



ESSENTIALS

of a

Well-Written Email Newsletter



Position

Take a **POSITION**

Did you split the difference and try to please everybody (thereby persuading nobody), or did you say something that will make others sit up and take notice?



Easy

Did you make it **EASY** ?

Did you try to impress, or did you use words, concepts and explanations that a non-expert, non-genius, non-member of your profession will understand?



Narrow

Is it **NARROW** ?

Did you attempt to explain the universe in a single email or did you boil it down to one simple idea?



Genuine

Is it **GENUINE** ?

Does it sound like you? Does it feel like you? Does it break through the mundane business blah blah and touch people on the human level they crave?



Useful

Is it **USEFUL** ?

Have you shed light on something? Have you helped the reader do her job or live her life better as a result of receiving your message? Have you given the reader an "A-ha" to walk away with?



Infectious

Is it **INFECTIOUS** ?

Did you give the reader something to think about, talk about, disagree with and, most important, discuss with others?

Have you sparked a conversation - whether internal or external?



Unexpected

Is it **UNEXPECTED?**

Did you zig when everybody was expecting you to zag? Did you break the pattern, flaunt the convention or do something (anything!) to wake people from their everyday slumber?

