



## Shortcuts to Publishing an e-Newsletter:

### 10 Questions Before You Write a Single Word for Your e-Newsletter

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If you've ever run out of time to do a newsletter...or struggled with writing or been confused by online marketing...or neglected your blog... If you've ever longed for a reliable, affordable way to attract ideal clients, then you've come to the right place.

#### **Content Marketing Matters!**

There's no question that staying in touch with past, present and future clients by providing quality information is an essential marketing tactic. It doesn't matter if you're publishing a print newsletter, electronic ezine, a blog, or white papers. When you send out regular content consisting of valuable information people can use to make their work lives easier, faster, and smarter, readers remember you and will call you when they need services.

#### **Here's How Content Marketing Works**

It works according to the Law of Reciprocity. You provide quality information and your prospects remember you when it comes time to find a consultant or hire a coach.

### ***Get Found, Get Known, and Get Clients!***

***Your e-Newsletter should focus on communicating the unique solutions you have for solving the problems your clients experience.***

If you're serious about getting found, getting known and getting clients, you'll need to publish frequent quality content in your e-Newsletter that showcases your knowledge, expertise, and credibility as a thought leader.

Yes, it's work and time, but you may as well get started now. You want your e-Newsletter to reflect the quality of your professional services. You want it to attract people to you so they will eventually hire you.



## Elements to Consider

Which of these powerful elements should you use for your e-Newsletter?

- A customized look that reflects your style
- Graphics and colors that co-ordinate with your website for consistent branding impact
- Effective feedback and forwarding options
- Prominent display of your company name, photo, logo and contact info
- Intelligent thought-provoking content, researched and supported by leading books and studies
- Personal anecdotes, philosophy and message to readers
- Posting to your blog or website
- A website sign-up form for easy subscriptions
- Database management
- Consistent e-distribution every month
- Automatic subscribe/unsubscribe instructions
- Replies directly to your inbox so you don't miss opportunities to respond directly to readers' inquiries

You can't do it alone. There are a multitude of experts available to help you with each step of the process, including the writing, editing, formatting, design, distribution, database management, publicity and marketing.

We are just one of a group of experts who can take you from start to finish. Our expertise is in writing quality leadership content, and we ghost write several highly successful e-Newsletters.

What we've learned is that clarifying the topic and keeping that in mind as you write each e-Newsletter is critical. To do this, we offer you this questionnaire as a pre-step to complete before you write a single word.

Take some time to write your answers to each question. Get some input from others.

Never forget to focus on the needs of your readers. Help solve their problems and they'll want to read more of what you say. Use your experience and leadership stories to make your e-Newsletter come alive with authenticity and real-world emotions.

Here's to your successful journey to publishing a quality e-Newsletter!



## **10 Questions to Ask Yourself *Before* You Publish your e-Newsletter**

1. What is the area of expertise you'd like to focus on? What are your other areas of expertise, secondary to this main topic?
2. What are your goals and expectations for this e-Newsletter? What would you like the results to be? Why?
3. Who are your targeted readers for this? What drives them to make decisions?
4. What are your readers' biggest challenges/pain points?
5. How would you state your unique message, or how would you encapsulate your core philosophy in a sentence or paragraph?
6. What benefits will the reader get from reading and using your ideas/concepts? Please list as many as you can.
7. What benefits would the reader/targeted client/prospect get from hiring you? What proof do you have for your stated results? (statistics, quotes, testimonials, arguments?)
8. What are the disadvantages for a company or client who does not follow what you say? What is it costing them to not take the action you want them to take?
9. How will readers receive your e-Newsletter? Will you send via email, a mail management system, or shopping cart?
10. Will you post your e-Newsletter to your website or blog? Do you have a signup form and database?

# Content for Coaches and Consultants

World's #1 Source of Articles for the Leadership Coaching and Consulting Industry

With Patsi Krakoff, Psy.D.



Patsi Krakoff, Psy.D.

Patsi is founder of Content for Coaches and Consultants and was the Co-founder of The Blog Squad. As a doctor of psychology, she's been writing executive coaches' newsletters and blogs for over 15 years. As a Ford National Journalism Scholarship Winner, she has been writing non-fiction for over 40 years. During the last 15 years, Patsi has been ghost writing leadership topics for executive coaches and consultants. Patsi has expertise in blog writing, content marketing, book creation, and writing on the web. She is also certified as a business coach.



Glenn Dugan

Glenn is a leadership consultant, trainer and coach, addressing the human-capital challenges of running organizations. He also has successfully led people and managed projects for nearly four decades, at large and small companies, up through the executive level. This affords him multiple perspectives on commerce and people. Through insight and discernment forged from challenges and rewards in organizational life, Glenn offers a fresh and powerful contribution to content aimed at coaches and consultants. He is passionate about adding value to the people in leadership roles, and those who coach, advise or train them.

Having good newsletter content is crucial, and so is how your newsletter looks. Formatting and distribution tasks are two of the most time-consuming and energy draining – but necessary – tasks for having a successful e-newsletter.

Executive coach and leadership consultant e-Newsletters are a little different than most small businesses. You're not selling widgets or apps; you're selling the quality of your professional credibility and expertise.

You're selling YOU. You want to establish yourself as a thought leader, with a unique message designed to serve people and better the world.

If you're wondering the best way to start your e-Newsletter, give us a call or send us an [email](#) and let's have a conversation.

## *The Team at Content for Coaches*

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