

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"How To Create Your Email Marketing Strategy"

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Summer has arrived! Flowers are blooming, birds are singing, more rain than what we all were expecting ... haha, and most important, to me at least, **BLUE SKIES** - great time of year!!!

Even though all these great things are happening I know some of you are still seeking employment and have become depressed. Let it be known that I am still here doing what I can to help in your job search process - whether it be through the programs I serve assistance with ... Discover H.O.P.E. ([www.discoverhopehere.com](http://www.discoverhopehere.com)), Execu-net, or more recently Entrepreneur Thursday's ([www.entrepreneurthursdays.com](http://www.entrepreneurthursdays.com)).

Feel free to call/email me if you or someone you know requires help and enjoy the summer!!! :o)

Happy Networking!

*Chad*

"The NetworKING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

## How To Create Your Email Marketing Strategy

Many people are using email marketing strategies successfully, others who try it but do not see the same level of success. Using a marketing technique, permission-based email can be a great tool! Permission-based email allows one to market your message to people who have indicated they want to hear from you. Any marketer will tell you that these "warm leads" are a much better audience to market your information/services. However, without the right planning in place before beginning could cause your opt-in email marketing to fail.

Below I will provide a six-step process to develop a permission-based email marketing strategy helping you plan all your email marketing strategies whether it is an occasional message or regular email based newsletter (e-letter).

### 1. Determine Your Audience

Before beginning the email marketing strategy one should already have a good idea of what makes up your customer base. For many businesses it may not be exactly the same niche that will open and read your email marketing messages. Busy professionals may be already overwhelmed with emails, **this does not mean you should not use email marketing**, rather one should think carefully about what the readers will take the time to read.

### 2. Determine Your Purpose

Knowing the audience helps you understand the purpose. Your purpose needs to be one thing ... will you get them to go to your website? Will you get them to buy something advertised within your email? Tempting as it may be to do more than one thing in each message, the goals will be less effective than one single goal that one wants to make with the biggest impact several times within the same email.

### 3. Determine Your Message

By now the purpose should be known, working on the ability to craft your message comes next. The purpose will determine what you will write. If you want your audience to "click" to your website offering teaser information and a link is a great way to do that. Or if you want the audience to buy products advertised within the message then it should be obvious one needs to talk about those products.

### 4. Determine Your Frequency

The frequency of sending the messages to the audience depends upon two things ... the audience's ability to read messages and the ability to keep up with the ongoing workload. If you have a busy audience **do not send many messages**. If you do not think maintaining consistency on a twice-basis is possible one send one message per month.

### 5. Build A Model And Use A System

**Do not start from the beginning every time you send a message**, make it much easier for yourself. Build a template (many examples are on-line if need help) then make it work within your needs. Other critical areas needing attention should be ensuring one has a systematized approach towards the audience for subscribing/unsubscribing as well as being complain with the CAN-SPAM ACT and practices.

Another solution for the busy professional who still needs to use email marketing strategies is called an email list management company. A company who provides this service allows you as the business owner to focus again back on the business and the ability to create a great marketing message. **Keep two things in mind** ... (1) Will my customers read this? (2) Will I be able to maintain a level of excellence on an ongoing basis?

### 6. Get started ... and continue!

Woody Allen once said that **80%** of success was simply showing up. While I believe he was onto something with the message he said I think there is missing information within his statement. Good ideas stay that way ... just as ideas! **It is the great ideas that are actually implemented!!!** Believing one has a solid email marketing idea test it out on a limited basis and capture the results. **DO NOT** get upset with an initial low success rate. If you think you are doing the right thing, test and tweak it every so often to improve your message AND the business! :o)

# Advertise here



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