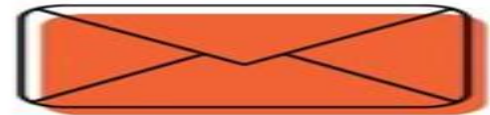


HOW TO WRITE A NEWSLETTER

STEP-BY-STEP GUIDE

THE ART OF SUBJECT LINES

35% of recipients open emails based on the subject line alone. Personalize it with their first name, use calls to action, state direct benefits, or create a sense of mystery to garner clicks.



USE BEST PRACTICES

Always include an opt-out, don't use misleading subject lines, monitor employee newsletter practices, don't spam inboxes, and include social sharing buttons.



USE STORYTELLING

Create an emotional connection to subscribers by telling a personal story or using one from a customer as a testimonial.



PREDICT QUESTIONS

Collect feedback from customers through something like Google Forms and preemptively answer questions to improve user experience and reading flow.



LOTS OF CALLS TO ACTION

Directly tell readers what next step they should take such as calling a phone number, visiting a page, buying a product, etc.



Quick Newsletter Business Ideas Guide Step By Step

**Yolanda A. Johnson, Sonya D. Hill, Julie
A. Mitchell**



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