

Using Newsletters to Build Website Traffic, and Vice Versa.

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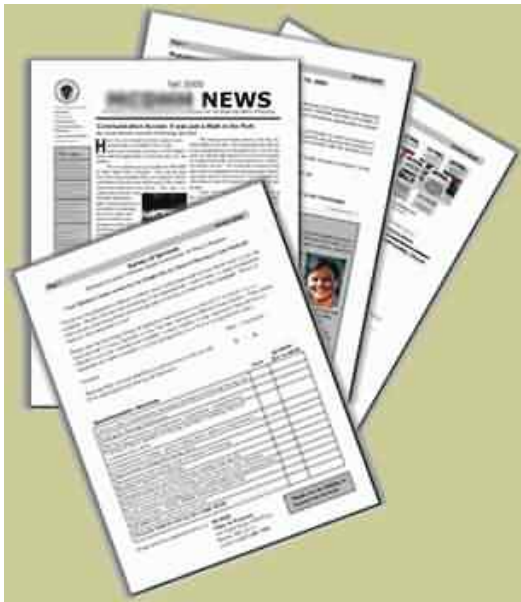
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Communication is crucial to developing a relationship with your readers. Building a relationship is crucial to developing a platform. Writers need to determine a way to reach their target base as well as maintain contact with their customer. With the internet making it simple, and almost free, to reach any person, any time, how can a business compete with the chatter that vies for each customer's attention?

Many businesses are recognizing the benefit of combining websites and newsletters together as a way to grow and foster communication and customer loyalty. They hire individuals to write articles and design newsletters that will grab the attention of their customers with sales, specials and gimmicks. We are

writers, however, the bulk of the expense in a newsletter is the copywriting. We can do that ourselves for only a few hours of time. That makes this form of marketing ideal for us.

What is it about using a newsletter that makes a person want to buy a product? One thing is the name recognition that develops through a email newsletter. At regular intervals your target market is seeing your name in conjunction with a variety of tops [the subject lines of your emails] as you continue to return to their in-box month after month. Of course, many times you

are sent to the trash heap but your name has made one more impression in the person's consciousness. In fact, only about a third of your subscribers will open your newsletter in a given month.

There will come a time when you will be exactly what the person wanted to read. Something in your subject line will speak directly to a need or question they had. They will recognize your name and open your newsletter. That is what makes the subject lines so important. In addition to reading your newsletter some subscribers will see you as a resource and forward you to a friend.

There is one crucial step to keeping their loyalty that is providing relevant content beyond a commercial for your products. If you run a beauty salon, talk about the benefits of using skin care to look younger-don't mention specific brands. Think more about a magazine article that provides information. Then, at the bottom, offer your website. Your customers are smart; they will come to you with further questions.

You also need to provide a call to action. In each of your newsletters encourage interaction from your customers. Ask them for questions. Find out what topics they'd like to see articles on. Offer special discounts to subscribers of your newsletter. Let them know that you are interested in their input and that you're willing to find answers to the questions they have. Once they recognize you as an authority in one area, they're more likely to trust you in another area.

Always drive customers to your website with the content of your newsletter. Offer links back to specific articles. Things like "more>" at the end of a short blurb can quickly generate loyalty. This will show people that your website is a resource, not simply a place to buy things. This is a relatively new trend-and one that smart businesses will pick up. As a writer, you are the owner of a writing business. Following these trends will increase your loyalty and readership. My doing this between books you will see an increase in word-of-mouth advertising once a book releases.

The newsletter becomes an easy way for people to forward information about your site. Your site is where you sell yourself and your products. It is also where you "sell" your newsletter. I don't mean that you should charge a fee for your newsletter. While some newsletters do that, it isn't the norm and you'd want to consider how newsletter sales would figure in to your overall business plan.

Remember the function of your newsletter is to keep your name before customers. You must make sure your site is continually providing new content and information that causes people to come back often and learn from you. That means you must continually be learning about new things on your topic. In this

way not only does your website/newsletter help you build your base, but it forces you to build your business.

So, as you can see, the strength of marketing is the snowball effects. As you advertise your website people will learn of your newsletter. Be sure that a subscription link is available and prominent. Then use your newsletter [with links] to teach your customer how to use your website as a resource by linking back to articles and pages of interest. Once you are able to combine these efforts you will begin to see a momentum build in your reach and distribution and in your influence.

About the author:



Author Bio: Tiffany Colter is a passionate freelance writer whose credits include national magazines, local papers, E-zines and blogs. Topics have ranged from reporting on-assignment about local businesses to national trends in the writing market. She can speak as readily on overcoming challenges by faith as she can reaching a target market through platform development.

Every month more than 40 pieces authored by Tiffany appear online or in print. She speaks regularly to Writers groups & Business Owners as well as individuals.

The Writing Career Coach Program was born out of her desire to provide affordable options to aspiring writers.

Tiffany has a degree in Political Science from the University of Toledo where she graduated Summa cum Laude from the Honors College. She is fluent in three languages, writes suspense-thrillers and reads business books as readily as she does a novel.

You can learn more about how to build your writing business, whether one article or a series of novels, by visiting Tiffany's blog at <http://WritingCareerCoach.blogspot.com>

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