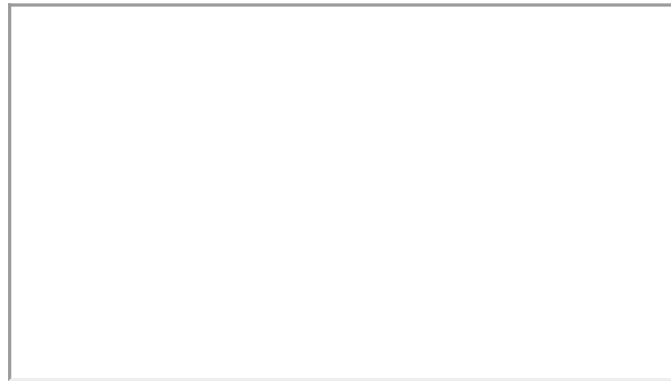


Play Blueprint: Email Newsletter Broadcast



Why Run It: To capture leads, convert clients, and create fans

Who It's For: Every business who can commit resources to developing consistent, valuable content at the frequency of their choice.

🕒 Implementation time: 15-25 min (depending on the number of offers and sequences you run)

Play Snapshot

The beauty of the email newsletter play is that it can be used throughout the entire prospect and customer lifecycle; You can use it to capture new leads, convert current leads, and definitely to create fans. In this play we are going to show you how to use a newsletter to create fans.

Your email newsletter is a regular cadenced email broadcast that you send to your contact list(s). The content you put in your newsletter should change depending on how frequently you send it, what updates you have, or any other key content you want to include. Making sure your content is valuable is the most important thing in this play, and making sure that the expectation is clear in terms of sending frequency and what topics you focus on. Newsletters are NOT just sales mechanisms, and their value lies in combining their consistency with their value. Think about the last movie you loved. Did you care how long it was? Probably not. However a terrible movie may have you anxious to leave the theater or change the channel just minutes in. This analogy directly relates to the importance of making your newsletter content relevant and valuable. Seth Godin once said, "If your emails disappeared from your recipients inbox, will they ask where you went?" Ask yourself, am I providing the type of value that would cause my subscribers to check on me if I didn't send them content as scheduled. If the answer is "no" or "not yet" I've got good news, in this play we will give you some concepts on how to engage your audience with value through your newsletter.

1. Provide relevant valuable content - engage, entertain, and educate your list

2. Have a clear call to action when necessary (**what do you want them to do next?**)

Ask yourself, *“Is this an email that I would want to receive if I were on my list?”* before sending.

Creating fans is what helps your business grow through word of mouth and provides social proof in the market across review sites. Creating fans is also more than positive reviews and testimonials, it’s about making happy customers and improving their experience. When customers feel engaged with and like they matter they are more likely to be happy. Their happiness has tangible benefits for your business. Your customer retention rate, repeat business, online reputation, and overall performance depends on creating fans. Having a well thought out newsletter, is a great way to accomplish this.

Pro Tip: Your newsletter content should include free information that your customers find valuable. Build content that is written to ONE person on your list for a personalized feel. Using specific personalized language can help make sure your reader knows that their attention should be focused on.

[Quick Start Guide](#) 

[In-Depth Action Plan](#) 

[Measuring Success + What's Next](#) 
