16 things we learned from mistakes we made in our newsletter

We’ve been doing newsletter for a couple of years now.

Here’s 16 mistakes we have made for you to avoid!

1. Have a team to help. You cannot do it alone. You need input from at least 3 helpers. We have 5 on our newsletter now! You need people to curate content. People to sense check. People to test.
2. Respect the inbox. The inbox is sacred. This is where people spend most of their time. You have to respect their time.
3. Every word. Every sentence needs to be giving something to the reader. We were guilty of being too wordy in the early days.
4. Be generous. People like prizes, competitions etc.
5. Don’t be corporate! Be yourself. Be like you are with friends. This will help you stand out. This is hard but be brave and people will respond accordingly. People respond to personality.
6. Be consistent. People like consistency. Consistency develop rapport. Rapport brings loyalty. Loyalty means the people are on board!
7. Dot be afraid to upset some people but make sure you treat anyone you do upset with respect.
8. The final check off needs to be done by someone who has not had anything to do with the newsletter.
9. Have your newsletter ready the day before publication. Sleep on it. Never send it out after some final adjustments.
10. Do not use stock images. Get out there and take your own.
11. Start now! There is no reason not to start now. I wish we could have started ours earlier!
12. Do not push your message too much. I am tempted to say less than 80% of your newsletter should not be about you or your message. Offer value.
13. Send your newsletter from a real email address- so that people can start conversations! So not an donotreply@ unattended email inbox!
14. Avoid the temptation to put too much content in. We were guilty of this…and maybe even now I think we might put a bit too much in. The more content you put in is inversely related to what gets read.
15. Pictures of people get most views and tell the best story. Get pics of real people in real situations to tell your story.
16. Always focus on the reader and what the reader wants. Keep this in mind at all times and especially in content meetings. Use click rates that your email tool provides to guide you. We’ve used to add in our webinar dates in the newsletter…but our readers didn’t click. So we cut them out.

I hope that helps you. If you want to chat about any of this just let me know [when is good here.](https://app.hubspot.com/meetings/daniel5615)