



Newsletter and Blogging

CREATING A NEWSLETTER

UNDERSTANDING YOUR AUDIENCE

HOW TO WRITE A GOOD SUBJECT

LINE BLOGGING BASICS

IMPORTANT POINTERS FOR BLOGGING

STARTING YOUR BLOG



NOTES:

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Understanding Your Audience

- Provide relevant, high quality content
- Make the subject line compelling – see below
- Keep it short and sweet – people are inundated with newsletters and emails these days. If you are too wordy, people will not make the time to read what you have to say unless they have a pretty established relationship with you already
- Layout and structure is important, so make the newsletter pretty and include compelling images
- Include easy to share features – included forwarding options and social share buttons
- Include an opt out link in your email – you don't want to make it too hard for people to opt-out, as they will resort to marking you as spam and lower your email ranking

WHY PROVIDE A NEWSLETTER:

WHAT YOU CAN INCLUDE:

- Informational articles
- Reviews
- Tips
- Videos
- Announcements
- Recipes
- Links to other people's articles/blogs that you love
- Events
- Special offers
- Personal stories
- "Social proof"
- Testimonials
- Photos



BONUS 07

WRITING GOOD EMAIL COPY REALLY BOILS DOWN TO TWO THINGS:

- Be Human
- Be Appropriate and Significant!

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- Become an Empowered Eater
- How I wake up energized each morning
- Are you doing this for your body?
- This is really scary to admit...
- 5 Unexpected Tips for High Energy Nutrition
- Last chance to get your free breakthrough emotional eating session

- [OMG!! Click here to get 20% off your next Coaching Session!!!](#)
- [Help me start a new Health movement](#)
- [Check out my new blog post](#)
- [Get a Free Session](#)

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The world of blogging is rapidly changing. Whereas in the past people would write blogs as a way to make money, the use of a blog for you as a Coach is quite different. The main reasons for having a blog are:

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Important Pointers for Blogging:

There are many blogs out there in the blogosphere, but don't let that intimidate you! There are millions of people out there who will benefit from learning about your work. You want to make sure to emphasize the parts of you that are unique and cultivate your own voice. That is what will keep people coming back to your blog and feel like you are bringing something new and fresh to the table.

HELPFUL QUESTIONS TO ASK YOURSELF WHEN CREATING A PUBLIC PERSONA ARE:

WHAT ARE YOU PASSIONATE ABOUT?

WHAT IS YOUR NICHE MARKET (IF YOU HAVE ONE)?

WHAT DO YOUR FRIENDS APPRECIATE ABOUT YOU?

ARE YOU KNOWLEDGEABLE, WITTY, RADICAL, PERSONAL OR ALL OF THE ABOVE?

WHAT MAKES YOU DIFFERENT FROM OTHER COACHES?

WHAT DOES YOUR TARGET MARKET WANT TO HEAR ABOUT?

WHAT DOES YOUR TARGET MARKET NEED TO KNOW?





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What to Think of When Starting a Blog

The world of blogging is rapidly changing. Whereas in the past people would write blogs as a way to make money, the use of a blog for you as a Coach is quite different. The main reasons for having a blog are:

- Posting valuable content regularly gives visitors and potential clients a reason to come back to your website and interact with you and your business
- You are able to position yourself as an expert in a specific niche or field
- Your blog gives you credibility as a practitioner – you know what you are talking about
- You can stay in contact with existing customers and increase the touch points between you and your client/potential client
- You can use your own unique keywords in your blog posts as well as including popular key-words that will make people find your blog/website
- The more pages you have that Google can index, the more opportunities there are for Google and other search engines to find you
- You have content that other bloggers can link to – by others adding links to your content your site will become more “searchable” in the eyes of search engines
- You have content that you can link back to from your social media accounts, which means more visitors to your website and opportunities to capture new email addresses
- If you include images on your blog posts you can add a “pin it” button and your readers can add your content to their Pinterest boards
- Build your brand through your blog – show the world what you do and what your business is about

NOTES:
