PROSPERO

YOUR STEP-BY-STEP GUIDE TO CREATING YOUR WEEKLY EMAILS

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Introduction

It's time to put together your regular email newsletters.

This is where it gets exciting, because your service is now coming to life!

Before you get to this point, you'll have set up some newsfeeds, so you'll have a stockpile of information that you can use.

You'll also have seen my guide - **Essential Email Structure**, with some templates to guide you. Please do look at those first if you haven't already done so.

Now I'd like to show you a practical way to go about putting an email newsletter together. To do this, I'll take the eCommerce niche as an example, and run you through the process in the way that I would approach it.

Of course, as you get more experienced you'll develop your own strategy for putting your emails together, based on what most suits

your personality, working style and preferences.

But for now, follow this proven method to make sure your first email newsletters are assembled easily and quickly, without any head-scratching!

Okay, let's start from the beginning…

Step One

Search Your Newsfeed

The first thing to do is check to see what material you have gathered this week. This will include emails in your inbox and RSS feed, as well as material that you have found on blogs.

For example, for my newsletter in the eCommerce niche, I might check into one of these to see what's new:

- shopify.co.uk/blog
- https://blog.folksy.com/
- woocommerce.com/blog/
- repricerexpress.com/blog/
- practicalecommerce.com/
- bigcommerce.co.uk/blog/
- spacebetween.co.uk/blog

You don't need to read every blog post in detail – you're looking for headlines that catch your eye and which you think will appeal to your target audience.

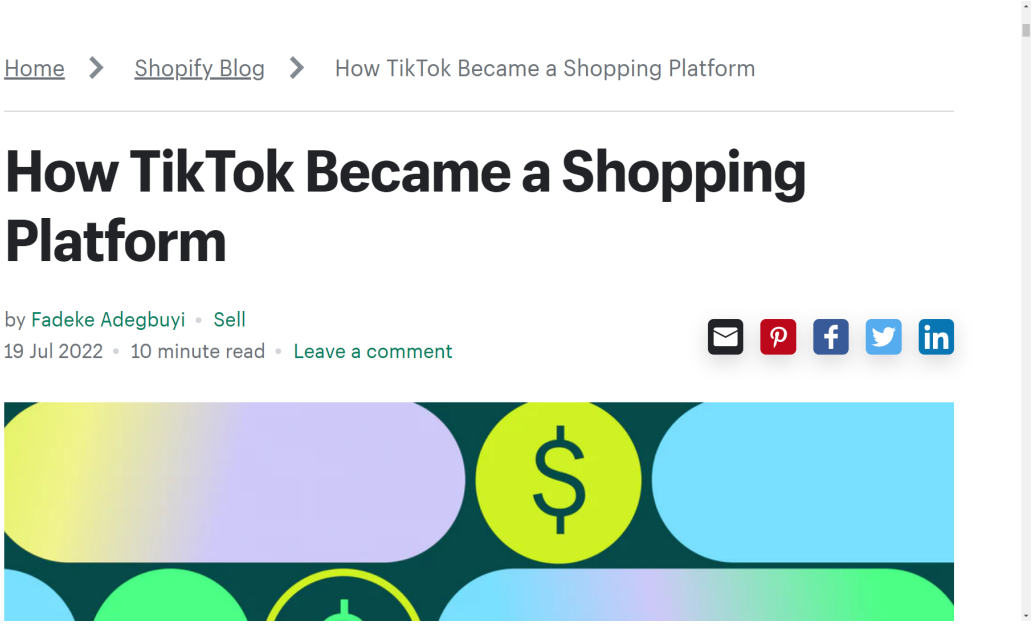
If you find one that jumps out, scan through the article to check that it has some decent content in it – you're looking for facts and

figures, news, case studies, stories, recommendations, resources, tips and advice.

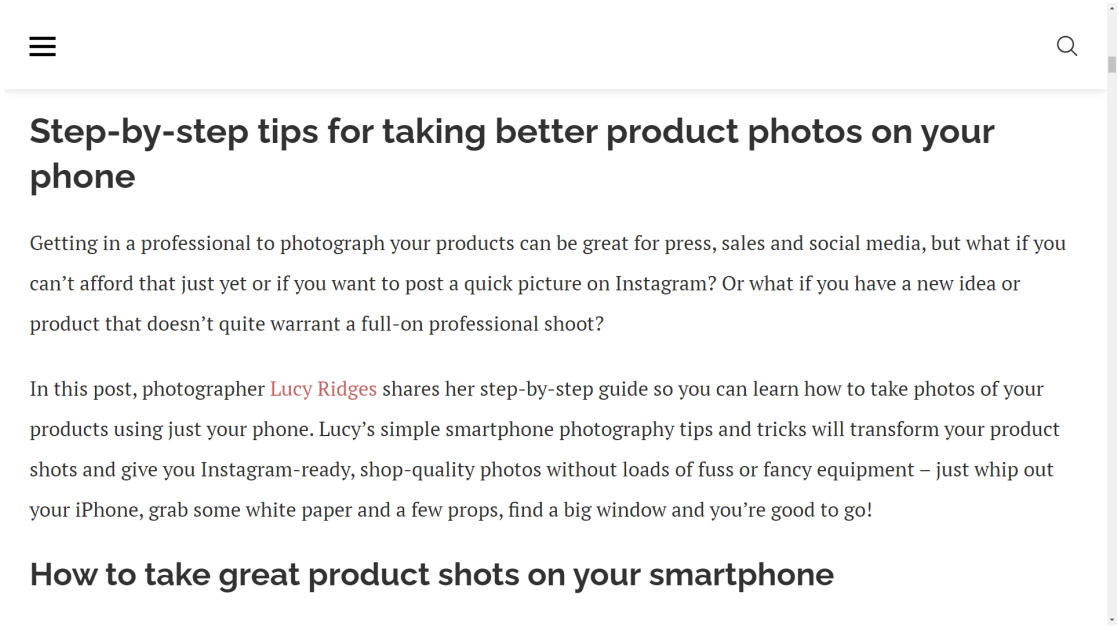
If it looks weak and empty of details, then move quickly on to another one.
Keep going until you have around 3 or 4 great posts that you think have potential.

For example, using just that small selection of blogs, I have found the following contenders:

IDEA ONE: An article about how TikTok can become a powerful platform for online sellers to find customers.



IDEA TWO: An article where a professional photographer gives tips to eCommerce sellers



Step-by-step tips for taking better product photos on your phone

Getting in a professional to photograph your products can be great for press, sales and social media, but what if you can't afford that just yet or if you want to post a quick picture on Instagram? Or what if you have a new idea or product that doesn't quite warrant a full-on professional shoot?

In this post, photographer Lucy Ridges shares her step-by-step guide so you can learn how to take photos of your products using just your phone. Lucy's simple smartphone photography tips and tricks will transform your product shots and give you Instagram-ready, shop-quality photos without loads of fuss or fancy equipment – just whip out your iPhone, grab some white paper and a few props, find a big window and you're good to go!

How to take great product shots on your smartphone

IDEA THREE: An article about a Wordpress plug-in that can increase the customer lifetime value

How to Increase Customer Lifetime Value Using Jetpack CRM

BLOG SELL ONLINE WRITTEN BY CRAIG COHEN

SHARE:

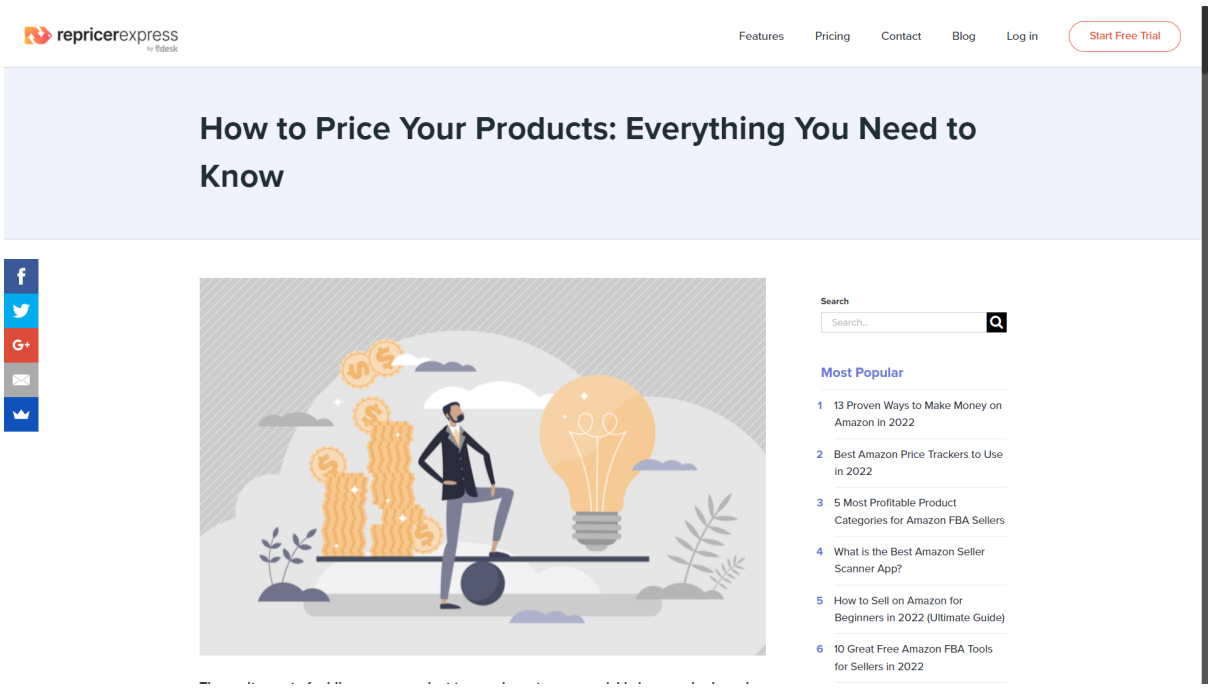
As the adage goes, you make a sale to win a customer, rather than winning a customer to make a sale. A single purchase doesn't mean much in the grand scheme of things. What matters is customer lifetime value (CLV). Using Jetpack CRM, you have numerous tools at your disposal to increase the average CLV of your customers.

Remember, it's also much easier to sell to existing customers than to find new ones. Your current customers already know you, and if they were pleased with their last experience, they'll be open to future offers and likely to buy again — as long as you do the work of communicating with them in a way that serves and values them.

A good CRM, one that intuitively integrates with your existing operations, makes this possible.

Learn: What is a CRM?

IDEA FOUR: An article about pricing your products properly



Any of these could work as an eLetter idea.

But what you need to do is find the ONE angle or story to put as the main subject for your eletter (you can add other articles that are relevant but find one to focus upon).

So let's look at how you can do that…

Step Two

Choose Your Main Story

If you have a bunch of great options for a story and don't know which one you should pick, then ask yourself these 4 questions:

- **How urgent is it?** Is there a lot at stake for the reader if they don't know this, or if they don't act on this? (Rate it 1 for least urgent to 5 for most urgent).
- **How interesting is it?** If a piece of information really surprised you, or excited you, then it's likely that your reader will feel the same. (Rate it 1 for least interesting to 5 for most interesting).

- **How useful is it?** Does this have a practical benefit? (Rate it 1 for least useful to 5 for most useful).
- **How topical is it?** Is this information timely, recently published or does it connect with recent news and events? (Rate it 1 for least topical to 5 for most topical)

Score the pieces of information and pick the one with the highest mark.

So in my example, the **How to Use TikTok** article scores the best because:

- TikTok is an unexpected network for many eCommerce people to consider, as they assume it's for kids – this makes it interesting.
- The TikTok case studies in the article are recent and timely.
- There is useful advice in the article that an eCommerce seller could use
- They could seriously miss out on potential sales if they don't try this, so it does have some urgency.

You might find that there are a few other pieces of news that relate to this story, back up this story, or add something useful to this story. That's great, because it allows you to share news from multiple sources, which gives you more scope, more data and more detail.

If you haven't immediately seen any related articles, I recommend that you scan your newsfeeds to see if there are any more that are on the same subject, or which might be relevant.

Before you choose your subject, also think about the following:

- **What was the subject of your last email newsletter?** If you can find something that somehow follows on from that newsletter, then you could pick that, to give your service

some continuity and a storyline. But you can also do something different if you like!

- **What was the format of your last newsletter?** Have a think about the kind of info you shared last time – for example it might have been an inspirational story, a 'how to' strategy, a set of recommended tools, or a load of tips in bullet form. Try to do something different for this newsletter so that there's variety to your content and it doesn't become formulaic. So, for instance, if you did an inspirational story last time, don't pick that option this time.

The likelihood is that you'll have a whole load of great ideas to choose from – in which case pick one now and save the other good ideas for the next few emails.

Step Three

Process the Information

The next thing to do is get the information off the internet and onto your computer. You can do this in one of three ways:

- Print out the article(s) so you have a paper copy you can work from
- Cut and paste the article{s) onto a word document
- Cut and past the relevant chunks of the article(s) onto a word document

So in my example I've decided to choose the piece about TikTok as a shopping platform.

I have pasted the main article like this…

How TikTok Became a Shopping Platform

There are over 16 billion views across videos on TikTok tagged #TikTokMadeMeBuyIt. If you scroll through this hashtag—through package unboxings, shopping hauls, and product reviews—you'll discover creators sharing items they purchased after seeing them on the world's most downloaded app.

Once a lip-syncing platform called Musical.ly and then a casual "dancing app," TikTok has transformed into a product recommendation engine driving ecommerce. In between videos of choreographed routines and elaborate public pranks, TikTok users can find creators-turned-curators introducing them to everyday essentials and nice-to-have gadgets they wouldn't have otherwise discovered—from levitating light bulbs to renter-friendly home office shelves.

This ecommerce phenomenon is also helping brands get noticed. Sarah Forrai, the Founder behind Contour Cube, has embraced TikTok to build awareness of and sell her face-contouring products. The brand's TikTok account has grown to nearly 200,000 followers and over 2.9 million likes across all its videos.

"We've been lucky with a number of videos reaching large audiences between one million to seven million views," says Forrai. "This has driven a huge amount of traffic to our website and helped grow our online community." Within three months of launching their product on TikTok, it paid off: Contour Cube was approached by large retailers, found distribution partners, and is now stocked at THE ICONIC, Uncommon Goods, and Dolls Kill.

Not having a presence on TikTok is becoming a missed opportunity for brands. The platform has developed ecommerce

product features, in partnership with Shopify, to support the organic product recommendation and sales activity already facilitated on the platform. TikTok has transformed into an online shopping destination where creators recommend their favorite items, consumers find products they love, and businesses drive sales.

5 reasons social commerce is exploding on TikTok

Social commerce is exploding and online browsers are buying through popular social apps. In the US, social commerce saw $46.4 billion in sales in 2020, a number projected to reach $79.6 billion by 2025.

With over one billion active users worldwide and an average of 38.6 minutes spent on the app each day, TikTok is driving ecommerce sales across the globe. TikTok's data on "community commerce" points to the transformation of the app into a bonafide shopping platform:

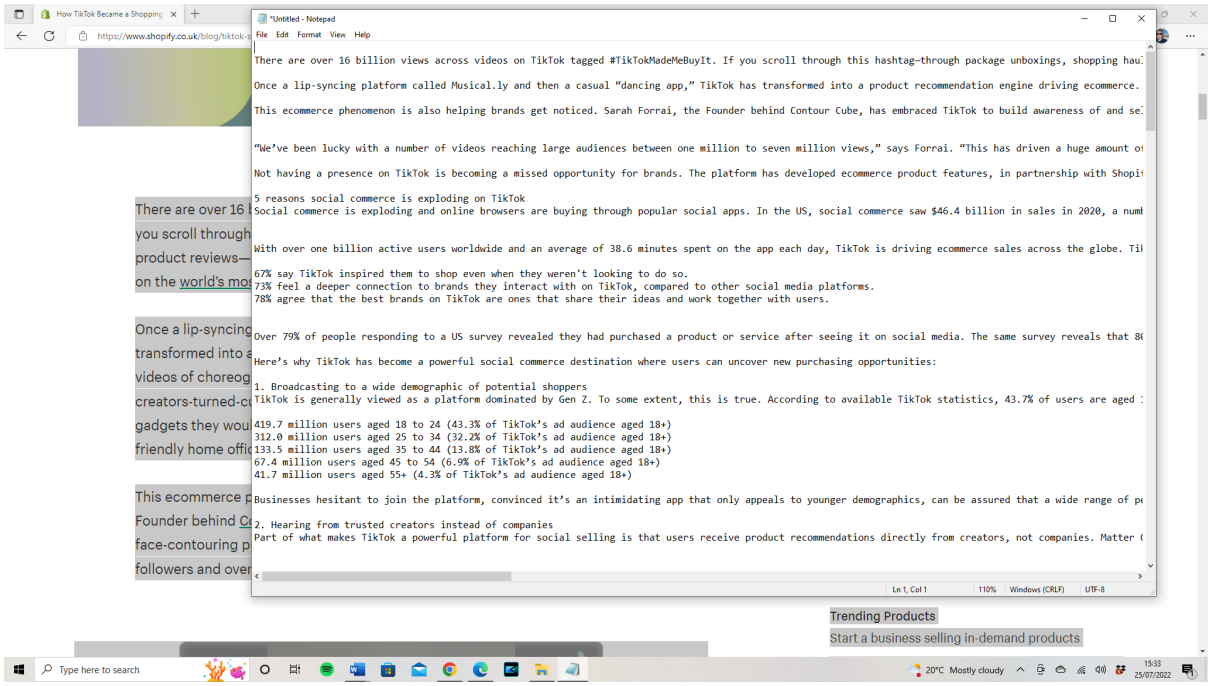
- 67% say TikTok inspired them to shop even when they weren't looking to do so.
- 73% feel a deeper connection to brands they interact with on TikTok, compared to other social media platforms.
- 78% agree that the best brands on TikTok are ones that share their ideas and work together with users.

Over 79% of people responding to a US survey revealed they had purchased a product or service after seeing it on social media. The same survey reveals that 80% of users feel that the platform helps them discover ideas about brands and products they'd never thought of before.

Do this with all the other articles you've found that relate to the topic for this week.

You might find that when you Copy and Paste the formatting on the screen is all over the place, with images and tabs and huge gaps.

In which case, I recommend you open 'Notepad' on a PC or Mac and paste it in there. It takes out the formatting like this:



You can then more easily copy and paste that into your world processing document.

You'll find that you might have a LOT of written material in front of you – but don't worry, as you're now going to edit it down.

Step Four

Extract the Key Points

The next thing to do is to strip the info down to the bare bones, so you can later reassemble it for your newsletter. Simply delete everything but the key facts you need, and any quotes or details.

Here is that same article but edited down.

How TikTok Became a Shopping Platform

16 billion views across videos on TikTok
tagged #TikTokMadeMeBuyIt.
creators sharing items they purchased on the world's most downloaded app.

TikTok has transformed into a product recommendation engine driving ecommerce.

creators-turned-curators introducing them to everyday essentials and nice-to-have gadgets

Sarah Forrai, the Founder behind Contour Cube, has embraced TikTok to sell her face-contouring products. The brand's TikTok account has grown to nearly 200,000 followers and over 2.9 million likes.

"We've been lucky with a number of videos reaching large audiences between one million to seven million views," says Forrai. "This has driven a huge amount of traffic to our website and helped grow our online community."

Within three months of launching their product on TikTok, it paid off: Contour Cube was approached by large retailers, found distribution partners

The platform has developed ecommerce product features, in partnership with Shopify, to support the organic product recommendation and sales activity already facilitated on the platform. TikTok has transformed into an online shopping

destination where creators recommend their favorite items, consumers find products they love, and businesses drive sales.

5 reasons social commerce is exploding on TikTok

Social commerce is exploding and online browsers are buying through popular social apps

With over one billion active users worldwide and an average of 38.6 minutes spent on the app each day, TikTok is driving ecommerce sales across the globe.
67% say TikTok inspired them to shop even when they weren't looking to do so.

79% of people responding to a US survey revealed they had purchased a product or service after seeing it on social media..

I have also found an example of someone using TikTok to succeed, so I have added that.

Isabella Lin started Fizzy Soaps in 2018 as a small Etsy seller, making anywhere from zero to 10 sales each week. That all changed when a video she posted about her business journey went on TikTok, selling out her entire store and launching her business to new heights. Today, most Fizzy Soaps customers arrive at its digital storefront after watching their videos on TikTok and becoming interested in Isabella's story and products. TikTok has allowed them to reach new customers without spending a cent on advertising, even earning money off videos.

Finally, there's a bit about TikTok's shopping features….

In August 2021, Shopify announced a partnership with TikTok—TikTok Shopping—allowing Shopify merchants with a TikTok for Business account to add a shopping tab to their TikTok page, creating a mini-storefront where users can buy products directly.

If you have two or three articles that are linked or related to this, then repeat the same process with them.

Now you have some raw material for your newsletter, stripped down to the essentials.

Step Five

Google for Backup

This isn't a compulsory step, but I highly recommend it…

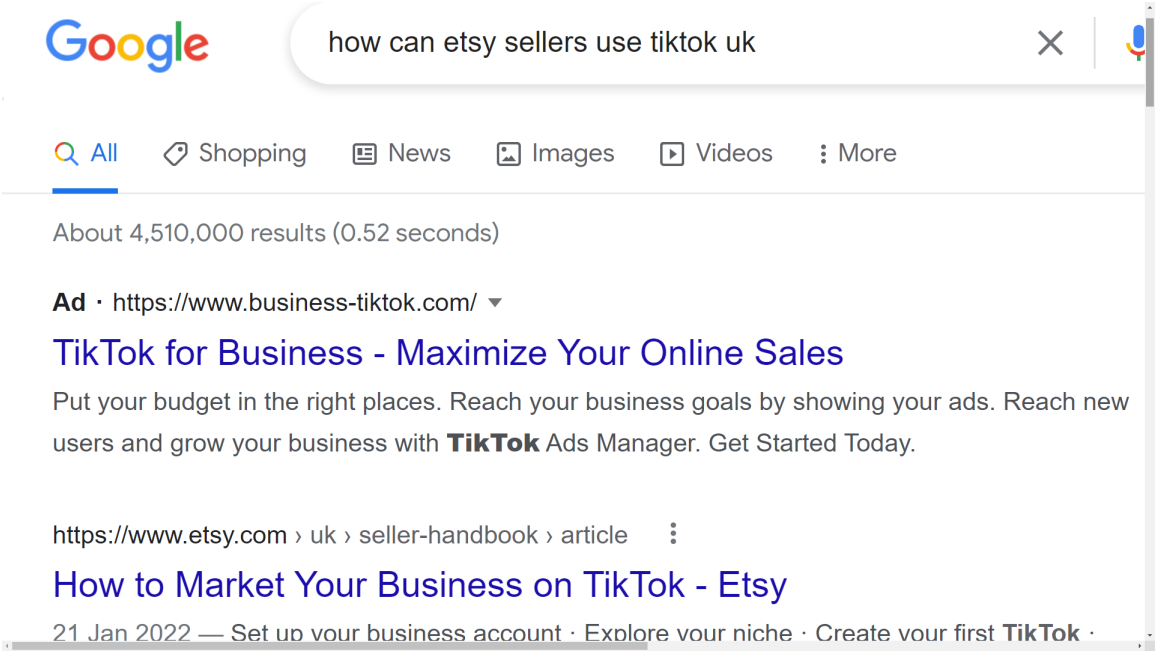
Your story might come from only one or two articles and it might be that it needs a few extra pieces of information.

For example:

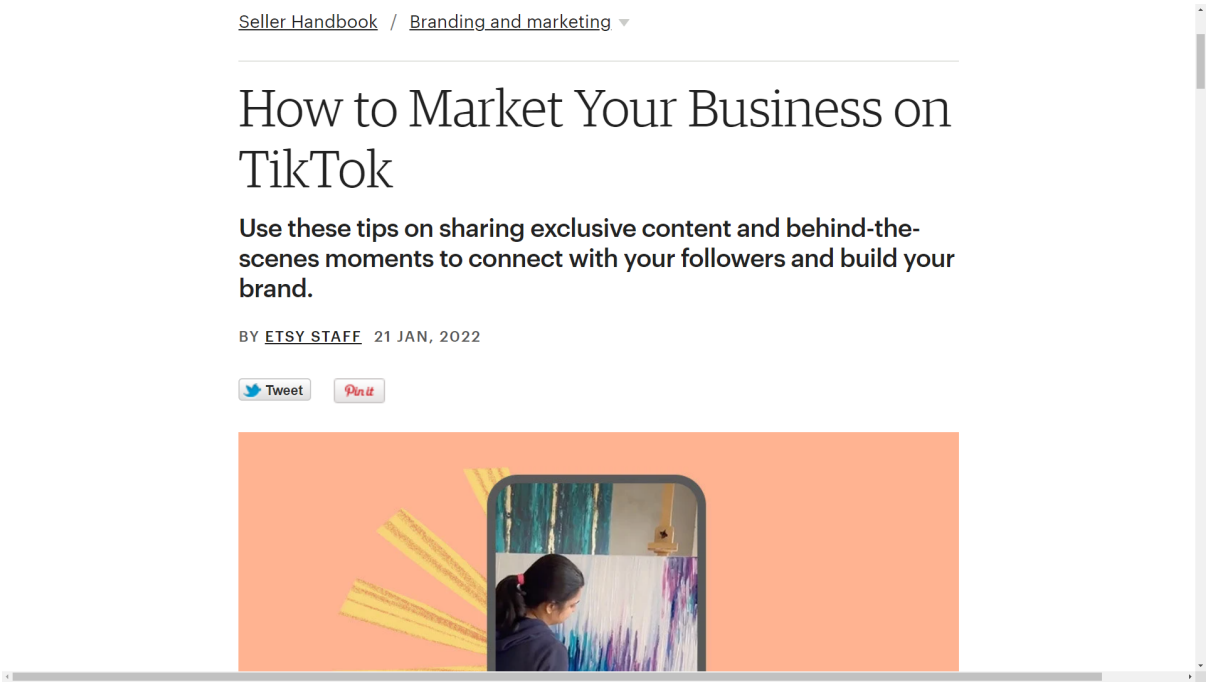
- The article might be US-based and you want to find UK examples or statistics to make it more relevant to your reader.
- The article might be aimed at a slightly different market than yours (for instance it's a small business article but your newsletter is aimed at solo home side hustlers) so you want to find something to make it relevant to them.
- The article might lack something that you think could make it more compelling or more useful – eg, stats, a great quote, a case study, a tool recommendation.

In which case, jump on a search engine like Google, and type in what you need.

In my example, I might decide that my TikTok story needs something to make it more specific and practical for my audience of mainly Etsy selling crafters in the UK.



From this, I have found an Etsy article about using TikTok.



This has a load of great practical advice that I think will appeal to my readers. So I can now cut and paste some tips from Etsy about Tiktok. Then edit them in the same way.

For example:

To get started creating content for TikTok, you'll need to set up your account. If you're planning to use your account to promote your Etsy shop, it's smart to opt for a free business account. Much like on other platforms, a business account gives you additional features that may not be available to general users, including performance and audience data, access to TikTok business tools like the Business Content Guide and Video Showcase (which shows brand accounts some of the top trending content on the platform), and access to the TikTok Commercial Music Library which has 150K+ pre-cleared, royalty-free sounds you can use on your content.

Here are some content ideas to help you get started:

- Give a studio tour: Give audiences a tour of your studio space and the tools you use to create your items.
- Show your process: We've seen these types of videos perform well for us on the Etsy TikTok account. Remember, you can also speed up your videos within TikTok to show a timelapse video of your creation process while keeping viewers engaged.
- Pack an order: Show your buyers what it looks like when you pack an order. "Pack an order with me" videos are a great way to engage with your audience and give buyers a behind the scenes look at your process.

Much like on Instagram, hashtags are often how content gets discovered on TikTok. When starting out, the more content you create, the better. By posting more often, you'll also increase potential exposure for your content, and get a better sense of what content is performing best for your channel.

TikTok provides many additional resources for small businesses like yours - including their recently announced Block Party series, which gives you additional tips on using the platform for your business. For more information on TikTok's Small Biz Block Party, you can visit their website https://www.tiktok-smallbizblockparty.com/

This is material I can now add to the main article, using the following process.

Step Six

Organise the Information

The next thing to do is decide in what order you're going to share the information.

So taking the above example…

I might decide to open with the case study of the Etsy seller

Isabella Lin started Fizzy Soaps in 2018 as a small Etsy seller, making anywhere from zero to 10 sales each week. That all changed when a video she posted about her business journey went on TikTok, selling out her entire store and launching her business to new heights

And then share those stats about TikTok…

16 billion views across videos on TikTok
tagged #TikTokMadeMeBuyIt. creators sharing items they purchased on the world's most downloaded app.

TikTok has transformed into a product recommendation engine driving ecommerce.

Social commerce is exploding and online browsers are buying through popular social apps. 79% of people responding to a US survey revealed they had purchased a product or service after seeing it on social media..

With over one billion active users worldwide and an average of 38.6 minutes spent on the app each day, TikTok is driving ecommerce sales across the globe.
67% say TikTok inspired them to shop even when they weren't looking to do so.

Then another case study about someone succeeding on TikTok.

Sarah Forrai, the Founder behind Contour Cube, has embraced TikTok to sell her face-contouring products. The brand's TikTok account has grown to nearly 200,000 followers and over 2.9 million likes.

Then I could mention how Shopify are collaborating with TikTok to allow direct sales.

In August 2021, Shopify announced a partnership with TikTok—TikTok Shopping—allowing Shopify merchants with a TikTok for Business account to add a shopping tab to their TikTok page, creating a mini-storefront where users can buy products directly.

Finally, I could add those great practical tips about signing up for Tiktok and also what kind of videos work for Etsy sellers.

If you're planning to use your account to promote your Etsy shop, it's smart to opt for a free business account.

A business account gives you additional features that may not be available to general users, including performance and audience data, access to TikTok business tools like the Business Content Guide and Video Showcase (which shows brand accounts some of the top trending content on the platform), and access to the TikTok

Commercial Music Library which has 150K+ pre-cleared, royalty-free sounds

Here are some content ideas to help you get started:

- Give a studio tour: Give audiences a tour of your studio space and the tools you use to create your items.

- Show your process: We've seen these types of videos perform well for us on the Etsy TikTok account. Remember, you can also speed up your videos within TikTok to show a timelapse video of your creation process while keeping viewers engaged.

- Pack an order: Show your buyers what it looks like when you pack an order. "Pack an order with me" videos are a great way to engage with your audience and give buyers a behind the scenes look at your process.

TikTok provides additional resources for small businesses like yours - including their recently announced Block Party series https://www.tiktok-smallbizblockparty.com/

Now you have the basic story, taken from your main article, along with other information you have found in other sources. It has been edited down to the bare bones, along with additional facts, tips and data so that it's relevant to your reader and useful to them.

Now it's time to put your email together…

Step Seven

Choose Your Lead

Take a look at my Essential Email Structure guide. You'll see that there is a choice of 'leads' you can use.

- Teaser
- Establish a theme
- Paint a picture
- Reveal a biographical detail
- Share an Experience
- Deliver news

This should be the first thing you decide upon.

What you choose will depend upon what you think would be the strongest opening, based on the info you're about to share.

In my example, I need to tell a story about the Etsy seller whose business was transformed by TikTok, and then offer advice on using TikTok to market an ecommerce enterprise.

So in this scenario, I might pick the 'teaser' lead option.

"Hi,

Today I want to show you something really exciting...

It's a way you could totally transform your Etsy business, finding THOUSANDS of new customers for free.

All thanks to ONE social media network that might be unfamiliar to you – as it's considered something that's just for young people.

But look at what happened to this Etsy seller when they tried it.

Or perhaps I might pick 'establish a theme' option.

You might have heard of TikTok.

It's the social media network that's all the rage with young people.

So you might not think it has much relevance for your Etsy selling.

But as you're about to see, it could totally transform your sales!

Or I might go for the 'biographical detail' approach.

My 16-year-old granddaughter came to visit us this weekend.

We had lots of fun…

But I have to say, she was on her smartphone a LOT.

At one point, I asked what on earth she was doing that was so compelling.

So she showed me…

It was a TikTok animation she had made – and not only was it brilliantly funny, she had got thousands of views.

Immediately I thought, 'wow, imagine what I could do with that kind of response if I was selling online!'

Then I found an amazing article on Shopify about how one Etsy seller has used TikTok to totally transform their business…

There is no right or wrong choice here. Just pick the one that feels good to you. If you can make a personal connection with the story, all the better, as it builds the relationship between you and the reader.

Step Eight

Add Your Information To The Template

Now that you have your information and your lead sorted, it's time to add the rest of the information into the template.

All you have to do is re-write the useful information in your own words.

Make sure you come up with your personal opinion or insight, and also find a 'call to action' where the reader needs to do something.

Using my example…

Useful info 1 - case study

Back in 2018, Isabella Lin started an Etsy business called Fizzy Soaps.

This was a tiny home enterprise.

She made no more than 10 sales each week – and sometimes no sales at all.

But then everything changed when she went on TikTok.

She posted a video about how she created her soap business and let it do its thing.

The video went totally crazy on TikTok and suddenly the sales were flooding in.

She sold out ALL her stock very quickly.

Now her business is totally transformed.

Useful info 2 - TikTok stats…

It might surprise you to know that TikTok has become such a powerful eCommerce platform.

But social media commerce is exploding right now.

A massive 79% of people in a recent USA survey said they had bought a product or service after seeing it on social media.

TikTok is one of the rising stars in this area, with one billion active global users and an average of 38.6 minutes spent on the app per day.

In another survey 67% of users say TikTok inspired them to shop even when they weren't looking for a product.

Useful info 3 – case study

Sarah Forrai, the Founder of Contour Cube, used TikTok to sell her face-contouring products. They now have 200,000 followers!

Useful info 4 – case study

eCommertce platform Shopify are now in partnership with TikTok, which means you can connect your business account to the platform. You can add a shopping tab to your TikTok page, linked to a shop where they can directly buy your products.

Useful Information 5

If you want to promote your Etsy shop on Tiktok, then opt for a free business account.

It has extra features like performance and audience data, access to business tools and the TikTok Commercial Music Library which has royalty-free sounds you can use.

Shopify recommends these content ideas:

- Tour of your working space, or home.
- Show how you create your products (use sped-up video)
- Pack your order and film it.

Personal insight

I love this idea because it's something that's easy to add into your marketing – just film what you're already doing in your business then post it on TikTok.

Even if it doesn't work as you hoped, you don't risk anything or lose anything because of it.

Call-to-Action

TikTok have just created something called 'Block Party', which gives you tips on using the platform for your business. For more information go to https://www.tiktok-smallbizblockparty.com/

Sign off

Give it a try and see what happens.

Best regards,

Your Name.

Step Nine

Subject line and Declaration of Contents

Once the email is roughly laid out, you should choose a subject line. Come up with about 5 or 6 that you can use, then pick the best one. To help you, please consult my **Subject Line Mastery** guide.

Using my eCommerce example, I might come up these subject lines;

- Revealed, the new eCommerce powerhouse you have to try
- The surprising way to make thousands of sales
- This one network could transform your Etsy biz
- How this Etsy seller got thousands of new customers
- This unlikely social media network could transform your business

You can also decide on your declaration of contents, depending on the format you use in your newsletter. That could mean creating a headline, or a set of bullet points.

An easy way to create the headline is to simply take the best of your subject lines and use that. But remember that you can make it a little longer if you like, adding in more details. For example:

How this struggling Etsy seller got thousands of new customers almost overnight!

Or if you want to use the bullet style declaration of contents, you could take some of your subject line ideas and turn them into bullets.

In today's issue of eSeller Confidential:

- Revealed, the new eCommerce powerhouse you have to try
- How this struggling Etsy seller got thousands of new customers almost overnight.
- Why this social media network is not just for kids!

If you want to use an image, then find something to fit. Make sure it's legal to use, eg out of copyright, in the public domain, from a free stock photo site, or one of your own photographs/illustrations.

Step Ten

Edit

Go through the newsletter and edit it. Use my style guide to help you (you'll find it at the end of **Essential Email Structure**.)

You should add linking copy between the sections to make it flow like natural speech. For instance, "Here's an example"… "let me show you what I mean"… "Cool, right?" . . . "But that's not all"… "Imagine getting that kind of result"...

Also add any subheads to break up the copy. These are just mini-headlines that flag up each section – you only need two or three.

So, again, using my example, here is the information laid out and edited.

Subject line: This secret could transform your Etsy biz

How this struggling Etsy seller got thousands of new customers almost overnight!

“Hi,

Today I want to show you something really exciting...

It’s a way you could totally transform your Etsy business, finding THOUSANDS of new customers for free.

All thanks to ONE social media network that might be unfamiliar to you – because it’s considered by most people as something that’s just for young people.

But it’s much more than that.

Look at what happened to this Etsy seller when they tried it out!

From 10 sales to 1000s of sales

Back in 2018, Isabella Lin started an Etsy business called Fizzy Soaps.

This was a tiny home enterprise.

She made no more than 10 sales each week – and sometimes no sales at all.

But then everything changed when she went on TikTok.

She posted a video about how she created her soap business and let it do its thing.

The video went totally crazy on TikTok and suddenly the sales were flooding in,

She sold out ALL her stock very quickly.

Now her business is totally transformed, with 692,000 followers!

Amazing, isn't it?

And this is something you could do too!

Why TikTok is becoming an eCommerce powerhouse…

It might surprise you to know that TikTok has become such a powerful eCommerce platform.

But social media commerce is exploding right now.

A massive 79% of people in a recent USA survey said they had bought a product or service after seeing it on social media.

TikTok is one of the rising stars in this area, with one billion active global users and an average of 38.6 minutes spent on the app per day.

In another survey 67% of users say TikTok inspired them to shop even when they weren't looking for a product.

So this network is really taking off.

For example, Sarah Forrai, the Founder of Contour Cube, used TikTok to start selling her face-contouring products.

They now have 200,000 followers!

Imagine that kind of audience for your business.

It's perhaps no surprise then that eCommertce platform Shopify are now in partnership with TikTok, which means you can connect your business account to their platform.
You can add a shopping tab to your TikTok page, linked to a shop where they can directly buy your products.

Which means you could start selling outside of your Etsy shop to an even bigger customer base.

But even without Shopify, there's so much scope to expand your business on Tiktok.

How to Promote Your Etsy Business on TikTok

If you want to promote your Etsy shop on TikTok, then opt for a free business account.

It has extra features like performance and audience data, access to business tools and the TikTok Commercial Music Library which has royalty-free sounds you can use.

To get started, Shopify recommends these THREE content types for Etsy Sellers:

- Tour of your working space, or home.
- Show how you create your products (use sped-up video)
- Pack your order and film it.

I love this idea because it's something that's easy to add into your marketing – just film what you're already doing in your business then post it on TikTok.
Even if it doesn't work as you hoped, you don't risk anything or lose anything because of it.

Where to find FREE info

To help you, TikTok have just created something called 'Block Party', which gives you tips on using the platform for business.

For more information go to https://www.tiktok-smallbizblockparty.com/

Give it a try and see what happens.

Best regards,
Your Name.

Step Eleven

Polish

For the final stage, you should polish it up by giving it a second edit, making sure it all reads well, tidying up any typos, grammatical errors and clunky bits. I recommend reading it aloud to make sure it sounds natural.

To help you, I use a free editing tool. Here are 3 you can try:

- HemingwayApp.com https://hemingwayapp.com/

The author Ernest Hemingway was famous for his stripped-down writing style. He used short, simple sentences that got across his meaning as directly as possible. This free tool applies his principles to your copy. It automatically critiques what you've written, then helps you edit it for readability.

- Grammarly https://www.grammarly.com/

Grammarly will flash any problems – or areas for improvement – in grammar, spelling, style and tone, helping you find better and more

accurate words to get your message across.

Draftin.com https://draftin.com/

This gives you proofing critiques on your drafts. If you want suggestions on how you could simplify or improve your copy just click the ‘SIMPLIFY’ button and it will email you over a list of suggestions. This tool mainly covers the use of passive words and words used multiple times in the same sentence.

Once you’ve applied these final tweaks, you have an email newsletter ready to upload and send.

Well done!

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