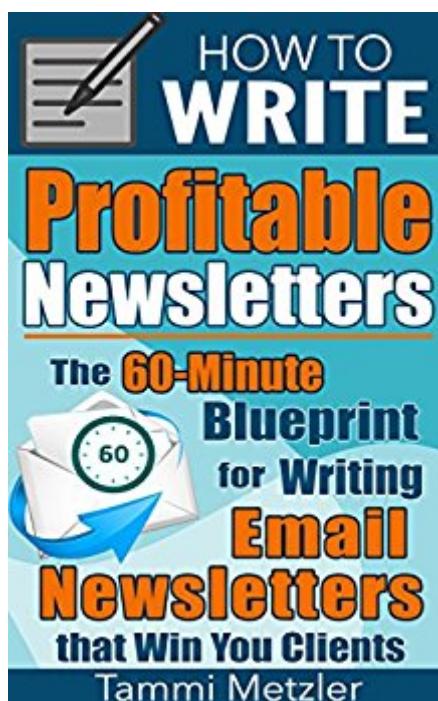


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# How To Write Profitable Newsletters: The 60-Minute Blueprint For Writing Email Newsletters That Win You Clients (How To Write... Book 1)



## Synopsis

Are you looking for simple ways to attract a steady stream of clients into your business? What if you could send one email and end up with \$100s or \$1000s of dollars in immediate product, program or service sales? As a longtime email marketer, Tammi Metzler has seen firsthand how powerful an email newsletter can be to help establish expertise, grow a business, and earn money, but it took her many months of trial and error to find what worked and what didn't when it came down to getting responses from her email list. Once she figured out what worked, it seemed like everything just clicked – suddenly, people were emailing her to thank her for the newsletters, ask for expert advice, and request one-on-one services – and that was without pushing or trying to sell them anything – she was just publishing regular newsletters containing authentic, informative articles and tips. That's the beauty of email marketing; it gives you the chance to engage in ongoing conversations with your readers, so that they feel more like you are a useful resource than a nagging pest. This process is good for anyone with a product or service to sell. Doesn't matter if you own a business or are an independent sales rep working on commission, either way you'll reap the rewards by building a solid base of ready-to-buy customers. *How to Write Client-Winning Email Newsletters* shows you exactly how to create your own thriving, profitable community by publishing a cost-effective email newsletter. In these pages, you'll discover:

- The Top 3 Biz-Boosting Benefits of Email Newsletters
- The 4-Step Process of Converting Email Newsletter Subscribers Into Clients (Without Really Trying At All)
- The Technical Details of Turning Prospects Into Readers, from Setting Up Your List-Building Free Giveaway Opt-in Page to What to do After Subscribers Sign Up and More
- 4 Things to Include on Your list-building free gift's Thank-You Page
- Putting Together Your Money-Making Upsell Page
- The One Thing NOT to Do With Your Newsletter
- How to Set Up Your Automatic Follow-Up System
- The Dangers of Inconsistent Follow-Up
- How Often to Send Your Email Newsletters
- The Best Time(s) to Send Your Newsletter
- The Email Open Rate You Should Aim For
- Your Publishing Schedule Template
- The Key to Saving Time & Beating Overwhelm
- The Newsletter Sections You Must Have (and What to Skip in the Beginning)
- The Most Popular "Types" of Newsletters
- 3 Ways to Publish a Regular Email Newsletter without Writing a Word
- How to Hone in On Your Irresistible Message
- The Genius of Turning Problems into Solutions
- The 60-Minute Article Template
- 5 Crucial Components of a Newsletter Article
- The Fine Art of Using Attention-Grabbing Words
- 5 Steps to Writing Client-Winning Newsletter Articles in 1 Hour (or Less)
- 29 Ideas for Choosing Winning Topics
- 13 Possible Calls to Action
- The "Brain Dump" Exercise for Essentially Reading Prospects' Minds
- 3 tricks to Help You Drastically Shortcut

the Article Writing Processâ €How to Hook Readers With a Strong Introductionâ €The Secret to Writing a Conclusion that Calls Readers into Actionâ €Tips for Making Your Article Irresistibleâ €How to Use "Bucket Brigade" Phrases to Keep Folks Readingâ €On Using Power Words to Add Pizzazz to Your Contentâ €Top Tips for Avoiding Credibility-Busting Errorsâ €The 19-Point "Before You Publish" Checklistâ €7 Ways Your E-Newsletter Articles Can Pull Double Duty As Powerful Marketing ToolsThis isnâ ™t just theory here, either â “ youâ ™ll get step-by-step instructions and page after page of real-world examples and templates to help you apply each step to your own business.

**ABOUT THE AUTHOR** Tammi Metzler, Chief Copywriter and founder of The Write Associate, is a self-professed "word geek." She loves playing with words to find just the right combination to move readers into action.

## **Book Information**

File Size: 1485 KB

Print Length: 127 pages

Simultaneous Device Usage: Unlimited

Publisher: CreateSpace (April 25, 2016)

Publication Date: April 25, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01ETMRHAK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #34,573 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #15 inÂ Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing #16 inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct #36 inÂ Books > Business & Money > Marketing & Sales > Marketing > Direct

## **Customer Reviews**

Book full of practice, examples and actually is a complete solution for those who want to create own highly effective e-newsletters.

I enjoy Tammi's writing. The book does have good value. It is informative. Her barrage of emails can be annoying.

This is a well written book full of useful information. It is unlike other books that I read on the subject of email marketing where you just get the bare bones. Tammi's book shows her experience and after reading it you will be able to create your own email newsletters that will convert into sales. This is the only book you will need on the subject of email marketing.

great read!

I thoroughly enjoyed Tammi's book. Although, I thought originally that it would have a different slant, I was able to glean some help from what she wrote. I especially was helped by tweaking my author info and my email signature line. Thanks!

Great book on an often ignored subject, marketing with email newsletters. Came at a perfect time for me as I'd been looking for a way to communicate with my database of LinkedIn connections that wasn't obnoxious. What I like about this book is that Ms. Metzler provides clear direction on how to build a system for newsletters as well as templates that you can literally copy and paste into your own letters. Plenty of technical information as well about setting free giveaways and opt-in pages etc.. The step by step process is very helpful. I've paid 30 and 40 dollars for information products that were not this thorough or useful. If I can read it and use it right away I've gotten my money's worth. I give "How To Write Profitable Newsletters" a thumbs up.

A good guide to setting up a newsletter, why you need one, the tech side of setting it up, how often you want to email etc. There's a few chapters on how to write the emails and a good set of timed exercises to help get you actually writing them. Like the other review said, there are a lot of links, however most of them are because the author gives you her emails as examples and they (obviously enough) have links in. They allow you to see what she's saying in her emails, so you have a good idea of the structure for yours. There are also a few affiliate links for some of the tools she recommends, but the book isn't a salesletter for her services. I do wish there was more dissecting of the actual copy so you could improve as a copywriter, but maybe that's not what this book was for. The author clearly knows how to be a copywriter and write newsletters, so I think it's well worth the cost of the book.

I personally liked being guided from one step to the next one. The examples, case studies, bullet lists and calls to action bring instantly clarity about what to do next. I now look forward to use templates, so that I do not have to start from scratch with each issue and will be able to save time and effort. I also gained new ideas in how to differently design my newsletter. Taking some inspiration about the copy-writing with me, I feel more comfortable in using more powerful words in my future newsletters. I personally could a few more tips and guidance when it comes to dealing with technical issues, but that is maybe not the job of a copy-writer. Overall this is a very helpfull book in taking my newsletters to the next level.

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