



Writing From the Red House

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The Author's Guide to a Killer Newsletter

Every agent, editor, or publisher will tell you to have a newsletter. You might have amazing reach through social media (and of course they love that too), but a newsletter is 1:1 proof that you have readership. It's a crucial part of your platform.

So, how do you get started? What do you write? How is a newsletter different from anything else you are already creating? The framework below will help you get moving—and once the cart is rolling, it will have a momentum all of its own.

Theme / Topic + Brand / Message + Warmth =

A uniquely “you” newsletter that speaks to your audience with a built in feedback loop.

Theme / Topic

This can be picked in advance and put it right on your editorial calendar monthly saving yourself the “what do I write about now?” dilemma each time you start a letter.

Example Theme/Topic: Perseverance, Courage, Body Image, Education, Music, Social Issues, Environment, Holidays, Vacations, —really, just think about what excites you.

Brand / Your Message

Combine your pre-decided theme with your brand/message so it always circles back to how you encourage your readers. Your message shapes how you deliver your theme/topic and can be developed in advance as well.

Example of topic + branding: Topic= managing your Facebook feed + Brand: decluttering.

Kathi's Newsletter: All about “decluttering” her Facebook feed. She wrote about finding freedom to enjoy her new “online space,” which ties back to “Clutter-Free Home,” where Kathi already talks about making spaces uniquely yours. She addresses her promise of



freedom to her audience by leading and then giving permission for them to live in that freedom too.

Warmth

This is the “letter” part of your newsletter. Treat each one like you’re writing to your best friend. If you have an “avatar” in mind —this is your person so make it personable. Make it warm —remind them of your gratefulness for this connection. You need them and they need you— it’s okay to remind them of this symbiotic relationship

Feedback Loop

Asking a question at the end of your letter allows for two things: feedback and future topics. Make sure you ask your readers to let you know what they think. It is a proven method for taking topics further and really satisfying your audience’s needs.

Bonus

Timeliness — Your ability to speak to world-events and share you heart on these matters means a lot during this season. It lets your readers know they are hearing from you in real time and are weathering these storms with them. Not every newsletter needs to address current issues, but speaking to your reader’s pain and helping them find words for what they are feeling is a position held uniquely by you.

Go write a killer newsletter folks!