

FREE REPORT

HOW TO WRITE A COMPELLING DIRECT RESPONSE NEWSLETTER IN "5" EASY STEPS

- **STEP # 1**

Choose a name for your newsletter. Make a rough outline of the order and format. Find and learn to use a text editor program. Create your newsletter's template.

TOTAL TIME – 5 HOURS

- **STEP # 2**

Develop a theme for your newsletter. Research article ideas ensuring that each one of your articles will move your prospects with an emotional response. Write strong intriguing headlines that grab attention. Write your articles. Proof read your articles at least three times to ensure they are not boring.

TOTAL TIME – 6 HOURS

- **STEP # 3**

Decide on the appropriate graphics to improve the overall look of your newsletter. Check on copyright and terms of use to ensure that you are able to use them without any infringement.

TOTAL TIME – 3 HOURS

- **STEP # 4**

Create a publishing schedule.

TOTAL TIME – 1 HOUR

TOTAL TIME TO PREPARE YOUR NEWSLETTER – 15 HOURS

- **STEP # 5**

Start all over again for the next month's edition.