

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"How to improve your mailings"

January 2011

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

What's New ...

Happy New Year!!!

The new year is here and I would like to first thank all of you that I met last year at the numerous networking events held throughout the Pittsburgh surrounding area. I am looking forward to getting together with those who are looking to grow/expand their business this year. Please continue reviewing the monthly calendar for the networking events we know of throughout the region (including a few that The Write Plan, LLC will be co-hosting).

Also, on a side note it appears that the Steelers may have a chance to make it to the playoffs (and a chance at the Superbowl!!!!) Lets keep those terrible towels flying high and the luck on our side.



Happy Networking!

Chad

"The NetworKING of Pittsburgh"

INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or Comments?

Guest Book

How to improve your mailings

Ads

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



Best practices for successful campaigns

1. Never purchase, trade, or borrow an email list!

This is the cardinal rule of email marketing. Sending email to others who have not specifically requested to receive your mailings (opted-in) is almost always regarded as spam.

2. Make signing up and unsubscribing easy and visible

Put your form, or a link to your form, on your home page. Asking your subscribers for their email address, first name, last name, and one or two other questions to the target mailings, such as their interests/demographics.

3. Use double opt-in registration

There are two standard methods for online registration: single and double opt-in. With single opt-in, a subscriber enters their email address and is then automatically registered. Double opt-in is the preferred method for email newsletter subscriptions because it requires confirmation.

4. Link to your privacy policy

Place a link to your privacy policy near your list sign-up form. The policy should describe how you handle the information you collect and how people can contact you in case they have any concerns or questions. Your subscribers want to be assured that you will not rent/sell their email addresses or other information to third parties without their consent. **Some services will provide a sample policy and include it automatically as a link from the list sign up form.**

5. Send a "Welcome" message to each new subscriber

Once someone subscribes, send a welcome message **IMMEDIATELY**. Include a description of what they will receive, how frequently received and how to unsubscribe. Most email services have a feature that will send a welcome message instantly upon signing up.

6. Keep accurate sign-up records

Keep accurate subscription records, including the website address from which they signed-up and the date.

7. Remind people that they subscribed

At the top of your messages, including a standard heading each time you send a mailing.

8. Avoid certain terms in your subject line and message text

Do not use misleading subject lines.

9. Include your physical address and phone number

Put your phone number and postal mailing address in your message. New federal legislation requires physical addresses on commercial email messages.

10. Send your mailings regularly

Unless you keep in touch with your subscribers frequently, they may forget they signed up to receive your mailings. If you adhere to a schedule, your subscribers will begin to anticipate your messages.

11. Reply promptly to each inquiry or spam complaint

If you receive an inquiry or a spam complaint, respond to it as soon as possible. For spam complaints, include that person's subscription information with your response.

Advertise here



The Write Plan, LLC

Chad E Zwigart, MBA/MPM
Principal Business Consultant

104 Renee Drive
Mars, Pennsylvania 16046

724.910.9640 Cell
724.625.2552 Fax
chad@thewriteplanllc.com
<http://www.thewriteplanllc.com>