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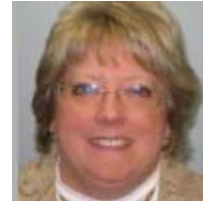
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Dear Pam,

The Benefits of the "printed newsletter? In an electronic newsletter? Yes, we cover all manner of marketing and both have their place.



We just printed our new and improved color newsletter on our new high end, multi-function copier and we are thrilled with the results! If you are on our Tech Tips Newsletter mailing list, watch for it in your mailbox this week.

Why should you bother with a printed newsletter?

-A traditional printed newsletter is very effective when targeting specific readers, as it can be directed to their home or work.

-It's portable, convenient and easy to read, something you can pick up and read at your leisure.

-There is greater impact with printed material - a well designed, quality newsletter will always impress.

-Most people will thumb through an entire paper publication and on many occasions retain it for future reference.

This issue gives you more tips for creating a better printed newsletter.

It only takes a minute to find a new marketing idea ~ Let's Get Business!

Newsletter Basics

These few tips can get your newsletter in the mail in no time!

- Talk about yourself and your company. People want to know the people that they are doing business with.
- Feature a customer or client - they do business with you, so should the reader. If you write how you helped a customer, other customers will want you to help them, too.
- Include a photo of that happy customer.
- Put the interesting information and the 'real' story in the first couple of paragraphs, and then you can add in all the other necessary information after that.
- Use a quote or two to reinforce your information.
- Use clear, everyday language.
- Ask someone else to proof read the newsletter. After you have read it numerous times, you may be oblivious to grammar or spelling errors.

- For best results, mail to your current clients, old clients, business associates and grow your list every month after deleting the returns and undeliverables from the previous month by adding a new group such as the people you've met at the Chamber of Commerce meeting.

6 Newsletter Article Ideas



If you publish your newsletter on a regular basis, sometimes it's difficult to find newsletter ideas for your next issue's content. You sit in front of your monitor and stare at the white screen where the typing cursor is blinking... but your mind doesn't seem to come up with any ideas. Here are 6 tips to help you find good article ideas...

- 1. Make an Ideas List** - keep a running list of ideas on a clipboard or on your computer desktop. Every idea may not be a winner for your next newsletter but may work great for a subsequent one.
- 2. Ask your readers** - They're your best source of inspiration! Keep your ears open and write about what you are asked.
- 3. Interview an Expert in Your Field** - We've got several articles coming up in the next few issues that are my interviews with a Networking Expert and a Business Building Expert. What experts could you interview? They may even be working in your own company! Your restaurant's head chef, your office's manager or your business' customer service rep are all good places to start.
- 4. Write How-To Articles** - Write about what you know that will help others succeed. Do a little research to fill in any spots that need more information and you become an expert, too!
- 5. Give a "Defined Number" of Tips, Ideas, etc.** - Titles like "6 Newsletter Article Ideas," "6 Best Places to Get Seafood, Top 10 Questions to Ask in an Interview... People LOVE NUMBERED LISTS!"
- 6. Use Guest Articles** - ask a local expert in a complimentary field to write an article. It gets you off the hook and gives them some new readership.

Making Your Content Work



In a printed newsletter, space is a challenge. You may find the need to squeeze or expand your content to fit the newsletter's specific size. Here are a few tips if you run into either problem:

Not enough space?

- ~ Edit your copy - look for "widows" and "orphans," those short words appearing as the final line of a paragraph that are the only word or two on the line. Reword the sentence so that you are not wasting space.
- ~ Break an article into two parts and continue the article next time.

- ~ Make graphics or photographs smaller.
- ~ Shorten Headlines.
- ~ Crop photographs.

Too much blank space?

- ~ Add a pull quote.
- ~ Enlarge or add photos
- ~ Add sub headlines
- ~ Box in an article and add space around the box to set it off.

Design Tips



The name of your newsletter and front page are very important. Make the newsletter's name memorable and unique. Something that will grab the readers attention and make them remember your identity. The front page needs to be well designed, appealing, and hard-hitting to entice people to keep reading.

You should design your articles to inform, educate, and answer your reader's most frequently asked questions. Give them free and helpful tips about your products and services. Free tips position you as an expert in the industry and show your willingness to help others. Once your readers are helped by these tips, they are more likely to read more information, and contact you directly for help or to buy from you.

Keep your newsletters short. A printed newsletter should be no more than four pages. Use short stories, bulleted information, lists, and other forms of concise information.

Because readers have a short attention span, the information should be presented in a very positive light and humorous fashion. Be careful to keep your humor professional, not amateurish. Stick to the purpose of your newsletter, which is to get prospects and customers to buy from you. Stay focused on the specific interests of your prospects and customers.

If you are going to have advertising in your newsletter make sure the ads pertain to your industry. You want the ads to be for products and services you would recommend for your prospects and customers to use. Any selling should be done subtly, with your reader's interests at heart. The last thing you want is to have in-your-face selling to your prospects and customers. This defeats the whole purpose of the newsletter.

Graphics always add to the appeal of a newsletter. You should include graphics, such as charts, cartoons, illustrations, and sidebars. Always put your photo in the newsletter because it can really help to start and maintain relationships.

Putting Your Newsletter To Work



Newsletters are a very powerful marketing tool. Here are just a few of the ways you can use newsletters:

- Use newsletters as a direct-mail piece to your prospects and customers
 - Have your salespeople hand them out when they make sales calls.
 - Hand them out at trade shows.
 - Include newsletters in your information and media kits.
 - Give them out to prospects and customers who come into your place of business.
- Post newsletters on your web site.
 - Use a "free subscription" signup to your newsletter on your web site to capture names and email addresses of prospects.

Newsletters are primarily to give information, but they are also a marketing tool to help you get new customers, make sales, and get referrals. The key to successful newsletter publishing is to always remember to give important news, make them reliable, and have fun.

If you are not getting our Tech Tips Newsletter, go to our website and sign up - be sure to give us your mailing address if you want to receive the printed copy. It's always full of great technology tips, tricks and information to help you with your computers and your business.

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell
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