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Training 101 - e-Newsletter Marketing

Times are changing and more of your customers are realizing the benefits of subscribing to e-Newsletters to take advantage of your latest New products, specials and discounts.

A properly executed e-Newsletter can keep your Customers, Hostesses and Team Members informed of the latest Specials, discounts, training and incentives for your Direct Selling Business. If your serious about maximizing your electronic correspondence, making the most of your time and getting serious results from each e-Newsletter campaign you distribute, read on ...

Ten things to remember about e-Newsletters.

1. Take advantage of prepared e-Newsletter marketing documentation from your company.
2. Focus on 4 key areas with your Customer or Hostess e-Newsletter
 - Introduce specials & discounts
 - Schedule more shows
 - Increase monthly sales
 - Present your opportunity
3. Prepare the overall focus and key points before writing your e-Newsletter.
4. Get to the point quickly. If you spend too much time building up to a great special or discount you may lose your audience before they get to the key point.
5. Be as brief and concise with your message as possible. Be respectful of others time.
6. Include specific contact information and times when you prefer to be reached.
7. Carefully review and proof your e-newsletter checking your spelling, punctuation, formatting and clarity before sending it out. Perhaps have someone else review it for you if possible.
8. Send a test run to make sure your e-Newsletter is sent and received ok.
9. Save your newsletter for future reference and use. No need to recreate the wheel, if you stumble across a super e-Newsletter that get results than use it again next year or in a few months with a slightly different spin. Remember it's all about maximizing results with the minimum of effort!
10. Be sure to follow up on inquiries concerning your e-Newsletter within 24 hours.

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<http://businessenhancements.intellicontact.com>

The most important thing to consider with e-Newsletters, is your target audience. If the majority of your target audience does not have access to a computer or doesn't check their e-mail, no matter how hard you try to build a successful e-Newsletter, the odds are against you. Take some polls to get a feel for how accessible your customer base is via e-mail or over the phone and at your shows.

How can I encourage customers to join my e-Newsletter?

- Be sure to incorporate your newsletter throughout your business:
 - On your web site using Intellicontact's Sign-Up form Generator
 - On your catalogs
- Encourage customers to provide e-mail addresses and mention the advantages of receiving your e-newsletter during your show.
- Remember to incorporate your e-newsletter in conversations with anyone who is interested in your products, hosting a show or your opportunity.
- Offer exclusive specials, discounts and incentives available to e-newsletter subscribers only.
- Put their privacy worries at ease; be sure to let recipients know their information will not be redistributed and they can easily unsubscribe at any time.
- Remind your recipients that e-mails may be read on their schedule and are often a more precise and convenient method of communication.

When is the best time to send out an e-Newsletter?

Frequency – As we all know, there is a fine line between too much and not enough correspondence with your customers. As a rule of thumb, the majority of Direct Selling organizations have new specials and offer different hostess and customer incentives on a monthly basis. Contacting customers on a monthly basis will allow them to see the latest and greatest

without wearing out your welcome.

Consider the calendar – You want to deliver your message at a time when your target audience will most likely receive it within 24 hours of delivery.

TIME - usually early morning, or even midnight if you can pre-schedule your delivery to ensure your early bird recipients see it first thing. This gives recipients a full 24 hours to review your Newsletter.

DAY – 1st Tuesday, 2nd Wednesday, 3rd Thursday. Try to avoid the weekend, Monday or Friday when most recipients are thinking of family time, beginning or ending the work week.

DATE – Remember to avoid sending Newsletters too close to Holidays. Consider sending your newsletter on a consistent day, date or week of the month if possible. You'll find that recipients are more likely to notice your message if it comes at regular intervals.

Important: If your schedule doesn't allow you to send the message you need to deliver at the right time, remember that some correspondence is better than none.

SPAM? Did you know? YOU NEED TO!

- 10 out of 12 e-mail messages sent are spam
- Spam activity has increased over 65% since January of 2002
- 1 in 50 messages is virus infected

Know your rights and responsibilities under the law! The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) establishes requirements for those who send commercial email, spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask emailers to stop spamming them.

Read the rest of what you need to know from the Federal Trade Commission here...

<http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm>

