE

Getting more people to engage with your newsletter means more sales. Encourage more people to engage by following these simple strategies.

1. Get readers to open your newsletter
2. Reduce un-subscribers
3. Keep readers scrolling
4. Motivate readers to dive in to your content
5. Inspire readers to come back again

STRATEGY 1

USE A GREAT SUBJECT LINE TO ENTICE READERS TO OPEN YOUR EMAIL



KEEP IS SHORT

You only see 60 characters of an email on a computer and 30 on a mobile device so be sure to keep your headline in that range so that it makes sense to readers,

Put your important words up front and eliminate filler words!



MAKE IT CLEAR

A reader is more likely to open an email if they know what they are getting, so be clear and specific about what is in your email.



PERSONALIZE IT!

People who see their name in the subject line of an email are 25% more likely to open it. So be sure to capture your subscriber's first names in when they sign up and use the personalization function when you set up your email.

[Personalize in Constant Contact](#)

[Personalize in Mailchimp](#)

STRATEGY 2

FIND THE APPROPRIATE TIMING TO KEEP READERS FROM FEELING NEGLECTED OR OVERWHELMED



EXPERIMENT WITH TIMING

Studies have shown that 90% of subscribers want a newsletter at least once a month and 60% want a newsletter at least once a week. But you won't know where your audience falls until you try out a few different timing strategies!

Test out different frequencies for a few weeks and then compare your open rates and your unsubscribe rates for each frequency.

[Reporting in Mailchimp](#)

[Reporting in Constant Contact](#)



KEEP TO A SCHEDULE

Consistency is key! So once you decide how often to send out your newsletter, be sure to add "Send Newsletter" to your calendar or to-do list so you don't forget to send it.

You can even use the create your newsletter ahead of time and schedule it to be sent on a certain date and time.

[Scheduling in Mailchimp](#)

[Scheduling in Constant Contact](#)

STRATEGY 3

MAKE YOUR NEWSLETTER VISUALLY ORGANIZED AND APPEALING TO KEEP READERS SCROLLING



CREATE A TEMPLATE

People keep coming back to things that feel familiar. So create a template for your newsletter and use it every time.

Your template can be the look and feel of your newsletter or the type of content you are delivering, as well.



PICK PROFESSIONAL PHOTOS

Great photos keep readers interested!

Either dust off your photography skills or use a site like [Unsplash](#) that provides access to thousands of free photos.



USE LINKS

A long newsletter is hard to get through quickly and users may close out before they get through all of your content. Shorten up your newsletter by using links.

Write a sentence or two about your piece of content but then use a "Read More" link to let interested readers continue reading and let other readers easily see what else you have to offer.

STRATEGY 4

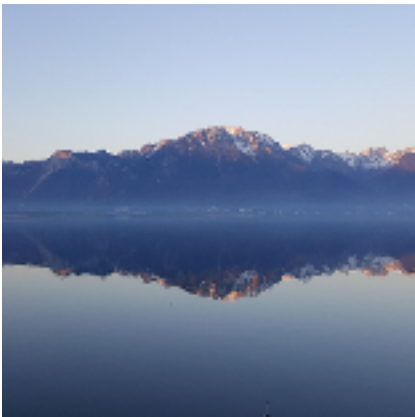
USE ENGAGING TEASERS TO GET READERS TO CLICK THROUGH TO CONTENT



WRITE A KILLER HEADLINE

A headline is the first, and sometimes only, thing a reader reads. Make sure the headlines for each section of your newsletter make your readers want to dig in to your content.

Use CoSchedule's free [Headline Analyzer](#) to test how engaging your headline is and get feedback on how to make it better.



USE CLEAR DESCRIPTIONS

Make sure your headlines are clear about what readers will get when they start reading.

Nothing is more frustrating than reading something that sounds really interesting but has nothing to do with the headline!



DEMONSTRATE VALUE

Make sure readers know how this particular piece of content is going to impact them. Let readers know what problem you are going to solve for them in this article but putting it in your headline!

STRATEGY 5

DELIVER VALUE TO ENSURE THAT READERS WILL LOOK FORWARD TO YOUR NEXT NEWSLETTER



SHARE YOUR MESSAGE

Content for your newsletter can include:

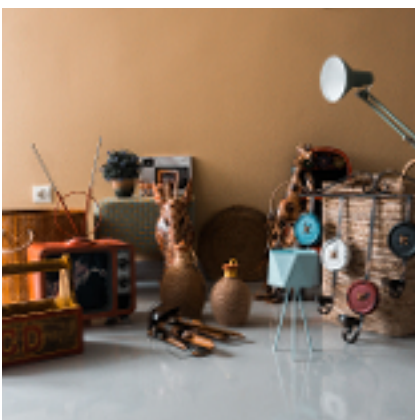
- personal messages or stories
- blog posts
- success stories
- answers to questions
- interviews



SHARE YOUR SERVICES

Content for your newsletter can include:

- coupons
- giveaways
- events
- new products
- promotions



SHARE YOUR FAVORITE THINGS

Content for your newsletter can include:

- helpful articles or videos you have found
- how-tos
- top ten lists



LET YOUR READERS SHARE

Content for your newsletter can include:

- polls
- surveys
- contests

STRATEGY 5

DELIVER VALUE TO ENSURE THAT READERS WILL LOOK FORWARD TO YOUR NEXT NEWSLETTER



CREATE A CONTENT CALENDAR

Creating valuable newsletter content means you constantly have to be on the lookout for great ideas.

The best way to keep track of these ideas and make sure they end up in your newsletter at the best time, is to create a content calendar.

Having a content calendar really frees you from the struggle of needing to think up your content all at once. And keeping everything in one place also helps you to make sure you are not sharing content that is too similar really close together!

I love to use a simple spreadsheet with my newsletter date down one side and my types of content across the top. When I have an idea for a bit of writing or a promotion or I run across something I want to share, I make a note in the calendar.

	My Message	Weekly Q&A	Promotion	Event	Favorite Things	Poll
9/13	"Does this impact me?"	How can I get rid of the sensation that I'm currently not accomplishing anything meaningful in my life?	Book sale	Book signing	SuperReader class	
9/20	"What does passion mean?"		Strange Pul Course	Book signing	Bella Grace magazine	
9/27				Book signing	Wreck this Journal	
10/4				Book signing	Mindvalley Podcast	
10/11				Telesummit		
10/18				Telesummit		
10/25				Telesummit		
11/1			Book BOGO	Telesummit		
11/8			Ghostwriting and Web Design 50% off			
11/15						
11/22						
11/29						
12/6						



HOW TO SET UP A MAILCHIMP NEWSLETTER

Once you have set up a Mailchimp account, the first thing you need to do is [create an audience](#) (a mailing list) for your newsletter. (You can set up lots of audiences but unless you have very different client groups in your business, stick with just one.)

You can get people into your audience by manually typing in the contacts, [embedding a sign up form into your website](#), or [creating a landing page that you can link to from anywhere](#).

Now that you have readers, you need to give them something to read.

[To keep things easy and consistent, create a template that you will use each time you create a newsletter.](#)

When you are ready to create a newsletter, you will go to the "Create" menu and select "Email". When you fill in the fields, remember what you learned about personalizing and headlines! And be sure to select your template from the "Saved Templates" list.

Create your content and when you are finished, send yourself a test email. When everything looks good, schedule it or send it right out into the world!

* Everything you create becomes a campaign so you can find your sent newsletters in the "Campaign" menu. And when you want to take a look at how your campaigns are doing, go to the "Reports" menu.

NEED HELP GETTING YOUR NEWSLETTER SET UP?



If you still need help creating a captivating newsletter,
I can help!

Contact me today and we can chat about what you need
and how I can help.

Schedule a Call

Or visit
www.boundlessguidance.com
for more information.