1. Our Brand Voice & Values

Mission Statement: [Clearly articulate your publisher's mission and purpose. E.g., "To empower individuals through insightful financial information and resources."]

Target Audience: [Describe your ideal reader. Be specific about their demographics, interests, needs, and challenges. E.g., "Millennial women interested in sustainable living and ethical consumption."]

Core Values: [List 3-5 core values that define your publication and guide your content. E.g., "Accuracy, Empowerment, Community, Innovation, Transparency"]

Voice & Tone:

Overall Tone: [Choose 2-3 adjectives describing your desired voice. E.g., "Informative, Approachable, Actionable, Witty, Empowering"]

Formality: [Formal, Semi-formal, Informal - Choose one and provide examples.]

Point of View: [First person (we, us), Second person (you, your), Third person (he/she, they) - Explain your preferred approach.]

Language Considerations:

Jargon & Technical Terms: Define when to use and avoid industry-specific language. Provide a glossary if necessary.

Inclusive Language: Offer guidelines on gender-neutral language, representing diverse perspectives, and avoiding insensitive or offensive terms.

Accessibility: Emphasize clear and concise writing that is accessible to a wider audience, including readers with disabilities.

2. Writing Engaging Articles

Article Types & Structures:

News Articles: Concise and objective reporting on current events.

Feature Articles: In-depth explorations of specific topics, often with human-interest angles.

Listicles: Scannable and easily digestible information presented in list format.

How-to Guides: Step-by-step instructions and practical advice.

Interviews: Q&A format featuring insights from experts or individuals with relevant experiences.

Headlines & Subheadings:

Clarity & Conciseness: Write headlines that accurately reflect the article's content and grab the reader's attention.

Keywords: Incorporate relevant keywords to improve SEO.

Subheadings: Break up long-form content into digestible sections with clear and descriptive subheadings.

Intros & Conclusions:

Hook the Reader: Start your intro with a compelling hook that immediately grabs the reader's attention.

Establish Purpose: Clearly state the article's main point and what the reader can expect to learn.

Conclude Strong: Summarize key takeaways, offer a call to action, or leave the reader with a thought-provoking question.

Sourcing & Attribution:

Credibility: Use credible and reliable sources to support your claims.

Citation Style: Adhere to a consistent citation style (e.g., APA, MLA) for in-text citations and reference lists.

Hyperlinking: Link to original sources whenever possible.

SEO Best Practices:

Keyword Research: Identify relevant keywords and incorporate them naturally throughout your article.

Meta Descriptions: Write compelling meta descriptions that accurately reflect your content and encourage clicks.

Image Alt Text: Use descriptive alt text for images to improve accessibility and SEO.

Visual Content Guidelines:

Image Selection: Choose high-quality images that are relevant to your content and visually appealing.

Image Sourcing & Permissions: Ensure you have the rights to use any images you include.

Captions & Credits: Provide clear and concise captions for all images and credit the photographer or source.

3. Crafting Compelling Newsletters

Newsletter Types & Objectives:

Welcome Series: Onboard new subscribers and introduce them to your brand and content.

Weekly/Monthly Roundups: Curate your best content from the past week or month.

Dedicated Topic Newsletters: Focus on a specific theme or area of interest to your audience.

Promotional Newsletters: Highlight new products, services, or special offers.

Subject Lines that Pop:

Urgency & Intrigue: Create a sense of urgency or curiosity to encourage opens.

Personalization: Use the subscriber's name or segment lists for more targeted messaging.

Emojis: Use emojis strategically to add personality and visual interest (but don't overdo it!).

Structure & Formatting:

Scannability: Use headings, subheadings, bullet points, and visuals to make your newsletters easy to read.

Mobile Optimization: Ensure your newsletters are mobile-friendly and look great on all devices.

Brand Consistency: Maintain consistent branding with your website and other marketing materials.

Call to Action (CTA):

Clear & Concise: Tell subscribers what action you want them to take (e.g., "Read More," "Shop Now," "Sign Up").

Button Placement: Place CTA buttons prominently within the newsletter for maximum visibility.

A/B Testing: Experiment with different CTA copy and button designs to see what resonates best with your audience.

Performance Tracking & Metrics:

Open Rates: Track how many subscribers open your emails.
Click-Through Rates (CTR): Measure how many subscribers click on links in your emails.
Conversions: Track how many subscribers complete a desired action (e.g., make a purchase, sign up for a webinar).