

# The Truth about Newsletters

**Don't start a customer newsletter  
until you've read this guide!**

## Introduction

My name is Simon Payn. I'm the founder of Ready to Go Newsletters.

Apart from being the owner of a newsletter company, why am I qualified to give this advice?

There are four reasons.

- 1) I am a trained journalist and editor, with 15 years of experience in national newspapers and online. Not only does this make me a thorough and competent editor, but it also puts me in tune with what readers want.
- 2) I am a direct marketing consultant, with proven experience helping businesses attract and keep customers.
- 3) I have written about the subject of newsletters regularly to much acclaim on my blog, which you can read at [www.simonpayn.com](http://www.simonpayn.com).
- 4) The newsletters that I create, and which are available at [www.readytogonewsletters.com](http://www.readytogonewsletters.com), are proven to help Realtors and mortgage professionals attract and keep clients. You can read what my clients say on the testimonials page at [www.readytogonewsletters.com/testimonials.html](http://www.readytogonewsletters.com/testimonials.html).

Now that's out of the way, let's talk about the Truth about Newsletters and, most importantly, what to look for when deciding to purchase a newsletter product.

## Summary (for very busy people!)

- 1) **The Content.** Read the content of the newsletter you are considering. Is it about the reader or is it overly absorbed in its subject matter? There's one real estate newsletter I could mention, for example, that is full of market facts and information, but with little to actually engage the reader over the long term. Using that kind of newsletter would not help you reach your potential.

- 2) **Personality:** The problem with most cookie-cutter newsletters is that they don't allow you to edit the content. The result is that you have a newsletter that is exactly the same as everyone else and which doesn't really help you connect with clients. That makes it less effective.
- 3) **An Offer:** Many off-the-shelf newsletters don't include offers. This means that they are much less effective than they could be because they don't give readers a reason to contact you and strengthen the relationship. Make sure the one you choose either includes a ready-made offer or allows you to include one of your own.
- 4) **Writing Style:** Read through any newsletters you are considering to make sure the writing style is engaging and lively. If you don't like the style, it's likely your readers won't like it either.
- 5) **Flexibility:** Make sure any newsletter you are considering allows you to use its content in multiple ways.
- 6) **Farming:** Consider whether the newsletter you are considering includes "bait" that you can use as a tool to attract people to subscribe to your free newsletter . If it doesn't, it really isn't an effective tool for farming – indeed, you will be wasting money by sending newsletters to people who are not interested.

## **In More Detail**

### **1) The Content**

Probably the most common mistake newsletter publishers make is this: writing about the wrong person.

What do I mean by that? Simply, that it's not enough (and it's not effective) to write about you, your company and your product or service. The fact is this: while you are no doubt incredibly interesting *to you*, unfortunately, no one else will share your interest.

Instead, they'll just say "so what?"

So while you'll want to include information about who you are and what you do in some way, *the bulk of the newsletter should be about topics that will interest the reader.*

This doesn't mean you have to steer away completely from writing about your product or service. But instead of writing about the features of what you offer (saying, basically, how great you are) *write about how your product or service will benefit the reader of the newsletter.*

There are several benefits to doing it this way:

- 1) You interest the reader right away, making it more likely they will read the story
- 2) Your article won't seem like an ad and it won't seem like you are bragging
- 3) You offer a real, genuine benefit to using your service, and back that up by proof that you deliver what you promise
- 4) You demonstrate your expertise in a non-threatening and no-pressure way, building credibility as a provider of that service rather than just a vendor of that service

**Takeaway point: Read the content of the newsletter you are considering. Is it about the reader or is it overly absorbed in its expertise subject matter? There's one real estate newsletter I could mention, for example, that is full of market facts and information, but with little to actually engage the reader over the long term. Using that kind of newsletter would not help you reach our potential.**

## 2) Personality

For the most part, people buy from *people*, not from companies.

That's something many Realtors already know.

After all, isn't it true that you build a relationship with some clients...and it's these clients who go on to become your best clients?

So that's why I always say it's important to inject some personality into your newsletter.

Now...I don't mean you should splash your picture and your name everywhere. Don't forget, readers are interested in themselves, not in you.

But it does mean you should avoid creating a sterile and corporate publication just because you think it might look more professional that way.

So how do you inject personality into your newsletter? Here are some ideas:

1) *Include your picture somewhere.* Many people already know you from visiting you, so why not continue that face recognition on the printed page? People often respond to faces quicker and easier than they do to names. After all, why do you think most magazines put faces on their covers? Because people can relate to a face. Faces sell.

2) *Include a personal column.* Write something about your life - your likes and your hates. Don't go overboard and rant, just give them a taster. The kind of stuff you might share anyway with a client you meet face to face.

3) *Include some opinion.* If you think something's a good idea, say so! And if you think something's a bad idea, say so too! As a service or product provider people come to you

for advice, so don't be afraid to give it to them, particularly if you find that in the face-to-face world people respect and act on your advice.

Personality is important, but it's vital to do it well. Write with integrity. Don't be someone other than the real you.

And don't overdo it. Remember that people are interested in themselves, not in you.

**Takeaway point: The problem with most cookie-cutter newsletters is that they don't allow you to edit the content. The result is that you have a newsletter that is exactly the same as everyone else and which doesn't really help you connect with clients. That makes it less effective.**

### 3) An Offer

If your newsletter is going to work for you - in other words, if it's going to increase your income - you've got to find a way to encourage people to contact you and, eventually, become your client, either for the first time or to hire you again.

It's all very well putting in lots of great content that will get people reading if, once they have read your article, they continue to ignore you.

It's only by putting some kind of offer into your newsletter that you will be able to get a return on investment for your efforts.

The key to a good offer is this: **present to your reader a reason why they should purchase from you today.**

Let's go through that sentence in more detail.

*Present to your reader...*

It's important to make it clear to your reader you are making them an offer. Here are some ways to do it:

- Include a coupon which they must take to your business in order to get something. For example, *Bring this coupon in to receive a 10% discount*
- Write an article in your newsletter that presents your offer. For example, *How you can get a 10% discount this month... then explain the offer*
- Include a paragraph or two that forms an offer at the end of an article about a related subject. For example, *If you'd like to achieve the results Bob did, visit us this month - and receive a 10% discount on our service.*

(Note - offers don't have to be price-related, of course, I'm just using price as an example.)

*...a reason...*

This is one of the most powerful concepts in marketing. If you give a good reason why you are presenting an offer, people are much more likely to comply. Dr Robert Cialdini, in his book [Influence: The Psychology of Persuasion](#), tells the results of a study that was done on people lining up to use a photocopier. In the study, someone tries to push into the front of the line and would say one of 3 things.

Excuse me. I have five pages. May I use the Xerox machine?

Excuse me. I have five pages. May I use the Xerox machine *because I'm in a rush*

Excuse me. I have five pages. May I use the Xerox machine *because I have to make some copies?*

In the first example, 60 percent of people let her go ahead.

In the second example, 94 percent of people let her go ahead.

In the third example, 93 percent of people let her go ahead.

There are 2 things we can pick up from this: 1) that if you give a reason, you are more likely to get what you want and 2) most strikingly -- it doesn't really matter what that reason is! After all, the third sentence didn't give any sort of real reason at all.

The different was that she gave a reason. So how can you use this knowledge in your newsletter? Simply by putting a reason into your offer, like this:

- I'm giving a 10% discount on this service because it's a new service I'm offering and I want as many people to try it as possible
- I'm offering you this service today because I think it's a really important component of...
- I'd like you to take up this offer because I think it's the cheapest deal in town right now
- I'm making this offer because now is the best time of the year to try...

*...why they should purchase from you...*

This is an extension of the "reason why", and it explains why they should purchase from you rather than any other option available. This is where you clearly differentiate why you and your offer are better than the alternatives, like this:

- It's the lowest priced on the market right now
- We offer a lifetime guarantee
- This is the only product to contain 100% hardwood
- This is the only product to have been tested by 500 people in 20 countries
- We also give you 2 free hours of consulting if you take us up on this offer

*...today*

A deadline is important to get people to take action. Otherwise, there's a danger they will put your newsletter away and forget about you and your product or service. After all, people are very busy - and some are quite lazy - so it takes this little extra push to get them to take action.

So here's how to put some urgency into your offer:

- This offer is only open during the month of January
- I can only make this offer this week because I have another huge project starting on November 13
- I can't afford to make this offer for ever, so you need to come in with your coupon before February 28

So there you have an essential element of your newsletter: the offer.

And don't think you have to leave it at just one offer. You can include more, if you can, especially if you can tie it to your newsletter's content.

**Takeaway point: Many off-the-shelf newsletters don't include offers. This means that they are much less effective than they could be. Make sure the one you choose either includes a ready-made offer or allows you to include one of your own.**

#### 4) Writing Style

Your main task as a newsletter writer is to get your newsletter read. Period.

So that means your writing should not get in the way of what you are trying to say.

What do I mean by that?

Simply that your writing is a means to an end; a way to convey the message you wish to convey. It should be clear, concise and use language that is familiar to your readers.

Take a newspaper article as an example. It starts with a headline that telegraphs clearly what the article is about. Then the first paragraph is either a summary of the story or some kind of teaser to encourage you to read more. The rest of the story gives an increasing level of detail, but nothing is repeated and no space is wasted. There are no extra words - no waffle - and the words that are used are simple and direct.

The most important thing is to get your newsletter read. So don't let your writing get in a way.

**Takeaway Point: Read through any newsletters you are considering to make sure the writing style is engaging and lively. If you don't like the style, it's likely your readers won't like it either.**

## 5) Flexibility

A newsletter doesn't stand alone. Instead, it should be part of a set of marketing tools that allows you to make contact with clients in a variety of ways.

The great thing about marketing using "content" – that clumsy word for articles and information – is that you can use this content in a variety of ways: on your website, on your blog, in postcards and as special reports. After all, if you are writing – or paying for – content once, you want to use it again and again, right?

So think of your newsletter as just one way to keep in contact with your clients. Make the most of it.

**Takeaway Point: Make sure any newsletter you are considering allows you to use its content in multiple ways.**

## 6) Farming

The best way to use newsletters is to keep in touch with past clients. Period.

And if you only use them for that purpose, they will more than pay for themselves.

That's because many real estate agents, for example, leave thousands of dollars on the table by failing to maintain a relationship with their clients. Each time a family moves home, they work with a different Realtor – simply because the relationship you had with them isn't there anymore.

Newsletters can also be used for farming – but they must be used in the right way.

I can tell you what doesn't work: blanketing a neighborhood with newsletters.

Because newsletters are relatively expensive to print and distribute, you need to make sure they are going to the people who most appreciate them. If you use a "scattergun" approach and distribute your newsletter to every home in a neighborhood, only a small percentage of those homes will be interested in building a relationship with you.

The way to use your newsletter when farming is NOT to send out your newsletter right away! Instead, send out a piece of "bait" marketing that encourages people to raise their hands and say, "Yes, I am interested in building a relationship with a Realtor."

Consider using a postcard or print ad that says something like:

**How to Sell Your Home for the Best Price - Even in Tough Times**

If you are considering putting your home on the market at the moment, it's important to do it right if you are going to sell it quickly and for the highest price.

To help you do that, I've put together a special report: "50 Essential Tips to Prepare Your Home for a Speedy, Top-Price Sale."

Just contact me today and I'll will send it right out to you.

Then you give your phone number and email address. When they contact you, ask if they would like to receive your free newsletter, which is packed with interesting and entertaining information.

What you have done here is made sure you are investing your time only in people who have expressed an interest in building a relationship with you.

You'll send out fewer newsletters (saving yourself money) but each newsletter will have a much more powerful effect.

**Takeaway Point: Think about whether the newsletter you are considering includes free reports like the one mentioned above. If it doesn't, it really isn't an effective tool for farming.**

## **What to do next**

Go to <http://www.readytogonewsletters.com> and take a free, 30-day "test drive" of my real estate newsletter, which uses all the best practices outlined in this report.

Use the newsletter and see if it works for you. If you don't like it, you can cancel and you won't be charged a cent.

And if you do continue, you are covered by my 12-month guarantee of success. Read more about the guarantee at <http://www.readytogonewsletters.com> today and get started with your free trial.

## **What People Say about Ready to Go Newsletters**

I have received a listing, have another coming and many leads. This is a great letter.

*Traci George, IN*

X X X

I get calls each month when it hits the mailboxes. I've tried sports calendars, post cards, change your clocks, etc. in the past but I'm getting more feedback & response with this. When I mail your newsletter, I don't feel that I'm sending "junk mail".

*Frank D. Kramer, KY*

X X X

Before implementing a monthly newsletter... I was losing clients because I had lost touch. Now when they are ready to list the homes I sold them originally, they call me. My listing volume has increased! I would highly recommend implementing a newsletter and this content is really good. It is so much easier than having to come up with it myself. That was too much stress. I do real estate well. Simon does this well. Leave it to the experts.

*Suzanne Bownik, MN*

X X X

I am very happy with Ready To Go Newsletter. After sending out my first newsletter, I received 2 referrals and several e-mails letting me know how much clients enjoyed it.

*Kelley Miller, CA*

X X X

I have sent out 5 newsletters so far to my clients. I am having a great response. People like to get it and comment to me that they look forward to it.

*Teri Paley, BC*

X X X

I'm getting tons of great compliments on 'my' newsletter. It keeps me in regular contact with my clients and prospects. And, it's generating more business! Thanks for all your great work.

*Margaret Burniston, ON*

X X X

Simon, I just launched my first newsletter, which took me about 15minutes. I loved it and it looks great after 10yrs in the business I finally have something to send my clients monthly that I feel good about.

*Jerome Kersey, NJ*

X X X

We are getting a FANTASTIC response to our newsletter and your service is a big part of that!

*Shannon McShane, TX*

X X X

I absolutely love everything and am so glad that I found you. There are so many bad newsletters out there that focus too much on real estate and finance and others that are just not at all user friendly or easy on the eyes. Yours is perfect. I get constant compliments on it.

I print extra to pass out at my open houses to people that I meet during the open house. The final product is just beautiful. The way I do it is a bit expensive but I feel it is a statement about me the caliber of the material and the quality of the paper and the printing.

*Sandy Copeland, TX*

X X X

I put a personal brand on all my newsletters with text and graphics throughout the pages. I've found that Ready To Go Newsletters is a quick and easy solution for my assistants to modify to my needs. Assistants come and go in real estate offices often, and the learning curve to modify my newsletters has proven to be quite fast for everyone. That ends up saving me a lot of time and money. Also, Simon has been very available and responsive to work with. Any questions or changes needed are handled fast and effectively. Ready To Go Newsletters are just that ... 'ready to go'!

*MaryJo Foster, ID*

X X X

I have only published this one month and already I am having clients call ME and tell me how they read the entire newsletter, or how they are sharing at their club or monthly meeting. Others are keeping it because their children love Suduko.

*Paula Christenson, MO*

X X X

Of the newsletters that I have researched for the real estate community, I feel that Ready to Go Newsletters offer me the best chance of success with its great content and engaging information.

*Vincent Romano, Algonquin, IL*

X X X

Great format - we send the information to our ad agency who puts the information into our own designed newsletter template - we just got our first batch printed and it looks and reads amazingly!

*Delaine & Mike Dopp, BC*

X X X

Ready to Go Newsletters have been so patient in assisting me with the initial set up. The newsletters have very good information that I find helpful.

*Sandra Jones, GA*

X X X

Ready to Go Newsletters have allowed me to market to my "not mets" in an inexpensive way.

*David Steen, ON*

X X X

I'm getting clients from your newsletter and I was just voted Top Selling Sales Person of the Month.

*-Cyndi Curren, AZ*

X X X

I have been getting a lot of nice feedback from the customers that received the newsletter.

*Kevin Maloney, Sun Prairie, WI*

X X X

I want tell you that I had very good feedback from my clients about your newsletter.

*Stanislava Sucha, Vancouver, BC*

X X X

I sent out my first newsletter and got a response from someone for something on the first day.

*Linda Frankl, Realtor, Avon, CT*

X X X

Just wanted you to know how happy I am with my newsletter... love it and it's working for me.

*Peggy Edwards, Realtor, Tampa, FL*

X X X

The flexibility of the newsletter is great in that it lets you customize your product.

*Howard Claflin, Crystal Lake*

Regarding the newsletter, we think it is a wonderful way to keep in touch with past clients and prospects without being pushy. The articles are fun and informative and the Sudoku puzzles are a real plus. Keep up the good work!

*Kim Clarke, TX*

## **Test Drive this Real Estate Newsletter FREE**

*From Simon Payn, Founder*

**Build long-term, fruitful relationships with your clients and prospects by sending them the only real estate newsletter with a mix of engaging articles and powerful response devices you can customize in as little as 15 minutes.**

**Here's what you get...**

**Complete flexibility:** You can change everything in this newsletter because it's in Word and Publisher.

**Print and email:** Easy to customize and print... or send your newsletter via email.

**No lock-in period or set-up fee with monthly payments:** Try it free, cancel whenever you wish and never be charged again. Alternatively, save 20% with an annual subscription.

**Please your clients with interesting, useful content:** Recent articles include, "How to Give Your Home Curb Appeal," "7 Things that will Stop Your House from Selling," and "Quick Fixes for a Great Looking Kitchen."

**3 designs, choice of sizes:** Instead of just one size and one design, you have 3 designs to choose from, and 2 and 4-page editions. You have access to all varieties every month, so you can change your mind when you want.

**Easy to customize:** You get Word and Publisher documents that you can change yourself as much...or as little...as you want.

**Flexible ways to print or send by email:** You can customize the newsletters and print them...or send them electronically in a variety of methods.

**Get response from your clients:** I've included 4 free reports you can use to attract clients to your list and encourage existing clients to get in touch with you again. Plus: puzzles and quiz keep readers engaged with you.

**No-risk 12-month guarantee:** I'm so sure your clients will love your newsletter that I'll give you your money back if they don't.

**Put real estate articles on your website - automatically:** Just put a piece of code on your website and the latest articles appear automatically. This bonus is included free in your subscription.

**Free help setting it up.** I'm here to get you started and sort out any problems. You get access to my direct phone number.

With the "free test drive" offer, you pay nothing for the first month, then \$29.97 automatically each month afterwards.

There's no lock-in period and no set-up fee. Just email [support@readytogonewsletters.com](mailto:support@readytogonewsletters.com) or call 1-877-976-6368 to cancel or for support.

**Why is it free for one month?** Because I know once you experience the benefits of the Real Estate Edition, you'll want to keep subscribing.

### **An investment in your success**

You already know how important it is to market yourself. And you also know that marketing costs. But think about this...

**If you get just one new listing thanks to your newsletter,  
it's paid for itself many times over**

So use this chance to experience the benefits of the Real Estate Edition with this one-month free test drive.

**Go to <http://www.readytogonewsletters.com/onemonthfree.html> to get started today.**