The 9 Golden Rules of Newsletter Design

These rules have been put together after many months of research into what makes a good newsletter:

1. Think about what will appeal to your readers and what will help them read your newsletter – not just about what you like
2. Clean and simple is easier to read than cluttered and fussy
3. Colours – what colour font works on what colour background? Don't lose your text
4. What's it called? Select a name that focuses on your readers and how you can help them. Use a play on words or alliteration to make it memorable
5. How many sections will you include? More than six may cause your writing and your readers to lose focus. What will you call your sections?
6. Include all your contact details
7. One column is much easier to write than two
8. Include your signature or sign off at the end of the first section. An effective newsletter is a series of articles – not a long letter
9. Length – keep to 1000 words for a monthly newsletter; write less if you publish more frequently

Keep to these golden rules and you'll be able to produce a newsletter that becomes an effective marketing tool for your business.

JAC
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