

# How to Create A Monthly Newsletter That Your Subscribers Can't Wait to Read

In order to create a successful, much anticipated newsletter, you need to do three things:

1. Create an exciting title and theme.
2. Generate compelling headlines and content that delivers.
3. Make your content visually appealing and easy to read.

Let's look at each of these three in more detail...

## Create an Exciting Title and Theme

Seems like everyone and their brother has a mailing list, which means you won't get a lot of sign-ups if you have a "run of the mill" newsletter. For example, if you tell people to "sign up to learn how to train your dog" that's not very original. You won't stand out. And people aren't going to hand over their precious email addresses for something they're probably already getting elsewhere.

Instead, you need to create a unique theme and title that catches people attention, gets you standing out from your competitors, and makes people want to join.

How?

One really good way to do this is by creating some sort of proprietary formula or system that you promise to share within your newsletter.

Let's take the example of the very popular P90x workout system. Their fat-loss system was pretty much the same as everyone else's. However, what set them apart is that they gave a fresh name to their system: they called it the Science of Muscle Confusion™.

No one else in the industry was using that exact name, which made the workout system stand out and get a lot of attention (even from notable

figures such as Michelle Obama and Sheryl Crow). While that's an example of how they named a program, it's a great illustration of how you can name your newsletter.

I've done the same thing with my own newsletter (as well as courses and other content). For example, you'll see that I often develop a system around an acronym (such as my S.P.E.N.D. more system, which teaches marketers how to get their customers to spend more money with them).

Another way to develop something that stands out is to combine two associated words. For example, "PLRContentSourcery" and "Businessentials."

Finally, you can use alliteration to stand out. This newsletter you're reading now is an example (Three to Thrive). And as with all of these examples, the name matches the focused theme. Instead of talking about everything related to online marketing, this newsletter focuses on the three keys your business needs to thrive.

One final note: once you select your title and theme, then be sure to include this information on your opt-in page. You'll also want to set expectations on this page, by letting people know what sort of content they'll get and how often. E.G., "Each week you'll get a fresh newsletter teaching you how to [get some good result], plus I'll share with you my favorite resources for [making this process quicker/easier/faster!]"

Now the next point...

## **Generate Compelling Headlines and Content**

Your awesome theme and newsletter title compelled people to sign up. Now your next challenge is to get them to open and read your content. You do this by creating compelling headlines (AKA subject lines) followed by content that delivers on those headlines.

Here's the key: don't create click-bait titles that don't match the content. This will disappoint and even upset subscribers, who will stop reading your newsletter and likely unsubscribe.

Instead, create intriguing titles, and then be sure your content creates a payoff.

For example, a title might be something like, "The weird fat-loss trick you've never heard of before..."

When readers open up and read the newsletter, they indeed better be reading something that they've never heard about before.

Let's suppose the "trick" isn't entirely new. In that case, your title might be something like this: "The weird fat-loss trick that really works..."

If your content then shares a trick that is a little "weird" (maybe something not commonly used), but it's proven to work, then you've got good content that matches a compelling title.

You can take this tip and put it to work for you ASAP. Take note that we'll be talking about how to create compelling content in length in future issues of this newsletter.

So, let's move on and look at the third key to creating a newsletter people want to read...

## **Make Visually Appealing Content**

The third key to creating a newsletter that your subscribers really want to read is to create visually enjoyable content. Here are tips for doing this:

### ***Utilize White Space***

Use short paragraphs, bulleted lists and similar elements to create more white space in your newsletter. This makes it visually appealing and easier to read.

### ***Insert Graphics***

Good graphics break up content, which makes it easier to read. They also add value to your content and make it more visually appealing.

## ***Use a Polished Layout/Design***

Don't just send out a plain-text newsletter. Instead, use a responsive layout and HTML to create something that's visually appealing. Many email service providers offer free templates so you can do this quickly and easily, no tech experience required.

Now let's wrap things up...

## **Summary**

If you're looking to create a newsletter that people really want to read (and what marketer doesn't?), then you need to implement the three keys you just learned about. Namely:

1. Create an exciting title and theme for your newsletter.
2. Generate compelling headlines and content that delivers on your headlines.
3. Make your content visually appealing and easy to read.

If you do these three things, you'll be well on your way to building a responsive list of eager readers who open (and read!) everything you send them!



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