

EMAIL MARKETING TIP

Take content cues from your community

Concept contributed to [this post](#) by Megan Dougherty of Firepole Marketing

Time to action: 10mins per month

Why is this so important?

In order to generate sales of your product or service you need to be creating rapport and trust with your audience.

What better way is there to do this than to respond to their questions, thereby helping solve their problems?

Action this tip

1. Open a new spreadsheet and save as 'Newsletter Ideas.'
2. As you are asked questions by your followers record them in the spreadsheet.
3. When you need an idea for your newsletter refer to the spreadsheet, choose a question and start writing.

You know the content is highly desirable to your audience because they've asked for it.

Additional ways to collect questions

Just getting started or not getting many questions from your audience?

That's totally ok.

1. Start by asking your audience for topics they'd like you to write about. You could do this in an email, on social media or by personally asking your biggest supporters.
2. Competitor websites and social accounts can also be a great source of questions / topic ideas. Choose three 'big names' from your industry then look through their blog comments and frequently asked questions page. Record content opportunities you identify.



Your turn

Get started.

If you are sending weekly newsletters you only need four questions to have a month covered.

How easy is that?!?!

BONUS POINTS:

In addition to recording questions from competitor websites or social media accounts, share a thoughtful response with the person asking there and then, followed by an invite to chat further or linking to a related blog post.

It's an easy way to grow your community and your comment will have already created the foundation for your newsletter.

