

## *12 tips to help you write your newsletter*

### ***Writing for Newsletters***

#### **1. Get going!**

**Rule number one is to *begin*.** Don't wait around for the right mood or inspiration to strike you. Simply start writing no matter how lame your first attempts. Writing will stimulate your thinking and the words will come.

#### **2. Start with the easiest story first.**

This will help you ease into it... the path of least resistance.

#### **3. The more you write, the easier it gets**

You don't have to get it right the first time. Get your ideas down on paper as fast as you can think of them. You can rewrite and edit it later.

#### **4. Look for things that interest you**

If you're interested and excited about something, the writing process is less painful. It can actually be fun. Ask for contributions from others who are excited about a pertinent idea, product or service.

#### **5. Write in a conversational manner.**

Try writing just as you would tell a friend about it ... use the exact language. This method helps build rapport with the reader. Try to use the same enthusiasm with which you would normally use when telling a friend. Maintain the user-friendly tone but continue to edit and rewrite.

#### **6. Add gusto to your writing**

Write the way you speak. Don't be afraid to begin a sentence with the word "and," use one-sentence paragraphs, or do whatever else you want to make your stories highly readable.

#### **7. Try listing benefits**

Have a new product or service? Try listing all the benefits ... and then expand on them. Readers want to know what you or your product will do for them. By emphasizing the benefits to your readers, you get their attention and encourage them to keep reading.

#### **8. Pay attention to headlines, sub-heads, and captions**

Take your time with them all ... sometimes it's all the reader will read.

#### **9. When you're tired, stop writing**

Most professional writers write in the morning when they're fresh. If you attempt to write when you're tired you'll struggle.

#### **10. Don't make stupid errors.**

Make sure your spelling is correct and pay attention to correct grammar. Careful with your spell checking program. Proofread for spelling and you'll avoid errors. Do you no what I mean? Now, do you know what I mean?

#### **11. K.I.S.S. (Keep It Short and Simple)**

Simplify your writing style. Use short blocks of copy, short words, sentences and paragraphs. Say what you want to say briefly and concisely. Sentences should be no more than 25 words or so. Keep paragraphs under control ... should be about 100 words in length. Complicated sentences and convoluted words don't make the writer look smart - they usually discourage the reader from continuing.

#### **12. Study and copy successful newsletters**

Take a good look at the newsletters that come across your desk. Take note of what works for you ... what catches your attention and makes your read on.