

ANDREA  
BATH

*Writing Strategist*



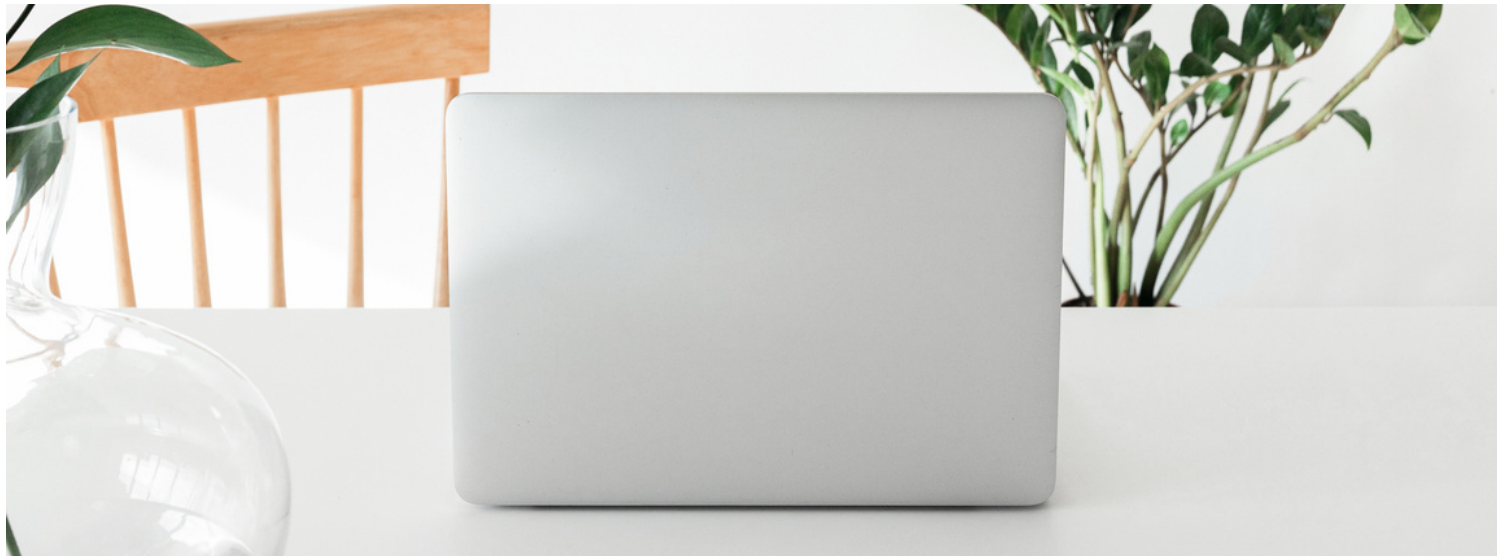
# HOW TO WRITE NEWSLETTERS THAT DON'T SUCK!



Your 3 Step guide  
to writing engaging content

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## Your 3 Step Newsletter Guide

### #1 - HEADLINES

Great headlines that hook your audience are key to promoting readership of your newsletters!

- Write your headline LAST! It will often reveal itself from your written content
- Keep it actionable - something they can do, learn or follow
- Focus on your ideal clients pain points and how you can solve it

### #2 - READABILITY

Now that you have your audience's attention, offer content that is interesting and readable

- Less is more! People are often distracted, especially when reading online. Keep your content concise and to the point
- Aim for a Grade 8 reading level so it is easily digestible

### #3 - CALL TO ACTION

This is your secret weapon! Don't hesitate to add a few throughout

- This makes the "less" part of your newsletter "more". Clicking on your CTA will give them access to more information
- It leads your audience to your website or landing page - which is what you ultimately want