

# Larry Chase's Top Ten Tips for Starting Your Email Newsletter

1. Go to <http://PAML.org> and other email newsletter directories to see what exists in your category currently.
2. Subscribe to all relevant email newsletters that feature similar topics and serve audiences like the one you're targeting.
3. Compare the different types of content each newsletter offers and identify therein what niche isn't being addressed. That niche could have your name on it.
4. Decide how often you're going to send this information in the beginning.
5. Notice the advertisers in the other newsletters and try to figure out if those ad slots are being sold for \$\$\$'s or traded out for barter or for house ads. This may give you an indication as to how well they sell ads and/or how much ad support there is generally in this niche.
6. Your ad avails are worth what you think they're worth. If you don't value them enough to make sure that they're all spoken for weeks in advance, whether by selling them, using them yourself, or bartering them, then at least make sure that they're put to good use somehow.
7. Subscribe to all print trade publications that cater to similar audiences and thereafter contact editors and journalists (both staff and freelancers) who might be interested in your newsletter. Prove to them that you're paying attention to what they're putting out.
8. Upon the launch of your newsletter, craft a press release that even you would care to read. Make sure there's valuable content and quotable, thoughtful statements that journalists can use. Keep it focused. Keep it real. Don't make it sound "addy."
9. Put up archives on the website for people to browse so that they can see what they're getting into when and if they subscribe to your email newsletter.
10. Keep your email newsletter's appearance, editorial, and agenda self-explanatory. People don't like having to guess what you're all about and why you're doing what you're doing. In short, step out from behind the curtain and they'll find the honesty and clarity refreshing.

Bonus Tip: Make sure your subscriber acquisition rate is higher than the rate of unsubs and abandoned email accounts.

