

Create **Exceptional** Email Newsletters

The step-by-step email newsletter system for busy solo professionals



What We Will Learn Today:

- What we will cover in CEEN
- What you'll have when we are done
- How to stay organized and stress-free
("The CEEN Action Plan" tool)



What we will cover in CEEN



A MAGAZINE
HAS THREE
PARTS

Create **Exceptional** Email Newsletters



CONTENT
(the words)

Create **Exceptional** Email Newsletters



CONTENT
(the words)

+

FORMAT
(the layout)

Create **Exceptional** Email Newsletters



CONTENT

(the words)

+

FORMAT

(the layout)

+

DELIVERY

(a way of getting it
to readers)

Create **Exceptional** Email Newsletters



The Likeable Expert Gazette

a marketing newsletter for solo professionals
on getting better clients, more easily

December 5, 2014, Issue #352

Hello!

One of the toughest parts of selling is knowing who's ready to buy. What if, however, your sales approach didn't depend on that knowledge?

Intrigued? I can't say that I blame you. Scroll down for more (scroll up for less).

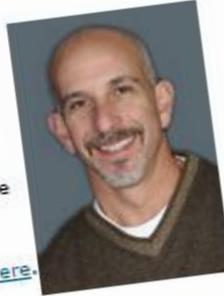
To listen to today's edition (4 minutes, 58 seconds) [click here](#).

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All the best,

Michael J. Katz
Founder and Chief Penguin
Blue Penguin Development, Inc.



AN
E-NEWSLETTER
HAS THE SAME
THREE PARTS:
CONTENT +
FORMAT +
DELIVERY

Create **Exceptional** Email Newsletters



The Likeable Expert Gazette

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Issue #352

Hello!

One of the toughest parts of being a solo professional is being ready to buy. We depend on that kind of client to keep us afloat.

Intrigued? I can help you find more of these clients. (scroll up for lessons)

To listen to today's episode, click here.

[Click here](#) to subscribe to this newsletter.

[Click here](#) to download the podcast.

All the best,

Michael

Michael J. Katz
Founder and Chief Penguin
Blue Penguin Development, Inc.

CEEN IS DIVIDED INTO THE
SAME THREE PARTS!

Create **Exceptional** Email Newsletters

What we will cover in CEEN

What we will cover in CEEN

CONTENT (Modules 2,3,4)!

You will learn...

- How to specify a clear target audience for your newsletter
- The trick to developing an endless supply of interesting content and fresh ideas
- How to write in a way that is easy, engaging and authentic
- A simple formula for combining personal stories with useful insights (the perfect newsletter combination)

What we will cover in CEEN

FORMAT (Modules 5,6)!

You will learn...

- The best template for laying out your newsletter
- How to combine promotional content with informational content
- The difference between a newsletter and a blog - and why if you have one you already have the other
- Answers to your burning logistical questions regarding newsletter length, frequency, design, images, links , when to publish, and more

What we will cover in CEEN

DELIVERY (Modules 7,8,9)!

You will learn...

- How to grow your list (without spamming people!)
- How to choose an email vendor; how to decide what other support (tech, design, editing) you need ... or don't need
- The key to creating a compelling sign up page
- How to stay motivated and on schedule in writing and publishing
- How to leverage social media in promoting your newsletter and building your list
- How to measure newsletter impact and success

What we will cover in CEEN

Each module is provided in video, audio and slides.

Some have bonus sessions and additional downloads.

What you will have when you have completed the course:

1. An *EXCEPTIONAL* email newsletter!
2. A clear understanding of how all the pieces fit together so that you can customize the newsletter process and make it your own
3. A list of topics; comfort and understanding regarding how to write authentically; a game plan and schedule for moving forward
4. A strategy for continuing to grow your list
5. Resources in place (people and otherwise) to keep publishing

How to stay organized and stress-free ("The CEEN Action Plan" tool)

An email newsletter has a lot of moving parts.

You need one place to keep all the pieces.

The CEEN Action Plan is that place (download it below)

One last thought before we get started...

You already know how to do this.
(An email newsletter is just a fancy group email.)

Don't let the desire for perfection get in your way.

Commit to publishing regularly and improve as you go.

LET'S GET STARTED!!