

**Subject:** [Mobile] #9: How to Start an Email Newsletter

**Body:**

## Lesson #9: How to Start an Email Newsletter

Hi [Name],

Welcome to the final Mobile Marketing 101 lesson.

Today I'm going to pick up where we left off last week in our discussion about email marketing. Remember I told you I'd share a step-by-step guide on how to start your own email newsletter?

Well, here it is. And just a warning before you get started... this lesson is about twice as long as the others so if you're in a rush you may want to come back when you have more than 30 seconds to read.

## How to Start an Email Newsletter

### Step 1: Define Purpose

Before you start writing you need to think about the purpose behind your newsletter. Here's a short list of possible purposes of an e-newsletter:

- To inspire your readers
- To solve a problem
- To teach a skill
- To entertain
- To educate and inform
- To share company news and announcements

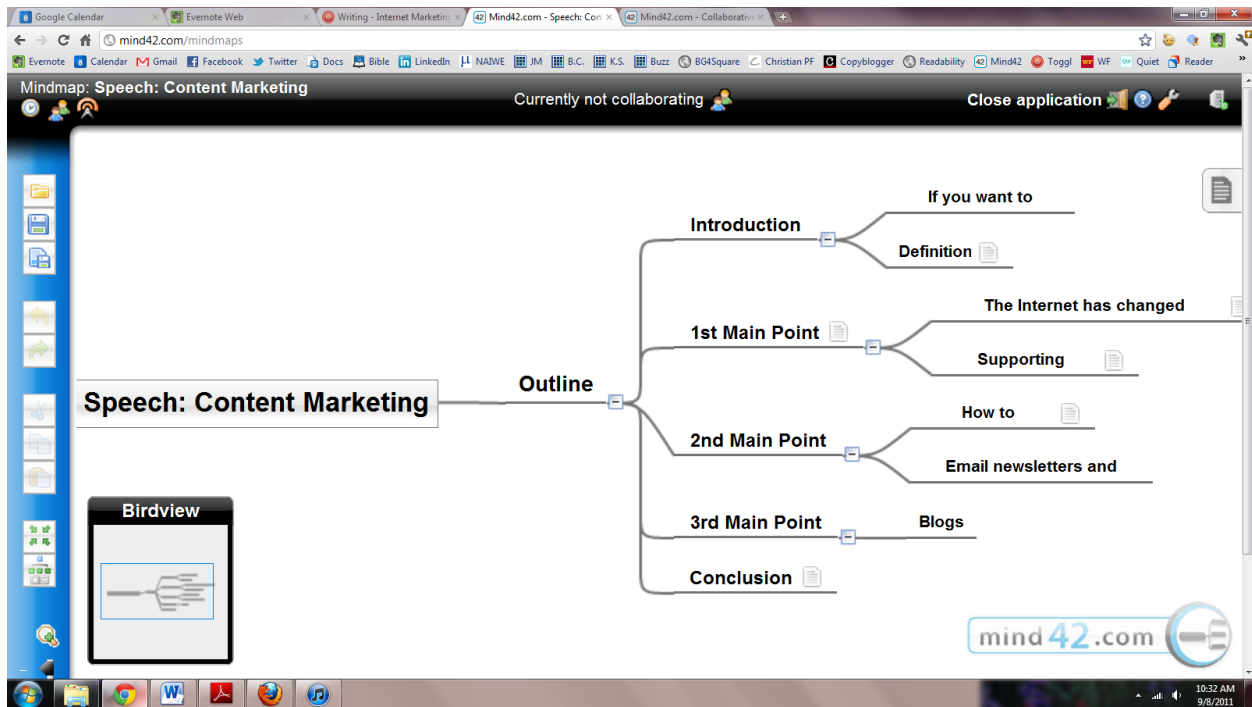
And of course you are free to combine elements of all the above. Just make sure your purpose is clearly defined before starting. Personally, I prefer to read and write newsletters that solve problems and educate.



This Mobile Marketing 101 newsletter is a combination of education and problem solving. My purpose here is to teach small business owners how to master mobile marketing so they can better connect and serve their clients. This formed the mold for all my lessons.

## Step 2: Create a Mind Map or Outline

I prefer mind mapping over outlines. It's just how my mind works. If you want a free online tool that will help you map out your newsletter check out [Mind42.com](http://Mind42.com). Here's an example screen shot from Mind42.com:



When I do a mind map I like to keep everything neat and orderly. Some of you may like to have the lines branching off in all different directions but that confuses me.

And if you prefer to use outlines then open Word and make a basic outline there. You'll most likely tweak your mind map or outline as you go but it helps to have some sort of framework.

## Step 3: Write, Write and Write Some More

Once you have a plan in place the next step is to start writing. Don't worry about which email marketing service to use yet. We'll cover that later. For now your goal is to write all the newsletters you have planned. I prefer writing newsletters that take the form of a training course so I'll refer to each newsletter as a lesson.



## ***Tip: Keep It Informal***

I'm not going to get into the mechanics behind how to write well. But here's one valuable tip that will take you a long way:

### **Write like you talk.**

That's it. I know it seems too easy but if you can learn to write like you talk and keep the tone informal you'll have a much better chance at connecting with people.

Don't give in to the temptation to make yourself sound "scholarly" when really, that's not how you talk in real life. Be yourself. Oh and don't forget to edit *after* you write, not while writing.

## **Step 4: Choose an Email Autoresponder**

One of the features of an autoresponder is that you can customize it and use the person's first name so it looks like a normal email from you. The course you're reading right now is an autoresponder and I schedule it so you get a lesson weekly. I don't have to manually send out these emails so it saves me a lot of time.

## **The 2 Most Popular Autoresponders:**

### **1. MailChimp**

[MailChimp](#) is the second best email autoresponder out there. I understand MailChimp is free for the first 2,000 subscribers you have on your email list. I heard their templates look good and are easy to design too.

### **2. Aweber**

[Aweber](#) is the number one autoresponder. It costs \$19/month to use but there are a few reasons why it makes sense to go with them.

1. They provide email and phone support. MailChimp only provides customer service via email.



2. Their tracking software is much more advanced than MailChimp. You can tell exactly who opened your email and what links they clicked. The basic MailChimp version does not offer this.
3. Aweber is better if you plan to do any affiliate marketing. I've heard that affiliate marketing is against MailChimp's terms of service.

### Step 5 (actually Step 1): Get Started

Now you know enough to be dangerous. Here's a recap of the steps to create your email newsletter:

1. Define your purpose
2. Create a Plan (mind map or outline)
3. Write the Lessons (write like you talk)
4. Choose MailChimp or Aweber and get started!

Have fun with this and don't make it too complicated. Remember email marketing combined with a mobile website is a very effective marketing mix.

And if you're one of the business owners who is excited about QR codes, email marketing and other mobile marketing tools but don't have a mobile website in place yet then [click here](#) to see how we can help you.

Our mobile websites will help you better connect and serve your clients. If they don't then cancel within 30 days and you'll never pay a dime. It's really that easy. [Click here](#) to get started.

To your success,

*Steve*

Steven Hudson

P.S. By 2013 more people will use their mobile phones than PCs to get online. Are you ready?

