

NOT ANOTHER NEWSLETTER

Maintaining the front position in your key prospects and customers minds is a challenge in today's world given the rate of information our minds receive and the amount of businesses competing for our customers. A study in 2011 as reported by science correspondent Richard Alleyne stated that each of us were daily bombarded by the equivalent of 174 newspapers of data. And that was 2011.

Over the years many people have told me that a monthly newsletter doesn't work. "There is so much email that people won't read them" they say. My personal experience is quite to the contrary. How do I know this? From both new business and feedback received to my own newsletters which includes:

- One business owner prints off relevant articles and leaves them in the lunch room for the employees to read
- A General Manager had printed off relevant articles and categorised in a folder for future reference
- One sales representative for an electrical supplier was using my article for a speech he was giving
- Many that I speak to reference particular articles as to how these have helped them personally or grow their business
- Copies of my articles are often lying on managers desks

A few thoughts about a monthly newsletter:

- It is all about the reader, not about your business. Understand what are they interested in and write accordingly. It has to contain something of value to the reader.
- If your market is video oriented consider incorporating this medium
- Keep it short and focused
- Be consistent
- Make it interesting. It's the reason I have 2-3 main articles, the Lighter Side and Cellar Notes
- Even if people don't read it, the fact that your name shows up in your key prospects and customers inbox on a monthly basis helps keep you in mind
- If you don't feel you are up to writing the content, find someone who is. My son when he was twenty was running his own Personal Training business. He had a writer in the US who wrote relevant articles for the industry to whom he paid \$20.00 per month for the content.
- Even if it is one article that is relevant to your reader then that is enough to make a start

Some industry types have very few businesses who send regular newsletters. If you implement this you might actually go straight to the front of your readers mind.

As a last note, I have helped a number of my clients with their monthly newsletters. If you'd like to discuss this further email me at ray@rayhodge.com.au

Ray Hodge speaks and consults to businesses and organisations, a notable event being the Department of the Australian Prime Minister and Cabinet. His emphasis is on improving critical efficiencies to dramatically increase key results. He has coached and provided consulting services to leaders and teams for over 25 years.