



- “MUST DO’S” FOR AN -  
**IRRESISTIBLE NEWSLETTER**



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



## “Must Do’s” for an Irresistible Newsletter

**Write to an ideal client:** Make sure that you’re writing to just ONE client in your mind’s eye. Talk right to them. Help them with what it is they need to know. This will make the article more intimate and personable.

**Have a clear message / themes:** Your newsletter should represent the main tenets that your business stands for! For example, my newsletter is in alignment with the theme that RDNs can (and should) have thriving and lucrative practices – as long as they know the business building steps to do so. So my newsletter will always teach tips, tools, and techniques to help RDNs be more successful – and in the process earn a nice living while truly making a difference!

**Use nice formatting and graphics:** Your newsletter is a reflection of your brand. It needs to look pleasant. Don’t have the fonts switch around, or be different sizes, or be inconsistently formatted. Be sure to use graphics to break up the text. Don’t use too many colors (though one or two for accents is nice). People will draw conclusions about your business from how you present your newsletter.

**Do a “topic brainstorming”:** Rather than always saying “what should I write about this week?” it’s helpful to do a topic brainstorming and then keep the list. Think about EACH “main” theme or topic you would be an expert to discuss, and then do a brain dump of all of the sub-topics that would fit under that larger umbrella. Typically, when my clients do this, they choose one larger topic and then spill out anywhere from 10-15 specific sub-topics, angles, or ideas they could make into individual articles. (And don’t worry, you can always throw the poor ones out and choose only the best).

**Break things into tips / bullets:** You don’t want to overwhelm your audience with too much information. Start each main article with a premise or topic, share why it’s important, and then break the main content into 3-4 tips or sections. This makes the material most easily retainable to your readers.

**Seed upcoming events and programs:** Drop hints about upcoming events, programs, free calls, launches, etc. in your newsletter. You can do a “save the date” mention, or actually promote your upcoming stuff in the relevant section of the newsletter. Just know that you don’t have to promote something ONLY when it’s happening... you can announce something special coming up, or something to watch for, etc.

**Consider using videos too:** These days so many people are doing written newsletters. Make yours stand out by including “video” articles. (You’d cover the same content but through a video instead of the written word). This makes things more interesting, breaks things up a bit, and caters to those in your audience who prefer to watch rather than read.

**Post your newsletter to social media:** Be sure each time you write a newsletter to post any relevant articles or promotions to your blog (if you have one), and to put up Facebook, Instagram, LinkedIn posts. We reach lots of people through social media who are NOT on our regular mailing lists. This can often entice them to join.

**Reuse your newsletter content wherever possible!** Remember reuse the main article of your newsletter for your blog content. You can also integrate this same content for any Facebook lives that you do.