

▶ Checklist » How to create a successful newsletter

- Use a template – There is no point starting your newsletter from scratch each time. You can keep your newsletter’s look consistent by using a template. It also ensures more efficient use of your time and it keeps the process simple for the next person who will be responsible for it.
- Limit “filler” material – Don’t overdo it on jokes and clip art. Although it may be necessary and even entertaining to use these at times, people read your newsletter to find useful information. They will be less likely to read it in the future if they think it doesn’t offer value.
- Appoint a proof-reader – No matter how detail-oriented you are, when you’re very close to a creative project, you will miss your mistakes. Ask someone on your team or in the community to double-check your work. Having “fresh eyes” look at the document before it is printed or distributed helps to reduce errors.
- Publish your newsletter on time – Publishing on time helps to build anticipation for the newsletter with your readers. It also maintains good relationships with readers, contributors and advertisers by demonstrating that you are reliable.
- Request feedback from readers – Open the lines of communication and ask for feedback frequently. This will encourage article ideas, community engagement and dialogue.