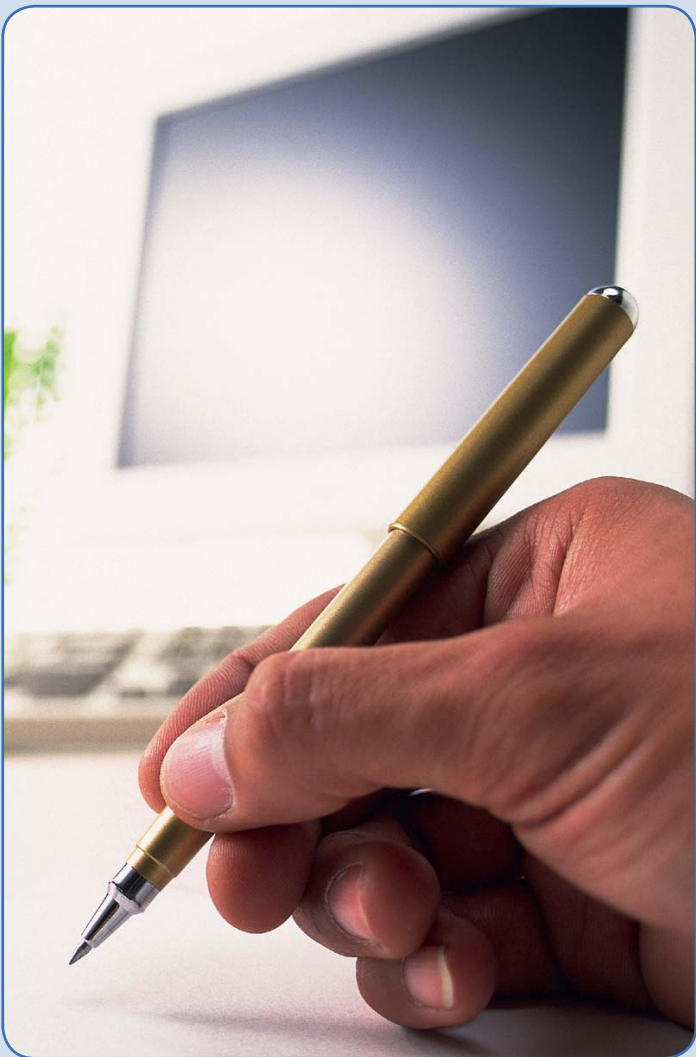


How to Write Email Newsletter Copy

Before you sit down to write the copy for your next email newsletter, consider how you can make your email copy irresistible to the reader. As a first step, make sure you're clear about who your target audience is and what specific needs you are addressing.

Assuming you've identified that your email recipients have a need for your product or service, how can you maximize the chances of them reading your email newsletter?



Firstly, aim to come up with an exciting subject line for the message – something that arouses interest and inspires the recipient to read on. You might choose to focus on a key benefit, arouse curiosity, or adopt a 'news' angle. Whatever you decide, try to come up with several – you could also narrow it down to 2 or 3 and test them to see which generates most results.

Keep in mind your readers will be asking themselves the question: "What's in this for me?" Think about the benefits you offer your clients – the RESULTS of using your services, rather than the features of the product or service you offer. Buying decisions are often based on emotion rather than logic, so tell people how much better their life / relationships / business can be if they choose your company over your competitors'. Appeal to the emotions: anger, curiosity, greed, ego, vanity, hope, fear, insecurity.

Including testimonials in your email communications is an effective way to establish credibility with your readers. The tacit endorsement of existing customers helps to allay any doubts about the reliability of your company. Offering a money-back guarantee has been proved to increase response rates, even although few people ever actually request a refund. Again it helps build a bond of trust.

Finally, remember that large chunks of copy can be intimidating. Confronted with a page of solid text, many will either not bother reading it at all, or close your email with the intention of looking at it when they have more time – which usually means the same thing. Break up the text into bite-size paragraphs and use subheadings and bullet-points to divide the content.

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