

## Title:

3 Reasons Why Every Business Needs A Newsletter

## Word Count:

547

## Summary:

There are many benefits you and your business can reap from publishing your own newsletter.

## Keywords:

business, start business, home business, internet business, work from home, work at home, ecommerce, ebusiness, online business

## Article Body:

There are many benefits you and your business can reap from publishing your own newsletter.

1. Keeping In Touch -- Your customers and clients are the lifeblood of your business. What better way to stay in touch with your existing customers than through a newsletter? A newsletter allows you to add personal touches to your relationship and celebrate milestones, both your own and your client's. In addition to furthering your relationship with your clients, a newsletter can also allow you to introduce new products, offer special sales or discounts to your existing client base, and encourage referrals.

2. Hook In New Customers -- Unless they have an immediate need or came to you through a powerful referral, most potential customers won't buy right away. Often they will shop around and compare which means you will likely never see them again. However if you have a free newsletter that offers interested clients the opportunity to learn more about you, your business, and your products for free and they can also learn more about your interaction with your existing customers. A newsletter can be a very simple strategy to turn a one-time visitor into a lifetime customer.

3. Establish Your Expertise -- No one knows more about your business than you do which makes you an expert. Likely the construction of your own business has further left you with a great deal of expertise in your field. Share your nuggets of knowledge through your newsletter to deepen your relationship with your existing customers and convince potential customers that you are the answer to their problems.

Now that I have convinced you that you need to publish your own newsletter, I want to go over a few questions that budding editors and publishers always ask.

What exactly is an electronic newsletter?

Just like their paper counterparts, electronic newsletters deliver written messages usually relating to a common theme or topic. The main difference is that an electronic newsletter transcends paper and ink and most likely only ever exists on a computer screen.

Some electronic newsletter are delivered only via email while others are delivered only on the web. Most are delivered in some combination of the two. Most of my ezines and newsletters are delivered via email but also available immediately via web page (or rather blog page) and RSS feed.

You can choose the method is most suited to you and your audience.

How do you publish an electronic newsletter?

It is much easier to start publication of your own electronic newsletter than it is to start up a print publication. You simply need to decide on a topic, name your publication and start writing. It is easy to find an audience (beyond your own customer base if you choose) through the various ezine and newsletter directories around the internet as well as going directly to the source, for example discussion boards for people interested in your topic.

You will need to determine a delivery method, which means most likely setting up your own web site or page on your existing web site; creating an archive for your issues once they are created, which could mean setting up a blog; and tracking your readers, which likely means setting up a mailing or autoresponder service. However you can use free tools to do any of these things.