

What Can You Expect From JAC?



This list is not designed to put you off, but to tell you about everything that JAC can and cannot do. It will give you an idea of how much work you need to put into publishing your newsletter and what you can expect in return.

You can expect ...

- Not to win new clients if you provide a high quality, high investment service, unless you provide consistently good sales propositions and write really good, helpful content in every issue
- Not to sell a high volume of products through your newsletter
- Less sophisticated technology than larger, less personal systems
- To have limited access to JAC if you use a Mac or AOL Broadband
- For your subscribers to have difficulty reading your newsletter if they use free AOL or Yahoo accounts
- Different readers to see your newsletter differently, depending on the security settings on their computers
- Your open rate to decrease as your mailing list increases, especially if you add people with whom you have less personal contact
- Feedback (i.e. replies from readers) of no more than 1-2% for each issue
- To have to keep working hard at writing your newsletter
- For good results to take 3-6 months to occur
- To need time to learn how to use the system properly and effectively
- Not to be able to find out from JAC who opens each issue
- A newsletter that doesn't look the same on paper as it does on screen

... which means that you can expect ...

- A far more personal, friendly service than you'll get from larger companies and conversations with real people who know your name
- Support, guidance and hand holding for people who don't do technical
- A way to build your reputation and develop long-term relationships with clients, to help you sell your products and services
- A service that specialises in helping service businesses or those who sell high quality, high cost products
- On-going marketing support to help you develop a good sales proposition that you can promote in your newsletter
- Monthly feedback on your newsletter to help you improve it
- New ideas for content every three months
- Help with growing your mailing list and attracting potential clients
- Ideas on how to generate more responses from your readers
- As much help as you need, for as long as you need it
- To work with people who won't make you feel silly if you ask a question, or forget how to do something
- Marketing support, because its not just about newsletters, but about how you use your newsletter as part of your marketing strategy

If you have any questions, please call Chantal on 01635 578 500.