



Rev Up Your Newsletter (or Start One)

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10 Reasons to Have a Newsletter

1. Connect with clients
2. Promote to prospects
3. Share results and news
4. Offer resources, information, links, tips
5. Drive to website
6. Position yourself as knowledgeable
7. Keep referral sources up to date
8. Reach out to collaborators and competitors
9. Connect with elected officials

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10. Maintain contact with
people in your many
circles

Newsletter Statistics

- ▶ Consumers prefer email. Even Millennials
- ▶ 53% check email on their smartphone
- ▶ THREE times more email accounts than Facebook & Twitter combined
- ▶ Email delivers 90%; only 2% of Facebook fans and 9% of LinkedIn connections see posts
- ▶ Email has 3% click-through rate vs Twitter .5%

Newsletter Statistics

► YOU control the distribution of email, not algorithms on Facebook, LinkedIn or Twitter.

Reader-centered Approach

Your newsletter waits patiently in the mailbox

- ▶ The reader's attention is yours to lose.
 - Build trust and solid relationship
- ▶ You give them a gift and then walk away.
 - Feel good about you
- ▶ What will they think or do next?
 - Deepen their relationship with you

Article Tips

- ▶ Start with the end in mind: call to action
 - If you want the reader to call or click, give them a *What's In It For Me* reason to care
 - Provide the necessary link, email or phone number
 - Include address, date, time, price, deadline details
- ▶ Be timely and specific
- ▶ Tell a story about a person
 - Use examples, case studies, statistics
- ▶ Offer, without asking
 - Link to a report, video, giveaway, tips

Newsletter Resources

- ▶ MailChimp.com
- ▶ ConstantContact.com
- ▶ MyEmma.com
- ▶ AWeber.com

Many Public Relations professionals prefer MailChimp for its ease of use. There is no fee for the first 2,000 subscribers.

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