

e-Tip Broadcasting

100 STEPS TO SETTING UP A SUCCESSFUL E-NEWS/E-TIP BROADCAST

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Want to broadcast an e-newsletter or daily tip? The following checklist should help.

1. Before You Start: Decision-making, Planning and Preparation

- Set first-year goals: How many subscribers to you want within 12 months?
- Select the topic or theme for your broadcast that you will really enjoy writing about.
- Figure out WHY you want to do this and what the benefits are to you.
- Identify the 10 things you like about other tips/newsletters that you receive.
- Start writing (your first issue or 5 tips/nuggets).
- Schedule time to write your e-Newsletter or nuggets each week.
- Share your initial writings with 10 people and ask for improvements (not feedback).
- Make sure your email program can handle 200 email addresses for 'broadcasting.'
- Set up a website or web area at which to upload your writings/tips.
- Decide the level of automation you want your broadcasting system to have.

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2. e-Newsletter/Tip Design Elements - Group 1

- Title (of Tip/Nugget or Newsletter).
- Personal news.
- Topical news.
- Share feedback from readers with everyone.
- Provide a situational solution or strategy.
- Suggest a change in thinking or behavior.
- Pose an interesting question.
- Provide a statistic.
- Recommend a URL/website link.
- Share your opinion.

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3. e-Newsletter/Tip Design Elements - Group 2

- Quote an expert. or author
- Include a powerful/fitting quote.
- Profile/review a book
- Share a client's story/case study.
- Point out a trend and link it to your topic
- Provide a self-test.
- Write a "100 Days To...." type of email-based coaching program.

- Tell a story.
- Your signature (with contact info)
- Offer a discussion list for readers to join if desired.

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4. Write Your e-Newsletter/Tip Well

- Write snappy titles: Exact, simple, surprising, directive.
- Use metaphors and analogies.
- Distinguish a distinction (A vs B).
- Speak in messages that direct/guide the reader.
- Provide a 3-step progression.
- Speak personally/conversationally vs theoretically.
- Be jargon-free (or else explain it).
- Use very specific vs general/vague/over-used words.
- Ask yourself "What do I want the reader to know most?"
- Ask for feedback from readers in order to improve your style.

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5. Marketing/Building Subscribers

- Email your first issue to everyone you know.
- Add a 'how to subscribe' segment at the beginning/end.
- Let visitors to your site subscriber from your site.
- List your newsletter/tips at 'mailing list websites.'
- Get your newsletter/tips announced via Scout.
- Write provocative, rich, opinionated copy that gets passed around.
- Offer liberal 'retransmittal/reproduction' rights; encourage this.
- Swap announcements with other list owners.
- Offer more than one tip/news broadcast (multiple markets).
- Purchase 'opt-in' subscriber lists and market to these.

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6. Broadcast Management Systems & Features

- After 100 subscribers, automate the sub/unsub process with majordomo, listserv or LetterRip.
- After 500 subscribers, start offering a Daily Tip.

- After 500 subscribers, use a broadcast queuing/hopper system offered by Julnet.com or webvalence.com.
- After 1,000 subscribers, start queuing your plugs/marketing messages.
- After 1,000 subscribers, offer a second email list using a single database.
- After 1,000, add "autodelete of bounces" system.
- Let subscribers receive ad single-email digest of multiple tips/newsletters.
- Add a feature that lets you send out sequential emails (for a step-by-step course).
- After 5,000 subscribers, hire a broadcast manager
- Have your tips/newsletters automatically post to your website.

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7. Making Money With Your E-Newsletter/Tip Broadcast

- Offer a distance/virtual/tele version of your professional services.
- Offer a book or audiobook or audiobook set.
- Offer free TeleClasses (10-20% will convert to pay classes).
- Offer fee TeleClasses (1% of subscribers will sign up).
- Plug a colleague (and then they can plug you).
- Sell other people's stuff (books, programs, diagnostic tools, products, services).
- Convert your topic into a web/RealAudio course.
- Sell advertising (if your list gets to 10K+ subs).
- Create an online community and offer them branded products.
- Help others write/package their content into nuggets/newsletters.

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8. Key Success Strategies

- Offer a daily tip versus just a weekly newsletter.
- Have more than just one tip/newsletter; expand to have 3-25.
- If you can't write well, learn how or hire.
- Create corresponding services that 'go with' your tip/newsletter topic.
- Keep experimenting with topics/subjects until you find one that people subscribe to in droves.
- After 1,000 subs, turn them into a community.
- Don't give up; critical mass is at 5,000 subs.
- Don't expect immediate revenue, but it will come.

- Pick a topic that is what people want, not just what you think is interesting.
- Target market segments/industry groups given the high referral rate.

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9. Topics to Write About

- Relationships (finding and improving).
- Career (advancement and transition).
- Small Business (entrepreneurship and making money).
- Living Well (fulfillment and happiness).
- Professional Success (marketing and practice management).
- Skills (communication and technical).
- Internet (marketing and cyber skills).
- Personal Development (self-improvement and spirituality).
- Self-Care (nutrition and balance).
- Market segments (women, men, parents, etc.).

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10. Turn Your Newsletter Into a Community/Network

- Come up with a community 'name' vs just a newsletter's name.
- Provide a directory of all subscribers who wish to be listed.
- Offer special get-togethers or free services to members.
- Put members together via "I need X" listings in your newsletter.
- Offer discussion groups for subgroups of your subscribers.
- Offer special discounts to your subscribers.
- Turn your readers into your R&D team for program development.
- Offer prizes, gifts, shirts for their input/help/ideas.
- Set up local meetings/chapters for subscribers to meet each other.
- Find out what your community wants and then offer THAT to them.

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