YOUR ULTIMATE CHEAT SHEET

CRAFTING A WINNING NEWSLETTER

BLUE BUTTERFLY SOLUTIONS:
TAMMY SCHAEFER

Hi There,

I AM TAMMY SCHAEFER WITH BLUE BUTTERFLY SOLUTIONS! .

I'm a virtual assistant who loves sharing helpful content with my readers with my bi-weekly newsletter. I'm excited to share this free cheat sheet to help you create a newsletter that will showcase your business and bring clients to you instead of feeling like you have to chase them down!

There are so many benefits to starting and maintaining a newsletter for your business, and they are included here.

Let's do this!

Tammy

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7 REASONS A NEWSLETTER IS IMPORTANT AS A FOUNDATION FOR MARKETING FOR YOUR BUSINESS

Building Relationships

Trust is your secret weapon in the new world in which we find ourselves. A newsletter gives you a way to consistently share valuable content to connect with your audience, let them know you're in business for real, and that you care about them and their needs.

Action: Make your newsletter a trusted source in a sea of noise. Set it up on your calendar to keep you accountable. You build trust when your readers see that you publish consistently.

Showcasing Expertise

Give away knowledge to showcase your skills without underselling yourself.

Action: Share insights generously to become the loveable, trustworthy, go-to expert.

Staying Top of Mind

Subtle marketing is key. Be the one they think of when they're ready.

Action: Sprinkle your newsletter seeds regularly for a lasting impression. At an absolute minimum, you should send out a monthly newsletter. This keeps you top of mind.

Content Goldmine for Social Media

One-time effort, long-term gains. Your newsletter is your content goldmine. Evergreen content can be used time and time again.

Action: Craft content that lasts, feeding your social media channels for months.

Podcast Fuel

Transform your newsletter into a podcast for those on-the-go clients. You can also use it as a script for short-form video content or a podcast further along in your journey.

Action: Record yourself reading your newsletter and embed it right in your newsletter so people can listen if they don't have time to stop and read it. Reuse your content again and again from platform to platform.

High (Return On Investment) ROI

Newsletters offer the best return on investment in the marketing realm.

Action: Start for free on various platforms and reap the benefits.

Control Over Your Marketing

No more algorithm anxiety. Your newsletter is a steady, reliable channel.

Action: Enjoy control and consistency in your marketing efforts. Own your list so no one can take it away from you.

HOW TO CREATE YOUR STANDOUT NEWSLETTER: YOUR TEMPLATE BREAKDOWN

Professional Email Address

- Make sure you have a professional email address before you start.

Solid Platform:

- Find a platform that best suits your needs and how you want to showcase your business.
- Here's a link to an article to help you explore some popular platforms out there and find one that fits your budget and your business.

Banner or Header:

- Design a unique banner reflecting your business and personality. You can design it in a program like Canva or have it professionally designed.
- Choose a unique name that complements your company and a tagline that describes what your newsletter is about. This will tell your readers what to expect and help keep you focused when you write your content.

Personal Greeting:

- Warmly greet your subscribers for a personal touch.
- Add a professional photo of you so your readers personally connect.
- Briefly introduce the newsletter's theme to set expectation.

Informative Article:

- Use a high-resolution photo that's free from copyright issues. (Here's a link to an article I wrote with information and links to places where you'll find the best photos.)
- Solve your audience's problems with a high-value article.
- Ask people what their biggest struggles are and then give them the answers.
- Craft an engaging title to pique curiosity.
- Make your articles evergreen so they can be used again and again.

Personal Section:

- Humanize your brand by sharing personal preferences, quotes, or interests.

Business Showcase:

- Introduce your business briefly and highlight solutions.
- Provide contact information with a call for action.
- Provide a link to your calendar and make it easy to contact you.

Mastering Deliverability: Tips to Land in Inboxes

- Use a professional email address with a custom domain.
- (Example: your name@business name.com)
- Optimize images using tools like TinyPng for faster delivery.
- Label your images with Alt Text for accessibility.
- Trim unnecessary text or tags to avoid spam filters.
- Authenticate your emails with DKIM and set up a DMARC policy.
- Run a free test on GlockApps to test your deliverability.
- Gain permission before adding subscribers to maintain a positive sender reputation.

Leveraging Content Across Platforms: Extend Your Reach

- Repurpose your newsletter as a blog post for enhanced SEO on your website.
- Share your newsletter directly on LinkedIn for professional exposure.
- Utilize quotes and material for podcasts, videos, and other content avenues.

WANNA LEARN MORE?

Here are some resources from two of my mentors who have helped me learn how to make my newsletter shine!

Blue Penguin Development - Michael Katz

The Done For You Email Newsletter System - Belinda Sandor

If you'd like someone to help you with your newsletter, I'd be glad to help you. Feel free to schedule an appointment with me so we can talk about it.

Schedule A Chat With Me