

# E-Tip Broadcasting: 100 Steps To Setting Up A Successful E-News/E- Tip Broadcast

Want to broadcast an e-newsletter or daily tip? The following checklist should help.

## 1. Decision-making, Planning and Preparation

- ☐ Set first-year goals: how many subscribers to you want within 12 months?
- ☐ Select the topic or theme for your broadcast that you will really enjoy writing about.
- ☐ Figure out WHY you want to do this and what the benefits are to you.
- ☐ Identify the 10 things you like about other tips/newsletters that you receive.
- ☐ Start writing (your first issue or fivetips/nuggets).
- ☐ Schedule time to write your e-Newsletter or nuggets each week.
- ☐ Share your initial writings with 10 people and ask for improvements (not feedback).
- ☐ Make sure your email program can handle 200 email addresses for 'broadcasting.
- ☐ Set up a website or web area at which to upload your writings/tips.
- ☐ Decide the level of automation you want your broadcasting system to have.

## 2. E-Newsletter/Tip Design Elements - Group 1

- ☐ Title (of tip/nugget or newsletter).
- ☐ Personal news.
- ☐ Topical news.
- ☐ Share feedback from readers with everyone.
- ☐ Provide a situational solution or strategy.
- ☐ Suggest a change in thinking or behavior.
- ☐ Pose an interesting question.
- ☐ Provide a statistic.
- ☐ Recommend a URL/website link.
- ☐ Share your opinion.

### 3. E-Newsletter/Tip Design Elements - Group 2

- ☐ Quote an expert. or author.

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- ☐ Include a powerful/fitting quote.

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- ☐ Profile/review a book.

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- ☐ Share a client's story/case study.

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- ☐ Point out a trend and link it to your topic.

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- ☐ Provide a self-test.

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- ☐ Write a "100 Days To...." type of email-based coaching program.

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- ☐ Tell a story.

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- ☐ Your signature (with contact info).

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- ☐ Offer a discussion list for readers to join if desired.

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### 4. Write Your E-Newsletter/Tip Well

- ☐ Write snappy titles: Exact, simple, surprising, directive.

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- ☐ Use metaphors and analogies.

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- ☐ Distinguish a distinction (A versus B).

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- ☐ Speak in messages that direct/guide the reader.

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- ☐ Provide a three-step progression.

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- ☐ Speak personally/conversationally versus theoretically.

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- ☐ Be jargon-free (or else explain it).

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- ☐ Use very specific versus general/vague/over-used words.

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- ☐ Ask yourself "What do I want the reader to know most?"

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- ☐ Ask for feedback from readers in order to improve your style.

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## 5. Marketing/Building Subscribers

- ☐ Email your first issue to everyone you know.

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- ☐ Add a 'how to subscribe' segment at the beginning/end.

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- ☐ Let visitors to your site subscribe from your site.

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- ☐ List your newsletter/tips at 'mailing list websites'.

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- ☐ Get your newsletter/tips announced via Scout.

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- ☐ Write provocative, rich, opinionated copy that gets passed around.

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- ☐ Offer liberal 're-transmittal/reproduction' rights; encourage this.

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- ☐ Swap announcements with other list owners.

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- ☐ Offer more than one tip/news broadcast (multiple markets).

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- ☐ Purchase 'opt-in' subscriber lists and market to these.

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## 6. Broadcast Management Systems & Features

- ☐ After 100 subscribers, automate the sub/unsub process with majordomo, listserv or LetterRip.

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- ☐ After 500 subscribers, start offering a Daily Tip.

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- ☐ After 500 subscribers, use a broadcast queuing/hopper system offered by Julnet.com or webvalence.com.

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- ☐ After 1,000 subscribers, start queuing your plugs/marketing messages.

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- ☐ After 1,000 subscribers, offer a second email list using a single database.

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- ☐ After 1,000, add "autodelete of bounces" system.

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- ☐ Let subscribers receive ad single-email digest of multiple tips/newsletters.

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- ☐ Add a feature that lets you send out sequential emails (for a step-by-step course).

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- ☐ After 5,000 subscribers, hire a broadcast manager.

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- ☐ Have your tips/newsletters automatically post to your website.

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## 7. Making Money With Your E-Newsletter/Tip Broadcast

- ☐ Offer a distance/virtual/tele version of your professional services.

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- ☐ Offer a book or audiobook or audiobook set.

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- ☐ Offer free TeleClasses (10-20% will convert to pay classes).

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- ☐ Offer fee TeleClasses (1% of subscribers will sign up).

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- ☐ Plug a colleague (and then they can plug you).

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- ☐ Sell other people's stuff (books, programs, diagnostic tools, products, services).

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- ☐ Convert your topic into a web/RealAudio course.

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- ☐ Sell advertising (if your list gets to 10K+ subs).

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- ☐ Create an online community and offer them branded products.

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- ☐ Help others write/package their content into nuggets/newsletters.

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## 8. Key Success Strategies

- ☐ Offer a daily tip versus just a weekly newsletter.

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- ☐ Have more than just one tip/newsletter; expand to have 3-25.

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- ☐ If you can't write well, learn how or hire.

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- ☐ Create corresponding services that 'go with' your tip/newsletter topic.

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- ☐ Keep experimenting with topics/subjects until you find one that people subscribe to in droves.

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- ☐ After 1,000 subs, turn them into a community.

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- ☐ Don't give up; critical mass is at 5,000 subs.

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- ☐ Don't expect immediate revenue, but it will come.

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- ☐ Pick a topic that is what people want, not just what you think is interesting.

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- ☐ Target market segments/industry groups given the high referral rate.

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## 9. Topics to Write About

- ☐ Relationships (finding and improving).

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- ☐ Career (advancement and transition).

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- ☐ Small Business (entrepreneurship and making money).

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- ☐ Professional Success (marketing and practice management).

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- ☐ Skills (communication and technical).

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- ☐ Internet (marketing and cyber skills).

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- ☐ Personal Development (self-improvement and spirituality).

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- ☐ Self-Care (nutrition and balance).

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- ☐ Market segments (women, men, parents, etc.).

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## 10. Turn Your Newsletter Into a Community/Network

- ☐ Come up with a community 'name' vs. just a newsletter's name.

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- ☐ Provide a directory of all subscribers who wish to be listed.

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- ☐ Offer special get-togethers or free services to members.

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- ☐ Put members together via "I need X" listings in your newsletter.

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- ☐ Offer discussion groups for subgroups of your subscribers

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- ☐ Offer special discounts to your subscribers.

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- ☐ Turn your readers into your R&D team for program development.

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- ☐ Offer prizes, gifts, shirts for their input/help/ideas.

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- ☐ Set up local meetings/chapters for subscribers to meet each other.

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- ☐ Find out what your community wants and then offer THAT to them.

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