

Why newsletters rule and how to make yours better



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Why Newsletters Rule & How to Make Yours Better

Orlando, January 29, 2021

Hi friend!

I hope your 2021 is off to a great start! I can't believe it's already February next week, which is why I'm squeezing in this January newsletter at the end of the month.

I don't know where you fall on the newsletter spectrum (love them? hate them?), but I'm a huge fan. Despite all the social media platforms and marketing channels available, newsletters still rank as one of the top ways to reach your market.



Why? For starters, they're a one-to-one outreach rather than a one-to-many approach. Newsletters are personal (or at least they should be), like you're writing a letter to a friend. Plus, you *own* your newsletter email list rather than being a slave to ever-changing algorithms on someone else's platform. Perhaps most importantly, newsletters provide the opportunity to nurture relationships, engage readers, build trust, and create loyalty.

Newsletters definitely rule—but don't just take my word for it. According to [Hubspot](#), "email generates \$38 for every \$1 spent," delivering a whopping 3,800% ROI. Plus, over the last 12 months, 78% of marketers noted an increase in email engagement. So, there's *that*.

My love affair with newsletters goes back to my college days when I helped launch our communications department print newsletter (remember print?). I went on to write and design an award-winning newsletter for a New Jersey Realtor association ([see my ancient sample from 1993](#)). A few years later, I went on to publish my own newsletter ([Non-Profit Nuts & Bolts](#)) for five years aimed at non-profit executives. And most recently, I wrote the email newsletter for the [National Environmental Education Foundation](#). So, I guess you can say I'm officially smitten with newsletters.

Okay, you're convinced of the value of newsletters. Maybe you've already got a newsletter. But how can you make it better? Here are just a few tips for improving your newsletter.

- 1. Provide value.** Just like your other content marketing efforts, your newsletter should provide value to your reader. And value can take many forms—helpful information, explainer video, free trial, product sample, coupon, exclusive sales, downloadable eBook, links to your blog, etc. But if you're constantly just pushing products, your reader will probably unsubscribe.
- 2. Get personal.** You don't need to bare your soul but sharing some personal information makes you more relatable. (I try to do that in every issue of my Beach Bits newsletter. Ditto for my [About page](#).) Besides sharing some personal details, get personal by talking to your reader in a conversational tone. Use "you" a lot. Pretend you're writing a letter to a friend. Keep it professional but casual.
- 3. Brand it.** Weave your brand into every email newsletter you send. Communicate through visuals, logo, color scheme, content, word choice, tone, and overall vibe. Every issue should reinforce who you are, providing a direct connection between you and your reader.
- 4. Be opinionated.** Share your perspective on issues relevant to your industry. This isn't the time to take a middle-of-the-road approach. Let your reader know what your brand values or why your brand supports (or doesn't support) the latest trend.
- 5. Get graphic.** While the goal of your newsletter is to inform your reader, make it easy to read. Include some visual elements like borders, bullets, headlines, and numbered lists to break up the copy. Include a photo or illustration. But don't overdo graphic elements—they should guide, not overwhelm, the reader.

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I'm always looking to perfect my craft, so please share your favorite newsletter tips or strategies that work best for you?

Thanks for reading,



Lisa A. Beach
Orlando Freelance Writer

P.S. Like this newsletter? Forward it to a friend with an invitation to [subscribe](#). Seriously. What are you waiting for? Share it now. 😊

Newsletters Worth Reading

If you want to see how the pros do it, I think you'll find great value in these newsletters and email updates, most of which focus on marketing. While the content provides incredible value, pay attention to the different designs, their vibes, and the way each newsletter pulls you in. Worth a look, for sure.

- [Content Marketing Institute](#)
- [Moz Top 10](#)
- [Hubspot](#)
- [Ann Handley's Total Anarchy](#)
- [CopyBlogger](#)
- [The Daily Carnage](#)
- [The Marketing Prof](#)
- [Convince & Convert](#)

How Can I Help You?

If you need to outsource any writing projects, please let me know if I can help. In case you didn't know, I'm more than a one-trick pony. I write a lot of content for both B2B and B2C clients, ranging from editorial to copywriting to content marketing.

Over my 30 years at the keyboard, my writing projects have included articles, newsletters, blog posts, branded content, email campaigns, ghostwriting, media kits, brochures, white papers, website copy, news releases, flyers, direct mail pieces, sales letters, ad copy, and other business and marketing pieces targeting both internal audiences (employees, volunteers, members) and external audiences (media, community, prospects).

If you need help clarifying a project, I'd be happy to email you my creative brief. Or you can just hop over to my [Work With Me](#) page and download it.

Fresh Ink

If you'd like to see what I've been writing about and where I've been published these past few months, check out a few recent links, including B2B and B2C editorial, copywriting, and content marketing pieces:

- **Costco Connection:** [Home, Sweat Home](#)
- **RCI Magazine:** [5 Books Set in Resort Destinations](#); [New Year's Celebrations Around the World](#)
- **Nature Made:** [Vitamin D Immune System Benefits: How Does It Help?](#); [Vitamins for Men Over 50](#); [How Much Melatonin Should You Take? The Proper Dosage For Children](#)
- **National Environmental Education Foundation:** [STEM Activities to Keep Your Students Engaged This Winter](#)
- **Go Banking Rates:** [8 of the Most Notorious Music Rights Battles of All Time](#); [Facebook Stock Down Thursday Following Antitrust Lawsuits from 46 States and the FTC: \\$600 Checks Now on the Table as COVID-19 Relief Negotiations Continue](#)
- **Orlando Magazine:** [Travel: Hawks Cay Getaway](#)



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