

looking for a way to leverage
your marketing program?

Dear Reader:

You're receiving this report because you know the importance of a professionally published newsletter.

Sure, you could publish your newsletter yourself. Or, you could outsource it to a Virtual Assistant or a web designer. But, your reputation is too important to you to risk it with someone who's inexperienced with building reader relationships, designing the perfect newsletter format, and enticing readers to buy.

At The Write Exposure, we help companies and professionals build relationships, and make readers happy all while *publishing a profitable, thriving newsletter.*

You've contacted us because you want to have the best, most professional newsletter possible. You don't want to risk your reputation publishing a substandard newsletter. Rest assured, we'll work with you to engage your readers in an interesting, dynamic format.

Our clients often tell us we're easy to work with, and a great source of new ideas. In fact, they're often surprised at just how effortless we make their newsletter for them. And, they're typically impressed at just how much we help them improve not only their newsletter, but all of their marketing programs.

This report will give you a glimpse into our holistic approach to marketing. See, we may be newsletter experts, but we believe fundamentally that your marketing should work together to get you the best results. And that's why we wanted to share this report with you.

Of course, this report in no way obligates you to hire us. But, we can't imagine you'll be able to read all the way through to the end and not pick up the phone to hire us. Because we're just that good ;-).

When you're ready to get in touch, you can phone us at 877-837-6115 (toll free), email us at info@designdoodles.com or visit us online at <http://www.designdoodles.com>.

Enjoy today's journey!

The Write Exposure team

Your source for newsletters that are black and white and read all over.™

How to Leverage Your Marketing Program into More Newsletter Subscribers

BY JESSICA ALBON

YOU MARKET YOUR BUSINESS TO GET MORE CLIENTS. BUT, IF YOUR ONLY GOAL WHEN DOING YOUR MARKETING IS TO CONVERT PEOPLE INTO BUYERS, YOU'RE LETTING AT LEAST 50% OF YOUR BEST BUYERS SLIP THROUGH YOUR FINGERS.

See, most people won't be ready to buy from you. Not right away, at least.

They'll need to get to know you a bit first. That's what makes a newsletter so crucial. It's an easy, unobtrusive way to stay in touch with all those potential buyers until they make up their minds.

If you use a website, email, speaking engagements, networking, or advertisements to get new business, this report has tips for you to get those prospects onto your list.

Website

When people visit your website, you have a sign up form for your newsletter, right? And it's probably even on the front page. (The very best place for your sign up form is in the upper right hand corner of the screen, by the way.) In order to get as many website visitors to sign up as possible, you need to do three things:

1. **You need to make your offer compelling.** "Subscribe to our free ezine" is NOT compelling. "Receive a free kit on how to make money from your jewelry-making hobby" is.

(By the way: If you don't currently have a free report, audio program, worksheet, or

Your buyers will want to get to know you before making their first purchase—and a newsletter's a great way to let them do that.

other type of goody to give to new subscribers, you can simply describe the newsletter as the gift. “Claim your free monthly report on making money from your jewelry-making hobby,” will have much the same impact as giving away a goody.)

2. **You need to make your offer clear.** Tell them how often they’ll hear from you and with what. You don’t have a lot of space on the signup form, so you can also use your welcome message for some of these details. But, do tell readers the basics on the sign up form (topic, & frequency, at least).

3. **You need to make the offer a lot.** Get them curious about this offer. Put it up on every page. (Or, use a button that takes them to a special page that describes the newsletter.) Use testimonials to entice them.

While you’re trumpeting the offer so much, make sure you also state that it’s all free. Without obligation. Lots of times, when marketers do an especially good job of explaining their newsletter, website visitors hesitate because they think there’s a charge. (And people still think you can magically charge them just by getting their email address.)

Speaking Engagements


Each time you speak in front of an audience, you have the possibility of getting every single person in the room to join your newsletter list. By seeing your newsletter

as an additional gift you can give to each audience member, and inviting the audience to become subscribers, you’ll have a powerful way to keep in touch with people who are clearly interested in your expertise. Consider these three possibilities for your invitation’s shape:


When you’re speaking to an audience, it’s a perfect time to solicit new subscribers—they’re interested in your topic, and already see you as an expert.

1. **Pass around a sign-up sheet.** Across the top, explain what they’re signing up for. Use the same language you’d use on your website. Most people will sign up, especially if you make everyone who’s interested raise their hand before handing out the sign up sheet.

2. **Ask for everyone's business card**, and tell them that in exchange, you'll send them the newsletter. BEFORE you have them hand their card forward, though, make sure you ask them to correct their email address, if it's no longer accurate.
3. **Call everyone after a small engagement.** Find out what people thought of your speech and ask them what else they'd like to learn. Then, lead them into signing up for your newsletter (because that's the perfect place to learn the next step!).



Follow up with people by phone or mail after your engagements. Invite them to receive more information in a convenient format.




Warm Calling


Whenever you call a prospect, for whatever reason, have your “newsletter script” handy so you can invite the prospect to subscribe. Offering a newsletter subscription is typically a much more comfortable offer than actually getting someone to buy from you on the spot, so you're likely to find the whole call more enjoyable (which, in turn, ups the chance the person on the other end will buy from you in the future). Here are three ways to invite people to join your list by phone.

1. **Relate it to your discussion.** Take at least two opportunities throughout the conversation to mention your newsletter. Much like you'd say, “I recently had a client who...” slip in mentions of your newsletter. For instance, you might say, “While I was researching an article for my July newsletter, I found some statistics that you might be interested in...” Most of the time, the person you're talking to will ask about your newsletter. If

they don't, though, don't be afraid to come right out and invite them!



Make people curious about your newsletter by mentioning it in a low-key way like talking about an article you just wrote.



2. **Make an open-ended offer.** Before you hang up the phone, make sure you've invited the person to join your newsletter list. It's as simple as saying, “By the way, since you asked about smart real estate investing, you might be interested in a free report I offer on my website called, 'Five Things You Must Know Before

You Invest in Real Estate.”

This approach may feel more comfortable because you’re not asking for a yes or no. But, you should know that most people will forget to visit your website when you hang up, so you might want to send a quick follow-up email reiterating the offer.

3. **Come right out and ask.** Make the invitation low-key, but emphasize the benefits, just like you did on your website. Say something like, “May I subscribe you...” using the descriptive benefits you’ve already worked out for your website and speeches.

If the person on the other end of the line says no, don’t take it personally—people get so much email these days that the thought of getting *anything else*, no matter how wonderful, simply overwhelms some.

Remember, not everyone will want your newsletter. Don’t take it personally—it just means the timing isn’t right.

Networking

If you attend lots of networking events, make sure you’re making use of them to

build your newsletter list! The people you meet at events are likely to be much further along in the buying cycle because they’ve “seen you in action,” as it were. They know you’re real—which goes a long way in today’s high-tech, out-of-touch world.

Create business cards for your newsletter. Sure, it may sound a bit silly—but it’ll get great results. It’s unusual and easy for the recipient to use.

1. **Create business cards for your newsletter.** Much like the language on your website, provide the compelling benefits of your newsletter, the frequency, and a description of the special gift that’s “available

instantly to all new subscribers.” Hand out these cards instead of your regular business cards and be sure to invite the person to collect on your free gift promise.

2. **Enlist help.** If a colleague will be attending the same networking event as you, ask about recommending one another’s newsletters. It’s often easier to promote someone other than yourself. Plus, this recommendation will

carry more weight.

Email Messages

Create a great signature file that includes a compelling call to subscribe and add it to every email message you send. In most circles, signatures should be kept short—so try to keep yours to no more than three lines (including the subscribe url).


Try one of these formats:

Ask a curious question:


What can a dog teach you about Internet Marketing? Find out: <http://www.url.com>

Offer a big benefit:

Demanding boss? Turn him into a pussy cat with 5 strategy report: <http://www.url.com>




Enlist help and have a contest—see if you or your partner can get more new subscribers for the other's newsletter list.



Advertisements

Whenever you advertise your business, make sure to include an invitation to your newsletter. People may not be quite ready to make a decision, but by offering them a way to get more information, you'll see much more activity. Invite people to subscribe both online and off (fax, mail, in person, by phone, etc).




Don't overlook the regular advertisements you run. Whether it's a classified or display ad, always mention your newsletter!

Your Voice Mail Message

Finally, make sure your voice mail message invites people to subscribe. Every time your clients leave you a message, you want them to be reminded about your newsletter—both so they'll subscribe and so that they'll invite others to subscribe.

Start Your Journey



Enjoy putting these suggestions into practice in your own marketing and start to reap the benefits immediately. You'll easily double or triple the impact of your marketing—making a huge boost to your bottom line!

when you're ready
for newsletter profits

when you're ready for a
marketing partner

you're ready to get started
call 1-877-837-6115 now