



NEWSLETTER TIPS

Make it Valuable

If your newsletter content isn't immediately relevant and valuable to your members, they'll delete it in an instant. What's in it for them?

As you write your newsletter articles, keep asking yourself these questions:

How will this article deliver value to the member?

How will it make their professional lives better?

Does this article show our members how important they are to us?

It may help to keep our mission in mind: Insurance Professionals serves its members by providing professional education, an environment in which to build business alliances and the opportunity to make connections with people of differing career paths and levels of experience within the insurance industry.

Be consistent

How often should you send your email newsletter?

In general, we recommend no more than once a month and no less than every quarter. You want your members to remember you and look forward to receiving your newsletter. To some extent, your email schedule should be determined by how often you have timely, important content to send. You want to keep your membership engaged. If you are providing on-target, valuable information your readers won't feel bugged by frequent mailings.

Keep it Simple

People scan and skim email before they read it. Short paragraphs and sentences are easier to skim. Descriptive headlines and subheads with active verbs and vivid nouns will grab your members' attention and nudge them into actually reading the text. Use teasers to engage their attention at the very top of the newsletter or in the headlines, and then deliver the content in simple, concise articles.