

# DIY Newsletters

## What Can You Write About?

Something that prevents many people from writing a regular newsletter is that they don't know what to write about. Here are some ideas to get you started.

- 1. Make a list of the most common 'how' questions you get asked about your business, your products or your service.**

Example: How do you come up with ideas for newsletters every month?

1.....  
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2.....  
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3.....  
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- 2. Next, write down your answers to those questions.**

Example: I ask my clients what issues they are struggling with, that they would like some practical advice on.

1.....  
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- 3. These answers can form the topic for the first three issues of your newsletter.** Write a short article explaining the topic and a list of things your readers can do to solve their problem. Focus on providing your readers with help and solutions to their problem and they will enjoy reading what you write.

Even more advice and exercises to help you publish a great newsletter are available from **DIY Marketing: Newsletters** . a workbook full of ideas and exercises. For more information call +44 (0)1635 578 500 or e-mail [chanta@justaddcontent.co.uk](mailto:chanta@justaddcontent.co.uk).

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