

# E-Newsletters: A Guide for Publishers

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## E-Newsletters: A Guide for Publishers

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### **Biographical Note**

Robin Neidorf is the founder of Electric Muse, a Minnesota-based company providing research and communications training, consulting and project work for a wide range of clients in the public and private sectors. Her practice draws on a varied skill set, including online and off-line research techniques, internal and external communications, incorporation of technology into communications and building business relationships, and the balancing of medium, audience and message.

A focal point for Electric Muse is helping clients understand the relationship between information and communication. When Robin writes newsletters, reports, speeches, web content or other written materials for her clients, she incorporates a research component so that the communication is targeted, full of critical information, and tied to articulated business goals.

Robin educates and trains clients in how to think strategically about communications and marketing, as well as incorporate low-cost, high-impact tools and techniques into their work without compromising mission. She frequently speaks and leads workshops on marketing strategy for small businesses and nonprofits, communications, research techniques and more.

In addition to her consulting practice, Robin teaches communications and writing through the University of Phoenix Online and creative writing online through the University of Gävle in Sweden. She is an active member of the Association of Independent Information Professionals (AIIP) and the Association of Women in Communications (AWC).

With a master of fine arts degree in creative nonfiction writing, Robin has written for professional and literary publications such as *Contact* magazine, *Online* magazine, *Ms.* magazine, and others. She is the co-author of *e-Merchant: Retail Strategies for e-Commerce* (Addison Wesley, 2001) and is currently at work on a book on distance learning, scheduled for publication in late 2005.

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### *Introduction to e-newsletter publishing*

If my in-box is any indication, most of the business world is hot on e-newsletters. I receive at least half a dozen every day. Some are thinly masked advertisements; most, however, provide some degree of valuable information.

As a communication professional, though, I review the newsletters I receive with a critical eye; many of them leave much to be desired in their planning and execution. Luckily, it isn't difficult to make the leap from adequate to fabulous, if a newsletter publisher is willing to take a close look at the purpose, audience, content and execution of the project.

Are you trying to create an e-newsletter for your freelance or small business enterprise or for those of your clients? Are you already publishing one and want to know how to make it better or find out if you are hitting the mark with your audiences? Then this report is essential reading, providing details on the issues of style, distribution, formatting and measurable outcomes for e-newsletters.

Even those who are part of larger nonprofits, academic institutions, corporations and corporate departments will find much to help them move along the continuum toward more effective electronic communications.

No doubt the business world will continue to communicate digitally; learning to maximise the features of digital communication while minimising the pitfalls and headaches is essential survival training for today's professional, no matter what field you are in.