



Newsletter Publication Masterclass

How to Publish Like A Pro

Paul Addyman

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Now that we've got that out of the way, let's get on with the good stuff!

Introduction



If the value of a mailing list is gold, publishing a newsletter would have to fall into the platinum category.

Naturally, you can keep in touch with your mailing list members without a newsletter, but why pass up the opportunity to gain their respect and trust regularly.

If you merely contact your list members on a random basis, you risk the possibility that they'll forget who you are. Or even worse, what your product or business is all about.

With a newsletter, you have the perfect opportunity to step into the privacy of their homes on any given day of any given week or month. You decide. And once you do - and you arrive at their inbox - you have their undivided attention.

At least, that's what you're hoping for. Their undivided attention.

The first thing you have to do, of course, is to develop a newsletter that your readers will be hungry to devour, from top to bottom.

In all honesty, that's not an easy task. Especially when you consider how many emails the average viewer receives daily. Competing with tons of junk mail, carefully drafted solo ads by other marketers, and dozens of newsletters that have already been subscribed to can give anyone reason to pause.

In many cases, those types of obstacles have prompted webmasters to not only think twice about having their own newsletter but caused them to decide not to publish one at all. Ever.

But when you calculate the enormous benefit of publishing a newsletter, it's something that needs to be taken quite seriously. After all, a good deal of revenue is at stake.

- The more people you can contact regularly, the more income you'll generate.

- The more information and advice you can provide, the more income you'll generate.

- The more respect and trust you establish between you and your subscribers, the more income you'll generate.

That's the good news.

The bad news is how much time and effort is involved in publishing a newsletter. All kidding aside, it's a lot of work. And you need to be prepared to handle that volume of work before you send out your first issue.

As long as you enter into this decision with your eyes wide open - and with a totally realistic attitude - you can easily manage the burden (or