



- CREATING AN -
**IRRESISTIBLE
NEWSLETTER**
SAMPLING OF SECTIONS



**6-FIGURE BIZ
ACADEMY**
FOR NUTRITION PROFESSIONALS



CREATING AN IRRESISTIBLE NEWSLETTER

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One of the ways that you'll stay in constant communication with the people on your mailing list is through the regular delivery of your newsletter. By delivering an newsletter that is content-rich and helpful to your ideal client, and doing so at least every 2 weeks, you'll create a strong "know, like, & trust" factor.

You'll want to create (or have someone create for you) a **template** for the various sections of your newsletter. Note: We have a template that includes ALL possible sections that we would want to have for the newsletter – and we just "delete" the ones we're not using on an issue by issue basis.

Here are the recommended sections you need:

Personal Note: This tells your audience a little about what's going on in your world. You can talk about issues related to your expertise, you can comment on recent events you've been to, you can share interesting things that have happened with clients, new learnings you've had, etc. AND you can share a bit about what's going on in your personal life, too. The idea here is to be warm and relatable – the more people feel like they're getting to know the real you, the more comfortable they will be with investing with you.

Main Article: This should be an article on a topic that is helpful and relevant to your audience. But remember, don't try to cram too much information into an article. Give them just enough content in nice "bite sizes" that they can remember the key points and take-aways. If you want them to take action or make a shift as a result of your article, keep it to a main topic/point and no more than 3-4 bullet points to support it.

Your Bio: You want to have a section near the bottom that tells all about you, what you specialize in, what kinds of clients you help, the results they achieve, any special training you've had, how to reach you, etc.

Here are several **OPTIONAL** sections to consider:



(“Your Name”) Recommends: This is a section where you can recommend your own products or services, OR, you can feature someone else’s. I often recommend programs that colleagues or referral partners are doing, webinars or events that might be of interest, a particular book I recently found impactful, etc.

Upcoming Classes & Events: Here’s where you can officially pitch an upcoming free webinar or FB live, paid course, speaking engagement, product you’re launching, etc. This would refer to stuff that is your own – not that of a partner or colleague.

Question and Answer: If you’d like, you can have people write in good questions that are relevant to your audience and then you can provide your answers. You can be the “Dear Abby” of your niche.

Client Spotlight: Here’s where you can share client success stories. Just be sure to share where the client was at before starting working with you, what happened through your work together, and where they are now. Be as detailed and specific as possible – and measurable (quantifiable) results are always best.

Where’s (“Your Name”)?: This is a calendar feature where you list what you’re going to be up to in the coming months. You can list events you’re attending, trainings you’re taking, etc. as WELL as when you’re doing a VIP Day with a new client, or when you’re kicking off a new launch of a program or product, or when you have an upcoming free teleseminar, etc. List everything that’s relevant to your business – this is actually a great way to “SEED” to your clients (meaning that you’re subtly hinting about cool things that you offer). And when relevant, always have your calendar have an active link if it’s something your clients can sign up for.

Also, feel free to mix in some personal dates, too. Like a camping trip, a wedding, or a special event. Again, this helps your client get to know you better as a person, not just a potential business colleague.

Quick Tip: We’ve had a lot of fun with these. They’re like main articles but just much shorter. You still need to make a relevant point, but the length makes these very easy to read.



Video Clip: Lots of people are using video in their newsletters these days. Including a short, helpful and compelling video is fun, different, and attracts people who are more “watchers” than “readers.” However, be sure that – just like a written article – it has a point of view, teaches something relevant, and breaks things down in a way that’s easily understandable so your clients can take action. I love the tool called Bonjoro (Bonjoro.com) for this purpose!