

# Six Simple e- Newsletters Publishing Tips



Tommy R. Young III

618-566-0034

[tommy@webranding.org](mailto:tommy@webranding.org)

## Introduction

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If publishing a regular electronic newsletter (e-Newsletter) is something you are considering, follow these six tips to be successful by avoiding missed deadlines and creating unnecessary headaches for yourself.

### **1. Examine Why You Want to Publish**

Most e-Newsletters are a cross between a branding tool and a lead-generating tactic. So evaluate which is more important. Then establish written goals and objectives. Also be realistic, e-Newsletters are a long-term tactic, not short-term.

### **2. Assign a Point Person**

Designate an inside point person to keep track of all the various details and action items. One staff member should have the ultimate responsibility of getting the newsletter out correctly and on time.

### **3. Take Stock of Your Editorial Resources**

Not everybody can write online copy, and that could even include you. If no one in your firm has the ability to write clearly and succinctly (both keys to successful online content), outsource.

### **4. Plan Your Next Issue Sooner Rather Than Later**

The best time to plan the content of your next issue is immediately after sending out the current one. Within hours of hitting "Send" you'll know what content attracted the most interest from your readers--and whether your subject line inspired a click to open the message.

Ideally, you should have a predetermined “content formula.” This is just a fancy term for a diverse mix of content, such as:

- Original articles on a variety of topics.
- Article reprints from third parties.
- Custom analysis of leading industry reports.
- Company announcements.

So as each issue launches and the usage reports stats are analyzed, you can determine if the “content formula” need to be revised.

### 5. “Calendarize” the Process

OK, so “calendarize” is not word. But it is descriptive. With any newsletter (print or online) it is easy to let the days or weeks go by and realize that your next issue is “due out” tomorrow. Develop an editorial calendar with specific due dates and the point-of-contact responsible for each task, and have them develop a schedule as well. Follow up on due dates giving a buffer for any glitches that may come up. The editorial calendar could include deadlines for:

- Collecting article ideas.
- Turning ideas into rough drafts.
- Dropping the copy into your HTML layout.
- Writing final article titles and a draft subject line.
- Sending an internal test e-Newsletter.
- Checking every hyperlink.
- Printing out a hard copy to proof one final time.

Although the number of tasks above may seem daunting, typos and broken links can damage your image within the marketplace.

Even if you are on the right track—  
you’ll get run over if you just sit  
there.

*Arthur Godfrey*

### **6. Keep an Idea File**

We would never suggest “stealing” an idea. But while talking to other business executives, surfing the Web, or reading a trade publication you may very well run across an item that will ignite a creative spark. Save everything you find in an “idea” folder for future reference.

## **Conclusion**

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E-mail marketing isn't “rocket science.” But without planning, organization, and stellar copy, e-Newsletters can create more problems than they solve, which is where weBranding can help. Click [here](#) to contact me with any questions or to set-up a short initial "sourcing" meeting to talk about your requirements and how I'd approach meeting your needs on time and on budget.

## **About weBranding**

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weBranding is a small marketing and interactive virtual consulting firm based outside St. Louis. MO. Our primary focus is helping small to mid-sized organizations harness the Internet and emerging technologies to generate leads and build brand awareness. Feel free to contact Tommy Young at 618-566-0034 or via e-mail with any questions or to set-up a short initial "sourcing" meeting to talk about your requirements and how we'd approach meeting your needs on time and on budget.

