

*"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"*

Jay Conrad Levinson  
author, *Guerrilla Marketing*

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Roger C. Parker's

# Guerrilla Marketing & Design

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## **Marketing with newsletters**

### **How many pages, how many colors and how often?**

Mention "newsletters" to most business owners and they immediately think of four, eight or sixteen page issues published bimonthly or quarterly.

But "newsletters," mean something entirely different to Guerrilla Marketers! Guerrillas know that consistency is the key to success, but *consistency is impossible to achieve with multi-page newsletters sent at infrequent intervals!*

Accordingly, Guerrilla Marketers prefer monthly newsletters printed on both sides of a single sheet of paper.

The one-page, two-sided monthly newsletter is the *least expensive way* you can consistently remind clients and prospects of your availability, competence and professionalism.

### **Advantages**

The monthly one-page format offers many unique advantages, including:

*Awareness.* A one-page newsletter appears frequently enough to maintain your firm's constant visibility.

*Space.* It contains enough space to both project a professional image and demonstrate your competence.

*Practical and economical.* One-Page Newsletters are short enough to be practical in terms of writing and design time, plus economical in terms of printing costs. The one-page format also promises a "quick read," which readers appreciate in these days of information overload.

*Focus.* The 500–600 word limit forces you to focus your thoughts and make every word count. This shows you respect your readers' time.

*Flexibility.* Print your newsletters as needed on your desktop printer or take them to commercial printers for printing and folding in large quantities.

*Free distribution.* Convert your newsletter into Adobe Acrobat PDF files for free distribution as e-mail attachments or from your web site.

### **How many colors?**

Because the one-page, two-sided newsletter places a premium on content rather than fancy graphics, you can get by with just one, or two color printing—especially if you choose the right

*Let the content  
of your  
newsletter  
do the selling  
for you.*

paper. Use colored or textured papers to add character to your newsletter.

### **Synergy**

Guerrilla Marketers recognize that no single advertising tool is enough; success comes from using a mix of tools. Use your one-page newsletter to arouse your reader's curiosity, then send readers to your web site for more information. Or include passwords to pages on your web site containing limited-time money-saving coupons.

Invite web site visitors to register to receive each month's newsletter via e-mail as an Acrobat file. Put past newsletters on your web site to show their value to first-time visitors.

### **Promotion**

Always carry copies of your current issue with you to give to prospects you meet. Include copies with correspondence, press releases, and invoices. Promote your newsletter in your e-mail signature when participating in online forums and discussion groups and use postcards to attract new subscribers.

### **Content**

Focus each newsletter on a single, timely topic. Offer thoughtful, helpful advice rather than "advertising" your expertise. Let the content of your newsletter do

the selling for you. Options include:

*Problem-solvers.* Describe tips, techniques and resources that will help prospects and customers meet the challenges they are facing.

*Buying information.* Show first-time buyers what to look for and how to measure quality.

*Reinforcement.* Show previous buyers how they can gain more pleasure and benefits from their original investment.

*Opinion.* Comment on recent (or upcoming) events, interpret the challenges and trends of the day and suggest recommend courses of action.

*Case studies.* Describe how you've helped others overcome similar problems and challenges.

*Call to action.* End your newsletter by describing the next step readers should take to engage your firm's assistance.

*Cultivate referrals.* Invite clients and prospects to share your newsletters with co-workers and friends.

### **For more information**

Visit [www.OnePageNewsletter.com](http://www.OnePageNewsletter.com) for and learn how to design, write, distribute, and promote your own One-Page Newsletter. Attend free teleseminars and subscribe to Roger's ONE-PAGE EDITOR newsletter.



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