

# DIY Marketing – Newsletters

## What Can You Write About?

One of the things that prevent 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

2

3

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

2

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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.

For more advice on using newsletters to promote your business, contact Appletree by calling 01635 578 500 or e-mailing [Chantal@Appletreeuk.com](mailto:Chantal@Appletreeuk.com)

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