



## Online Newsletters - are you keeping in touch?

Of all the content marketing we do, sending out a regular newsletter to your database can be amongst the most important.

**At the very least, your business name will pop up in inboxes and remind people that you are still in business.**

Getting a regular newsletter process set up can feel daunting, but it doesn't have to be a challenge.

And once the initial set up is complete you can feel exceedingly proud that you are someone who gets things done!

Seeing people sign up to your database is proof that you're doing things well and the next step is to stay in touch with your subscribers.

**If you're not regularly in touch with your database subscribers, then you really are missing out on potential business.**



***Regularly sending your online newsletter  
will keep you at the top of your customer's mind***

## Here's your step-by-step guide to help get you on track:

1. Identify which clients you would like to keep in regular contact with.
2. Make a list of your clients' first name, surname and email address (and maybe their business name, too).
3. Obtain approval from those clients that they would like to hear from you (this can be done via your first newsletter).
4. Contact My Virtual Assistant for help with setting up your newsletter template.
5. Your newsletter template will be branded to your business - things like, colours, fonts, imagery.
6. Send your database to My Virtual Assistant, who will upload your list and link it to your new template.
7. Once everything has been set up, then you're ready to go!
8. Work out how often you would like your newsletter to go out, i.e. monthly, quarterly, etc.
9. Then, pick a date, e.g. 10th day of every month, and know that that is the day your newsletter is going out, every single month, without fail.
10. Gather content throughout the month and store it in a folder in your computer.
11. Give yourself a deadline of five days prior to your monthly send date, to collate your content and send it through to My Virtual Assistant.
12. My Virtual Assistant will upload your content, send you a draft of your newsletter to check over, and then it'll automatically be sent out on your nominated date.
- 13. You only need to repeat steps 10 - 12 each month.**
14. Easy peasy!



MailChimp

*Note: I can work with your favourite online newsletter service, although I highly recommend (and prefer) using Mailchimp, to help keep you at the top of your customer's mind.*

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**Let's get started!**  
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