

Weekly Newsletter Planner

The Pink Briefcase



Your Success, Your Style

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Introduction

The purpose of a regular newsletter is to provide outstanding value to your subscribers, not just repeated offers that do little but line your own pocketbook. Give readers a reason to look forward to your email, so they open it with anticipation every time it shows up in their inbox, and you'll soon see your own ROI improving.

To do that, you'll need to be a bit more intentional with your efforts. For many people, that means bringing back that old favorite, the newsletter.

There are some considerations to be made before you make a commitment, though. If you decide to launch a newsletter, you'll want to be sure you will need to remain consistent, not only in timing (email on the same day at the same time each and every week), but also with content.

For your audience members who are on the go (aren't we all?) a regular newsletter is the perfect way to keep up-to-date on everything going on in your business. They won't have to remember to visit your blog, won't worry about missing any status updates on Facebook, and don't need to be concerned about missing out on that great sale you're having.

Before you dive into planning your actual newsletter, we are going to walk you through a few exercises to make sure you have a clear picture of WHO your readers are and how you serve them.

Who Am I Writing My Newsletter To?

Note: If you're not sure, running a survey is a great way to find out.

Age:

Gender:

Education Level:

Income:

Married:

Children:

Where do they live:

What type of business do they have:

How long have they been in business:

How much does their business bring in:

Hobbies:

Interests:

Where they hang out online:

- Facebook
- Facebook groups
- Twitter
- Forums
- Coaching Groups
- _____

What problems/challenges do they face?

What keeps them up at night?

What do they ultimately want most?

What is their #1 goal?

Why Do People Sign up for MY List?

What solutions do I offer them?

What makes me different than others like me? How do I stand out?

What specific areas do I have expertise and/or experience?

Why Would People Want to STAY On My List?

I create great content that they like:

- Video
- Audio
- Blog posts
- Webinars
- Free calls and training
- _____

I share content that others create:

- Bringing Experts to them via
 - calls
 - webinars
 - interviews (podcast or blog posts)
- Sharing great blog posts from industry experts
- _____

The Relationship Factor. I am building a strong relationship with my readers by developing the “Know, Like, and Trust Factor” with them.

The Know, Like, Trust Factor

What they know about me.	Why they like me.	Why they trust me.

I am ...

On this page, you are going to figure out exactly what makes you special and unique. This will help you to attract exactly the right clients who love you.

Here's an example of someone doing it right.

Hey love! ♥

Hold! I'm Leonie Dawson. I'm absoloodely deeeeeelighted to meet you!

I have a pretty dang happy life and incredibly prosperous business. And I would be honoured to help you create the same for you.

I'm a soul-centered teacher, author, entrepreneur, philanthropist, artist, mama, wifey + mentor to the 65,000+ women in my tribe. I live in Tasmania, Australia, with my Scorpio soulmate Chris & our two mermaid daughters.

I'm the creator of the [Shining Biz + Life Academy](#), a beautiful, powerful sanctuary & training program for women wanting to live inspired, creative, prosperous lives and businesses.

To get started right away on your shining biz + life journey, you'll want to grab your complimentary "[How To Be A Biz + Blog Star](#)" workbook. Just pop your name + email in up above and let the magic begin! YAY! I'm so glad you're here love!



<http://leoniedawson.com>

Weekly Newsletter Planner

Here you will list all of the nouns and adjectives you can to describe yourself.

Personal	Business	Interests

Now looking at exercises that you've done so far, it's time to put them all together to create a compelling bio. Remember, this does not have to be perfect, nor are you stuck with it forever. Get creative and have fun with it and see what happens.

My awesome bio:

Create your Mailing Schedule

Now that you've got the basics out of the way, it's time to get down to the nitty gritty of planning out your newsletter. And that starts with creating a schedule that works for your audience.

Every market is different, but one thing is certain: staying in touch on a regular—and frequent—basis is important. The days when a monthly newsletter were enough to keep your audience interested are gone. Shorter attention spans and more and more competition means you have to work harder to stay in the front of readers' and prospects' minds. For most coaches, that means an email at least weekly.

The day and time that you send will largely be determined by your audience needs.

- **Are they busy moms with active kids?** Sunday mornings might be the best time to reach them.
- **Are they C-level executives?** Tuesdays or Wednesdays may be the best choice.
- **Are they entrepreneurs like you?** For home office workers, any weekday is probably as good as any other.

Another frequently asked question is “What time is best to send my email newsletter?” The truth is, with a global readership as many coaches have, time is not always relevant. 10am might seem ideal to you, but to someone else, that's the middle of the night.

Rather than searching for the perfect time to send, strive to simply remain consistent. If you decide you'll send your newsletter at 10am on Tuesdays, then always send it at 10am on Tuesdays. Your readers will quickly learn when to expect it, and they'll keep an eye out, knowing it's great content from you.

Being consistent is not the same thing as being inflexible, though. An important aspect of any email newsletter is testing and tracking the results. So don't be afraid to change up the time or even day you mail. Monitor your open rates and click-throughs, and see if Wednesdays at 4pm performs better than Sundays at noon. Then test Mondays at 8am. Just be sure to give each test ample running time to get a clear picture.

What day per week will you send your newsletter?

What time will it be scheduled to go out?

Content Planning & Your Promotional Calendar

So now you know what days you'll be sending your newsletter. Now you need to plan out what your promotions will be for the month and plan your content around what's going on in your business.

- **Product releases.** If you have new products coming out, be sure to make a note in your promotional calendar. This will be the deciding factor when it comes to creating your blog post subjects and your newsletter topics, so be diligent about keeping notes in your promotional calendar.
- **JV partner promotions.** Affiliate promotions—if you know about them ahead of time—are important to put on your promotional calendar, too, so you can plan your content around them.
- **Upcoming events.** You'll definitely want to let your audience know when and where you'll be speaking, if you have a new book coming out, if you're hosting a webinar, or any other event that's important to you.

Print 12 copies of the calendar below and put them in a binder. Whenever you hear about an upcoming promotion, make a note. Add in your own products and sales, special holidays or other events, and each week as you put together your newsletter, refer back to it. Not only will you never run out of content again, but you'll never miss an opportunity to promote a partner either.

Monthly Promotions Calendar

Print one sheet for each month and use to track your product releases plus upcoming partner promotions.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Content Planning & Your Editorial Calendar

Your newsletter—and all the content you produce—has a job to do. It's not there just to look good or remind people that you exist. For most coaches, a newsletter acts as a roundup of everything you're doing, so taking the time to plan out your content is critical to your success. That starts with your editorial calendar.

Building a Cohesive Editorial Calendar

If you've ever written for a magazine, then you understand the importance of an editorial calendar. It tells you weeks or even months in advance exactly what will be included in each issue. This gives you plenty of time to research, prepare content and promote your products and services. It also helps to plan for things like major holidays, anniversaries, and other events, so you're not scrambling at the last minute to work in a promo for that conference you're speaking at.

But because they make good use of an editorial calendar, everything is planned out weeks in advance, allowing them to stay well ahead of schedule.

Your goal is to build your editorial calendar around your promotions calendar and we're providing a worksheet to do just that.

On the next page, you'll find a Weekly Editorial Calendar. Print one per month and fill in the following:

- **Promotion and Date:** Write in what you'll be promoting that week and the date of that week's newsletter.

For example, you're launching a book, hosting a free webinar, or releasing a new product.

- **Newsletter Topic:** The goal is to create your newsletter around your latest promotion. So, think of an angle to build interest in the promotion while providing interesting content.

For example: If you are releasing a product about video marketing, you could create a video with three tips about using video in your business. Therefore your newsletter topic would be video because that is the topic of your promotion.

- **Related Free Content:** Brainstorm a blog post, video, or story that ties into the topic of the promotion for this week. This free content will be helpful, but also generate interest in learning more about your promotion.
- **Ways to Generate Buzz:** Here you'll add any additional ideas you have for social media or more blog posts, interviews, or videos that you want to create for this promotion. Also, jot down ideas for helping your affiliates to promote you here, too.

Once you begin to fill in these details, you'll start to see a pattern emerge that will make it much easier to plan your content, not only for your newsletter, but for your blog and social media as well.

Weekly Editorial Calendar

Print one sheet each month

Week 1

Week 2

Week 3

Week 4

Promotion and Date:

Promotion and Date:

Promotion and Date:

Promotion and Date:

Newsletter Topic:

Newsletter Topic:

Newsletter Topic:

Newsletter Topic:

Related Free Content:

Related Free Content:

Related Free Content:

Related Free Content:

Ways to Generate Buzz:

Ways to Generate Buzz:

Ways to Generate Buzz:

Ways to Generate Buzz:

What Do You Want to Include in Each Newsletter?

Your newsletter may include any of the following sections:

- An introduction
- A disclaimer
- An about you section
- Links to Follow you on Social Media sites
- Upcoming events
- A testimonial
- Your latest product release
- A promotion
- Content (an article, blog post or video)
- Tips or strategies your readers can use
- Social sharing options

Setting up Your Newsletter the First Time

These sections will stay the same every week, so we only need to create them once.

Drafting your About You Section

Just like on your website, the “About You” section is one of the most viewed. Unlike your website, you have a lot less space to make an impression, so keep this section short and to the point.

INCLUDE:

A high-quality photo:

Your biggest accomplishments or a shorter version of the bio that you created earlier in this workbook:

Where to learn more (link back to your “about me” page on your website or blog):

While you might think that everyone who reads your newsletter will already know about you, don't forget that sometimes people forward interesting articles to their friends (more on that in a minute), or they're receiving your newsletter because they registered for a webinar or other event without ever visiting your website.

Encourage Social Following

Of course, the people reading your newsletters are ideal for also following you on the social media sites. Be sure to encourage your readers to follow you on all of the sites where you are active. Don't make the mistake of linking to sites where you are not active.

Add your URL to your profile that you would like to include in your newsletters for each site below.

Facebook: _____

Linkedin: _____

Twitter: _____

YouTube: _____

Periscope: _____

Instagram: _____

Pinterest: _____

Encourage Sharing

One of the goals for your newsletter will be to grow your audience, so you'll want to be sure to include social sharing buttons. Most email management systems make it easy to create the links and add graphics to your newsletter, so check out the how-to section of your provider for instructions.

You'll also want to encourage readers to forward your newsletter to a friend. A simple call to action at the end of the page will work, but don't forget to include a note for the recipient as well.

Write a note similar to this to encourage new potential readers to visit your site and sign up for your list:

"Did you receive this from a friend? Visit [LINK] to receive your own copy every week, and I'll send you [OFFER] as my gift to you, just for registering."

Include a link to your best landing/squeeze page, so new readers will be enticed to sign up for your newsletter.

Disclaimer

It's not sexy or cool or any fun to read (or write) but every email you send must include a legal disclaimer of some kind. The exact text will depend largely on your business model, but some things to consider including are:

- **An affiliate disclosure.** If you promote products or services as an affiliate and you're in the US or Canada (and many other countries as well) you must let your readers know that.
- **An option to unsubscribe.** Your email management system will very likely include this automatically, but it pays to make sure.
- **A mailing address.**
- **A support email and phone number,** in case your readers need to reach you for any reason.

If you're not sure what's required in your disclaimer, check with an attorney for guidance.

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Here's an example for inspiration. (Again, please check with your attorney for guidance.)

In the spirit of full disclosure some of the links in this email may be affiliate links, which means we may receive compensation from some of the entities listed here for referrals, as their thank you for sending you their way. However, we never recommend any product solely for the reason of receiving commissions.

You are receiving this email from us because you are a customer or subscriber of [INSERT YOUR URL].

If you no longer wish to receive emails from us, please use the link below to unsubscribe.

Click here to [Unsubscribe or Update Your Information](#)

Draft your disclaimer here:

Your Weekly Newsletter Plan

Now that you know what your newsletter will look like, it's time to plan the weekly content to make this part effortless. Print this section to work from every week.

Date for this Week's Newsletter: _____

Your Weekly Personal Note

Typically, you'll open with a personal note of some kind. Whether you mention something that's happened to you in the past week, a breakthrough a client had, or just a cute thing your toddler did, these personal notes help engage your reader. Just be sure you can tie it back to business to make your intro flow smoothly into the body of your newsletter.

Will I include an introduction? YES/NO

What kinds of things can I share?

- Photos and pictures (lifestyle or business)
- Stories about family, travel, or even going to the grocery store
- Lessons learned
- Client brags or bring up a current client issue and the solution you came up with to resolve it
- Personal challenges or struggles and how you're working through them
- Business challenges or struggles. (Writing your first book, creating a program, hiring your first VA.)
- What you're currently working on, including excitement. (Joint venture partnership, opportunities, etc.)
- Travel and speaking adventures

List ideas from your own personal experiences here:

Write your introduction here:

Content (your article, blog post, or video)

This is where you will share great free content with your readers. Typically, you'll send people back to your blog to read or view the full content and on your blog is where you will include an offer.

Content Title:

Content Teaser (a short description of your content):

Link to full content:

Image (an attractive stock photo or thumbnail of your video):

Latest Releases & Promotions

If you regularly create products, keeping a latest releases section in your newsletter will let your readers know what's new and what they may have missed. Be sure to make a note of any special coupons or discounts, expiration dates, and when the product will be removed (if it's a limited offer). And of course, don't forget the buy link!

Affiliate and JV offers that are a match for this week's newsletter edition (check your editorial calendar!) will all find a home in the promotions section. Of course, you won't necessarily call it that, but you should reserve a spot in each newsletter for any relevant product or service your readers need.

Ideas for promotions include:

- Complementary products and services
- Upcoming conferences
- JV offers
- Books—yours or others'
- Available coaching packages
- Your new product or service package
- Solo ads from other vendors (check out www.safe-swaps.com for potential partners)

Promotion (your own or a JV offer)

Product Name:

Image:

Link:

Description:

Coupon:

Expiry Date:

Upcoming Events

If you're a speaker, trainer, or author, this section is useful for getting the word out about where you'll be appearing next. You can include things such as:

- Telesummits (both free and paid)
- Podcast interviews
- Book signings
- Live events—whether you'll be speaking or not
- Workshops and other virtual events

Be sure to include the dates and times, whether or not you'll be speaking or just attending, and where your readers can register/attend/buy tickets.

Add your upcoming events here, both online and offline:

Date	Event Name	Location	Where to Sign Up

Where to Find Ideas

Here's where it all falls apart for a lot of newsletter publishers. They begin with the best of intentions, but after a few weeks, they're struggling to find enough ideas to keep their ship afloat.

So they skip a week. And then another.

And soon enough, your weekly newsletter is just a thing you "used to do."

That doesn't have to happen to you. Ideas literally are everywhere, and I've even included a handy worksheet in this kit so you can start keeping track of your favorite newsletter inspirations.

It's also a good idea to keep a current brainstorming list of ideas so you'll never be faced with a blank page on the day your newsletter is due, and no clue what to write about. Record things like:

- **Questions** that come in to your help desk
- **Hot topics** that appear in your Facebook group
- **Questions and comments** from other social media channels (Twitter is great for searching on specific topics)
- **Interesting blog comments**

Another great tool is a survey. A well-planned survey—even if it’s only a few questions—can tell you exactly what your market struggles with most. You might even find that the answers surprise you.

You can create a survey easily with any number of tools, including Google Drive, Survey Monkey, Formidable Forms, or just by posting a few questions on Facebook. The best (and most useful) surveys combine multiple choice questions with essay-style options. This gives you both hard data to work with (such as the percentage of people who struggle with a specific concept or strategy) and the language your market tends to use. That information is critical when it comes to designing not only your newsletter, but your sales pages, and even your products or coaching offers.

Pro tip: If you find your market is reluctant to answer surveys, consider offering a bonus in exchange. This can be a simple worksheet or checklist, a short consultation with you, or you may even want to offer a drawing for an Amazon gift certificate. Choose an incentive that will resonate with your market, then promote your survey just as you would a paid event or product, and you’ll soon have plenty of ideas to fill your brainstorming list.

A little reconnaissance work goes a long way, too. Be sure you’re subscribed to your competitors’ blogs and newsletters, follow them on social media, and pay attention to their products and services.

Don’t just look at your direct competitors though. Look at those who serve an audience slightly beyond yours. This is where you want to aspire to as your business grows.

While you can certainly outsource this to a trusted staff member, it’s still a good idea for you, personally to be checking in on your contemporaries. Not only for your newsletter idea file, but just to know what’s happening in your niche.

Your idea file will help get your newsletter out on time each week, but it’s also a great resource for new products and services. When you listen to your market, they’ll tell you exactly what they need and want from you. Then your only job is to provide it—whether in your blog, your newsletter, or in an ebook or other product.

Print the worksheets below and use them to collect links you can use for inspiration. Send copies to your assistants as well, and ask them to keep an eye out for interesting blogs and social media channels.

Weekly Newsletter Idea Finder

Use these as starting points for your newsletter. You could also assign a VA to monitor some or all of them.

Facebook Groups and Forums Where My Ideal Client Hangs Out

Competitors' Blogs

Industry News Sites

Inspirational Pinterest Boards

YouTube Channels

Amazon Magazine and Bestseller Lists

Keeping Your Commitment

Staying Committed to Success

A newsletter is not a small undertaking, but the results can be phenomenal when compared to other forms of marketing. Before you jump in with both feet though, spend some time with the brainstorming worksheets included here. Be sure you have enough ideas and inspiration to keep your newsletter going (and you interested in it) for at least several weeks.

Remember, you'll be teaching your readers to expect to hear from you each and every week, and the last thing you want is to fade away on them. So print out the worksheets and calendars and start working on your ideas. Revisit the newsletter emails you receive to get ideas for layouts, and plan out what you want your own to look like. Then get to work!