

**3 Secrets To**

**Successful**



**Newsletters**

**Learn How to Create  
a Newsletter that  
Your Readers Love  
and Brings You Nice  
Profits!**



**By Ladan Lashkari**

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# 3 Secrets to a Highly Successful Newsletter

How to Have a Newsletter that Your Subscribers Read, Love, and Recommend to their Friends.

By Ladan Lashkari

<http://www.FreeNewsletterIdeas.com>

## About the Author



### Ladan Lashkari

Ladan Lashkari is a respected **Internet marketing expert** with special expertise in **newsletter publishing and email marketing**.

Since 2003, she has **helped thousands of ordinary people start and grow their own successful online newsletter** to build a relationship with their customers and make good profits along the way.

Her articles and step-by-step guides have been **published in over 100,000 websites, newsletters, and offline magazines**.

Ladan is the **creator of [Ultimate Newsletter Templates](#)** – the **first and only** collection of professional, easy-to-use newsletter templates that you can use to save time and impress your subscribers.

She is also **the brain behind [List Profit Club](#)** – the first *elite* club where successful list builders hang out and **share their most profitable secrets** to help each other **get more subscribers and make more profits from their opt-in lists**.

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## Introduction

### Imagine this...

It's early in the morning and you have just finished creating another issue of your newsletter. It took you a few hours to write it, put it together, and make it ready to send out to your subscribers.

So you hit the Send button and watch as your newsletter goes to your subscriber's mailboxes one by one.

Then you go to drink a cup of coffee and get some fresh air. After 10 minutes you come back and check your stats and see that **1,665 of your subscribers have opened and read your newsletter instantly.**

Also you have received 13 thank-you emails from your loyal, happy subscribers thanking you for another helpful newsletter.

You are happy, but not surprised... because this is what happens every time you send a new issue.

It's really refreshing to have such a loyal readership, isn't it?

Especially when you see your competitors are dealing with all the spam complaints because their subscribers don't even remember subscribing to their newsletter. ☺

But you have happy and loyal subscribers who love reading your newsletter and always recommend it to their friends – which means they spread the word about your newsletter and bring you more subscribers without you lifting a finger about gaining this publicity.

Sitting in front of your computer, looking at your great readership stats, you realize something...

**You have a successful newsletter.**

## Back to the Current Time...

So wouldn't it be great if your newsletter would be like that?

The good news is that it's possible.

**Here's a fact...**

**Success is NEVER by chance.**

There is always a step by step formula to succeed in everything you want to do.

If someone else could reach a certain result, it means it's 100% possible for you too. You just need to learn the exact steps he took and then follow that formula...

And you will get the same results that he did.

**Creating a successful newsletters, like everything else, has a formula for success.**

If you don't follow it, your newsletter will be just another newsletter that your subscribers will hit the "Delete" button and send it to their mailbox trash.

However if you follow the same formula that other highly successful newsletters are using, your subscribers will read your every newsletter issue, love it, and even recommend it to their friends.

So would you like to discover the top 3 secrets of this formula to make your newsletter highly successful?

Then let's get started...

## SECRET #1:

### Give Your Newsletter A Shining Personality

When I compared different highly successful newsletters in different topics, I found a similar very interesting trait in all of them...

#### Having a personality.

So what does it mean?

It means the author makes his newsletter unique by letting his personality shine through his every word in his newsletter.

You see, we are humans and it's a proven fact that people are interested in people. We don't like to read a faceless newsletter who we can't feel a connection with – like a robot has written it.

We want to feel there has been a **REAL person just like ourselves** behind the keyboard typing those words. We want to feel we know that person.

Want an example for a faceless newsletter?

Microsoft Windows online newsletter is a perfect example.

I subscribed to it for a while last year to find out more about when Windows Vista was going to be released.

Well, my experience with them was something not so special. They kept sending impersonalized and corporate-looking newsletters talking about their products.

I didn't feel I knew the author. I didn't feel a personal connection with the newsletter.

I felt they were a big company that didn't care about me – as an individual customer.

So I unsubscribed from their newsletter after a short while.

NOTE: I don't have any personal problem with Microsoft. This is just an example to show you how a really faceless newsletter looks like.

I'm by NO means trying to attack them, OK? ☺

Today's world is going toward **less corporate voice and more personal voice**. Keep this in mind when writing for your own newsletter and you will get a lot of loyal subscribers.

Still don't think having a personality-driven newsletter is for you?

Maybe you're right.

**But first let's take a look at how the world of Internet is heading...**

Do you remember the big effect the creation of blogs has had on the Internet world... and even the real world?

Now many people go to their favorite blogs to hear about the latest news – instead of the traditional way of reading CNN or BBC websites.

I believe blogs have been a real revolution on the Internet.

Also as another example, take a look at how websites like **YouTube and MySpace** have become so popular... and are growing their reach more and more every passing hour.

So what do all these websites have in common?

Yes, **they are driven by real people for REAL people.**

There's no longer a place for a corporate voice in a newsletter these days.

That's why you DON'T want your newsletter to look like a big corporate, faceless newsletter.

If you write your newsletter for your company customers, you are still a REAL person with your own unique personality, right?

So let your readers see the personal side of you in your newsletter too.

That's the #1 secret to having a successful newsletter.

So don't hide behind your computer monitor.

Let your personality shine through your newsletter!

Now an important question arises here...

## **How Can You Give a Personal Voice to Your Newsletter?**

That's easy. Here are some ideas...

**Include a section at the beginning of your newsletter called "Editor's Notes"**. It's where you always get a chance to say "hi" and talk to your subscribers from a more personal level.

Here are some other creative names for this section that I've heard...

(For example the editor's name is Mike)

- Greetings from Mike
- Mike's Friendly Corner
- Coffee Break
- Mike's Ramblings
- On The Personal Note

The list can go on and on.

Another good idea is to include your photo in your newsletter. You can just include a small photo of yourself in the Editor's Notes section.

(Of course you'll need to have an HTML newsletter to be able to include pictures.)

Also you can talk about some recent things that are happening in your life.

For example if it's near Christmas, let your readers know what your plans are for the holidays. Maybe you're going to go on vacation in Costa Rica. Maybe your parents are coming over to stay with you during holidays.

In the upcoming weeks before Christmas, tell you readers what you're going to do.

Want another example?

**OK, but this time it's YOUR turn to find an example. 😊**

Simply ask yourself to name 3 of your very favorite newsletters that you love to read...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Now ask yourself if they are corporate-looking, non-personal newsletters?

... Or do they have a personal voice from the author who you feel you personally know?

I'm not there to hear your answer, but I can guess that at least 2 of these 3 are personality-driven newsletters.

You see the trend here?

OK, now see how the editors of these newsletters usually talk about personal things that make you learn more about their personality?

This will give you good ideas on what to include in your own newsletter.

OK, enough said for the first secret. Now let's see what the second secret is...

## SECRET #2:

### **Provide Helpful Content that Your Readers Want**

Want to have a newsletter with thousands of fans and loyal readers?

**Then simply give your readers helpful information that they WANT.**

What does it mean?

It's simple. Everybody knows you should offer helpful content in your newsletter.

But what few people pay attention to, is giving their readers what REALLY want. Because NOT every helpful information is what your readers want.

Let's say you publish a newsletter about cars. You keep including information and pictures for Mercedes Benz in issue after issue.

The information and pictures are really cool and useful. So you THINK your readers love it.

But without you knowing this, there is a problem with that...

85% of your readers are interested in Ferrari – and not even a bit interested about Mercedes Benz. So imagine how frustrating it is for them to hear all about Mercedes Benz in your newsletter week after week.

See the problem here?

That's why **you should not only provide helpful content, but also the information that your readers really want.**

Otherwise, it will be like giving very valuable information about growing a coconut tree to Eskimos. Your information is still very helpful – but NOT to your readers.

Most newsletter publishers give their readers what they THINK their readers want... which is by the way 80% NOT right.

## So HOW can you discover what your readers really want?

Simply ask them!

Yes, you can run a simple and easy survey from your list and ask them what they want to find most in your newsletter.

You'll be surprised about the responses.

I ran a survey from my Newsletter Marketing Tips newsletter subscribers a few months ago and the information I discovered from people's answers was truly priceless... and I know I couldn't learn so much about my readers with anything else.

You can simply create your survey outline by email and send it to your list and ask them to reply back, or if you want to look more professional and get more response, you can simply use [SurveyMonkey](#).

It's a great survey service that I have personally used and have seen other big newsletter publishers use too.

So find out what your readers most like to hear about, and then give it to them.

Then I promise you will have a big list of fans and loyal happy readers behind you! 😊

Now let's get to the last newsletter success secret...

## SECRET #3:

### Use a Professional, Reader Friendly Newsletter Design

I still can't believe how many honest, hard-working newsletter publishers spend hours on writing and preparing each issue and still kill their efforts and results by using a poor newsletter design for their newsletter.

It's like you spend years of your life writing an awesome book and then when it comes to choosing a cover for it, you use a very cheap and low-quality paper and write the book title in handwriting on its cover.

**Wouldn't it be insane?**

**Still, some people do the same with their newsletter.**

Even if the newsletter content is very helpful, people won't still read it because they are turned off by the low quality and cheap looking design so much that assume the content will be as bad as the design.

Or maybe the design is so bad that hurts their eye to read the articles – like too small text or a cluttered look that confuses them which part is where.

**So what about YOU?**

Is **your** newsletter design really professional? Or maybe it is killing your newsletter readership...

You can read this article and **learn 3 ways to easily [get a professional design](#) for your newsletter that your readers will love.**

You will find this article an eye-opener.

## Final Thoughts

So now you know the top 3 secrets to have your own highly successful newsletter...

1. Give Your Newsletter a Personal Voice
2. Provide Helpful Content that Your Readers WANT
3. Use a Professional Design for Your Newsletter

So now you are armed with powerful information that can help you transform your newsletter success.

If you have any questions or comments about this report, feel free to email me at: [Ladan@FreeNewsletterIdeas.com](mailto:Ladan@FreeNewsletterIdeas.com)

To your newsletter publishing success, ☺

*Ladan Lashkari*