



7 STEPS FOR WRITING BETTER NEWSLETTERS

BY SUE-ELLA PRODONOVICH

Q: HOW DO YOU MOTIVATE SOMEONE TO WRITE A NEWSLETTER?

A: You can't!

Most professional services firms know the value of a decent newsletter. Done well, a newsletter should show off your expertise, raise awareness of the range of services and even bring in new qualified leads.

But finding the time and energy to actually get them done can be a problem. So, making them really shine can seem impossible. Here's my 7 steps to better newsletters.

1. MAKE THE PROCESS QUICK

Not everyone likes to write, so begin by entrusting the writing to those professionals who actually want to be part of it, regardless of their seniority.

You'll encourage more people to contribute - and be able to draw from a bigger and more talented pool of writers - if you make the sign-off process painless. So don't boil the ocean to make a cup of tea. Limit sign off to just a few key staff (not everyone needs their say on every detail). And never take more than 48-hours to approve something.

2. MAKE THE PROCESS EASY

All contributors should have a tip sheet which gives them pointers on how to write (ie write in active voice, use headlines, etc). But even more importantly, they should have a list of questions that forces them to get to the point and structure their article the right way.

For example, before they put pen to paper they should always ask: 'why would anyone care?', 'what has changed?', 'why is this important right now?' and 'who needs to act'?

Provide example formats and templates for newsletters or blogs and don't be afraid to recycle older articles, so long as they are still relevant.

Finally, arm your professionals with business writing skills or go one step further and employ a copywriter or journalist to make your copy really shine. (See point 7 below.)

3. MAKE YOUR NEWSLETTERS SHAREABLE AND MEASURABLE

Make sure your newsletters can be shared. By that I don't just mean letting people forward them to friends or colleagues (of course they can do that).

If you're using newsletters in isolation from your other content marketing methods, stop now. While newsletters are great at developing repeat business, they are just one way of spreading the word.

Any articles your firm produces should also appear on your website's blog as well as via social media.

4. PACKAGE IT

Everything looks better with packaging. And your newsletters are no different. So make sure they look good and are in line with your firm's branding. Use pictures if you think they will add anything. You can even give it a name that people will remember, and give it style.

5. PROMOTE IT

Again, don't see your newsletters or the articles in them as stand-alone works. They need to be cross-promoted. So include links to your stories in other client materials like seminar invitations or even other newsletters.

Shine the recognition spotlight on these efforts in your internal communications so that everyone starts doing it.

6. KEEP YOUR FINGER ON THE PULSE

Providing valuable insights to your clients means staying on top of recent developments. So read, attend events, watch videos, listen to podcasts and report what you learn. When you do, always emphasize how your knowledge impacts on your clients' business. Stay clear of the theoretical.

7. BRING IN THE PROFESSIONALS

Finally, if you really want to save time and money and make sure you're doing everything right, outsource it completely. Use independent writing and marketing experts who understand your industry and your audience, as well as how to make sure your message gets heard.

For senior writers who understand professional services firms in Australia / New Zealand I'd suggest [Editor Group](#) or [Antelope Media](#) or [Write Results](#). or [The Department of Writing](#).

WANT MORE?

If you'd like help with building the skills and smarts of your team email [Sue-Ella](#) or [book a time for her to call you..](#)



Sue-Ella is the Principal of [Prodonovich Advisory](#), a business dedicated to helping professional services firms sharpen their business development practices, and attract and retain good clients.

www.prodonovich.com
sueella@prodonovich.com

© Prodonovich Advisory. Please respect our copyright and the effort taken to produce the original material in this document. This document or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the author.