

Follow these tips for developing, marketing, and maintaining a successful email newsletter.

1. Set goals to reach a specific number of subscribers for the first month, year, etc.
2. Choose a niche whose needs you are prepared to meet.
3. Swap lists with others who teach on similar subjects only with permission.
4. Offer free gifts that will grow your business and spread your message.
5. Act as an affiliate to promote services/products for a percentage of sales.
6. Consider selling advertising to others related to your mission and values.
7. Hire other writers for variety and time management.
8. Include your signature for a personal touch.
9. Bring up debatable discussions.
10. Create clickable titles for articles.
11. Write what you know.
12. Avoid philosophical theory and speak from the heart.
13. Do not use jargon.
14. Ask for feedback.
15. E-mail everyone you have met and include a “how to subscribe” feature.
16. Create a subscription link on your website.
17. Write original, opinionated pieces worth sharing.
18. Make the newsletter benefit yourself as well as the reader.
19. Learn from others – identify items you enjoy in newsletters you receive.
20. Include personal and topical news.
21. Feature statistics or infographics.
22. Automate when possible.
23. Find a reliable mail program that can handle 500+ email recipients.
24. Share feedback with permission.
25. Quote other experts and authors.
26. Feature new books or documentaries that relate to your subject.
27. Tell an interesting story.
28. Don't give up; stay the course.
29. Conduct research from your audience and follow their lead.
30. Use surveys and polls to increase interaction with your readers.