

# Newsletters Attract More Business



Contributed by  
Brian Marroevich

- **Keep It Short**
- **Get Referrals**
- **Communicate with Clients**

One of the most effective investments you can make in your business is to publish a newsletter every month and send it to your clients and prospects. By keeping your name in front of clients and prospects, you encourage them to respond to your marketing efforts and you create a marketing machine that will grow your business.

But you don't want to write any old newsletter. You want to write an *effective* newsletter; one that not only keeps your name in front of your clients, but also dynamically markets your services and attracts a large number of referrals.

You can write an effective newsletter in twenty minutes without sacrificing quality if you follow a few simple guidelines.

1. **Don't be boring!** People won't read boring information. Make it compelling. One technique is to use headlines scattered conservatively throughout your copy. For example, if you want to discuss a change in the tax law, don't use a boring headline like, "Tax Law Changes." Instead, spice it up as "Hidden Financial

Opportunities in the New Tax Law!" Have fun with it and make it fun to read.

2. **How to Get People to Want to Read Your Newsletter Every Month.** Use contests or a quiz to keep your readers participating and reading. Dig up questions from LUTCF or any CE training. If a future subject is going to be long term care, ask your readers if they know the difference between Medicare and Medicaid. This presents an opportunity to define your next subject and attract readers anxious to see if they had a correct answer. You have expanded both the interest and number of your readers.

3. **Announce New Services.** A newsletter is great for uncovering new prospects. If you are primarily doing LTC insurance, a newsletter is the perfect method to announce a new financial planning seminar or free consultation, for example.

4. **Get Referrals Without Any Pressure.** Use the newsletter to ask for referrals. Consistently have a section where you offer a reward to subscribers who refer a new subscriber. Have a referral form at the back of your newsletter where subscribers are offered an opportunity to refer up to six new subscribers and receive in return a special insurance report or free subscription to a business magazine.

5. **Use It As a Lead Generator in Your Direct Mail.** Offer a six-month subscription to your newsletter in all your direct mail. This gives you the opportunity to be in front of a prospect every month.

6. **Make it Short.** Try to make your newsletter no more than two pages. Accom-

plish this by limiting your discussion to one or two topics each month.

7. **How to Begin Your Newsletter.** Easy, begin the newsletter with what you will be discussing in that issue. Use an exciting headline that sums up the subject matter. Include mention of the special contest and award. Get your readers to start reading and wanting to read the entire presentation.

8. **How to Get Even More Referrals.** Every six months ask your subscribers to fill out a survey. Ask them what they like and what they don't like, and address what they would like to see more of or less of. Ask if they would recommend the newsletter to any friends or relations, and to jot down two or three names and addresses. Offer to send those people a subscription on behalf of your subscriber, as a free gift. You can't ask too many times for a list like this because people need to be reminded regularly or they will never do it.

My last tip is this...if you have trouble with "writers block" pretend that you are a DJ on a radio station and write down what it is you want to talk about, as if you were the DJ of the hour. This will loosen up your thought process; then watch as the hidden marketer within you reveals him or herself.

Newsletters are an extremely powerful marketing medium, and they are underutilized in the insurance field. Today you have to service your clients and keep your name in front of them more than ever, because if you don't someone else will. Most importantly, a newsletter is an effective tool that attracts high quality leads and referrals...and that means new clients.

*Brian Marroevich is president of Avalanche Response Marketing Systems, a direct marketing organization, specializing in the insurance and financial planning arena. He develops individualized marketing programs for agents and has developed a direct marketing program*

*which includes copy-ready ads and letters. Brian has extensive background as a life insurance agent and planner and may be reached at (800) 230-5303 or fax (888) 238-9632. You may write him at ARMS, P.O. Box 484, Kenfield, CA 94914. His email address is Brian@freemarketingadvice.com.*

**This article was published in Agent Sales Journal, 4th Quarter, 1999.**