



FALL NEWSLETTER  
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The top 5 reasons  
**NEWSLETTERS WORK**

There are many reasons why newsletters are an effective way to market your business. Today, we would like to give you the top five:

- 1 Newsletters are educational.** With a forum to teach your clients more about your business, you are able to take control of your image while helping them in the process.
- 2 Newsletters build trust.** Because you're providing your clients with something beneficial (information), they are more likely to trust you. You are not just selling them something; you are also proving that you are an expert in your field.
- 3 Newsletters are cost-effective.** Even with the rising cost of postage, newsletters provide one of the best returns on investment of any marketing tool available. Compared to billboards, TV, radio, and the increasingly irrelevant *Yellow Pages*, newsletters provide good bang for your buck.
- 4 Newsletters are "shareable."** While an e-mail will probably be deleted after one person reads it, a newsletter can be passed around. They allow you to reach a larger audience.
- 5 Newsletters are mutually beneficial.** You get your message out, and your clients receive valuable information. This is the absolute key to newsletter marketing. Instead of simply telling your clients why you're great, you are able to show it by providing them with something they need: your expertise.

