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5 Fatal Mistakes of Publishing a Newsletter and How to Avoid Them

with Travis Campbell



Part 1 of Special Report
Customer Only Bonus Content

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5 Fatal Mistakes of Publishing a Newsletter and How to Avoid Them

Providing a newsletter for your opt-in list subscribers provides many benefits in terms of driving traffic into your site as well as boosting the sales and profits of your site and company. This is a marketing strategy that is easy on the marketing budget and will not require too many man-hours.

With a newsletter, you can inform the public about your company, products, and services. You can keep them posted and updated about what's going-on with your company as well as many of your promotions and offerings. With these, you are top of mind with your subscribers that you are available and willing to offer them special offers and services.

Newsletters also allow you to relate with your subscribers. Demonstrating your expertise and knowledge about the topic at hand and the many benefits you have offered others. While a percentage may eventually become customers, it is also reasonable that they will tell their friends, and colleagues who in turn may become subscribers... and they too may one day become your customer.

If you do not have a newsletter or publishing one for your site, then you might consider researching and become well informed on how to publish one. It is not as easy as it seems, once you get the right theme, and start moving, each and every edition becomes easier. It is important to learn what is on the minds of your target market, giving valuable content to that, which in turn will attract additional subscribers to your newsletter as well as traffic to your site.

In the next few paragraphs, I will provide you with five things to reflect on when you decide to start your own newsletter for your site. I believe these are ***fatal*** mistakes many make when publishing a newsletter. Specifically, fatal mistakes when publishing an electronic newsletter for your email subscriber list.

Fatal Mistake #1 Lack of Relevancy

This may seem obvious for veterans, but it is worth revisiting periodically, and certainly something newbie's should consider. *Make sure that the content of your newsletter pertains to and closely associated with your business or the topic of your site.* Do not veer too far from what is your field of expertise, while the content might be good, it is a departure from what your subscribers are signed up for, making it less relevant to them



(leading to less sales). Assuming you have already started your site the main topic should always be something you are knowledgeable about. For example; if you have a site that sells auto car parts, your newsletter must contain articles or content like photos that pertain to cars, auto parts and such. You may also include content about your company and your staff.

Remember that visitors of a certain site are there because they are interested in what the site has to offer. If they sign up for an opt-in list or for a newsletter this means that they want to be updated for that topic or subject. Be sure that when you publish your newsletter you are providing for the needs of the subscribers as well as their interests.

Some people depart from their main topic for various reasons, perhaps current event or trendy news item (which can be a great strategy), it is important to always to come back, and have a tie in to your main topic, or market interests.

Example: John sells estate planning (wills and trusts), and has growing subscriber list of 400.

- A celebrity recently died, unexpectedly, and (right or wrong) he wants to know if there is a way he can leverage this event provide valuable information in the next newsletter.
- He investigates the celebrities estate, and sees a key point they missed which could devalue the estate significantly. It happens to tie directly to point #4 in his special report ***10 Ways Estate Planners Fail Their Clients, And What You Can Do About It*** which all his subscribers received when they signed up for his newsletter.
- Using a snappy email subject, with the celebrities name, John sends a newsletter that ties the event to the importance of proper estate planning, highlighting point #4 of his special report.

In this way, John capitalizes on the publicity wave, is relevant, and adds value to his subscribers, building rapport, and relationship. His phone begins to ring with new opportunities shortly after sending the email.

Fatal Mistake #2 Good Content

Half the battle in publishing content is getting it out the door! If you aren't a writer by trade, you know what I mean, it is an acquired skill. However, you want to be sure what



you put out the door is good content. Yes, grammar is important, as well as sentence structure, but making it valuable to the reader is more important (I've made my share of grammatical errors, but customers came back because the essence of what is being said was valuable).

Ensure that you have well written, information riddled and content rich articles. Your articles will be the body of your newsletter and that they should be able to excite your readers as well as provide information. Articles should be well written and checked for errors such as spelling and grammatical errors for it to look professional and believable. Building trust with your client is critical for any publication.

Fatal Mistake #3 No References

In today's *connected, instant-access to information* world, you not only have to fact-check your articles, but because things change so rapidly, it is important to reference them, making it easier for readers, and giving you an alibi! Make sure that you provide true facts and figures so that your reputation as an expert and knowledgeable in that field is not questioned. If you lose the trust of your subscribers you might see more unsubscribe requests, to your newsletter, or worse... **silence!** Missing factual information can result in losing many potential sales.

Fatal Mistake #4 Recycling Content

Provide fresh and new articles that can provide new information to your subscribers. If you publish stale and old news in your newsletter, there is a tendency that people or your subscribers already have read and known about them. This will lose their interest in your newsletter and they won't want to read the main content or your ads and promotions. They may not open or read any of your future newsletters which (obviously) means less site visitors and less potential customers.

Sidenote: *Your subscribers can get news anywhere, so avoid being a reporter, rather, offer **your take** on a given piece of information, how you see that news impacting the marketplace, or better yet, your customers and subscribers. In this case you can recycle content if new information surfaces and thereby changing your take on the issue. You have an opinion, share it and you'll engender trust.*



Fatal Mistake #5 Using Copyrighted Materials

While this may seem even more obvious than fatal mistake #1, it cannot be overstated. I'm continually amazed with the amount of stolen content out there. I operate a couple sites, and see it more than I like.

Video - Example of Plagiarism I Personally Experienced (and How I Resolved it)

Not too long ago I went through something where someone stole my content. In the interest of time and space in this special report, allow me to reference a video for you to learn more about it. It tells the whole story, as well as how I resolved it in less than 7 minutes. <http://ACTasap.net/plagiarism>



Bottomline, never use copyrighted materials such as photos and articles. This is outright plagiarism, and can get you into a lot of trouble. You can lose your business and get sued over copyright infringement. If you do not have the time to write your own articles, there are many willing and able professional article writers that can do it for you for a reasonable fee. All your investment in writing and publishing articles coupled with a good marketing strategy will be

well worth it as your list and web visitor's numbers climb.

Moving Forward with These Fatal Mistakes in Mind

In summary, building trust is key to a successful newsletter. So, making the content relevant to your audience is important, while doing so in an easy to read, content-rich format. Make sure your facts are in order so as to establish yourself as a thought leader in your given field. Next make sure your content is fresh and up to date, and lastly do it above board, do not use material that either isn't yours, or you don't have the rights to publish. Following these guidelines will allow you to avoid 5 Fatal Mistakes of Publishing a Newsletter.

 **Part 2 Related Bonus Report**
3 Things to Avoid When Emailing Your List
Reserved for our ACT! 2010 or Platinum Care customers,
look for an email from us when it ships in mid-Sept 2009

If it is passed mid-September 2009 check your email for access information to the 2nd report.

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Who is Travis...



Husband and a Father. Travis also happens to work online with entrepreneurs and small businesses who are endeavoring to grow their business using the power of the Internet. Helping clients for years make the most of customer relationships by using a leading contact management system (ACT! by Sage) for small business, he also specializes in installing marketing automation systems, and providing high-level internet marketing consulting. A graduate of Arizona State University, Travis has been in business consulting much of his career.

Some of Travis' Online Properties Include:



www.ACTasap.net – CRM Coaching and Consulting – Selling ACT! by Sage Software



www.ACTblogger.com – Vibrant community of ACT! users eager to make more of the software



www.MarketingProfessor.com - Online marketing education site, made famous by the 2 Part Online Marketers FAQ special report.

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