

A simple template for writing a regular newsletter.

Write an engaging subject for your email.	Ask yourself what would make people want to open it. No more than 60 characters.
Connect	You should always start your email by trying to make a connection with your reader. It might involve telling them something about yourself, your recent activities, your family, it doesn't really matter what. Keep it simple and honest. You are looking to connect and engage with the reader on a personal level. Keep it cheerful and happy. Make people feel glad they opened it. Importantly, personalise your emails by including the readers name in the introduction. "Hi Mary" is so much nicer than "Dear recipient".
Inform	The middle segment of your newsletter should be informative. Say you have a special gig coming up or the launch of a new single, this is the place to promote it. Don't be lazy and just add a list of all your gigs. Pick out one and talk about it. Tell the reader how you're looking forward to playing there. Be specific. You can include a link to your full gig guide at the end as well. Keep it to no more than about three paragraphs. If people need more detail, send them to a more comprehensive article on your website.

Action	In marketing terms a “call to action” means asking the reader to do something. It might be to buy your latest album, follow you on Facebook, or buy a ticket to your gig. Whichever one you pick, make sure your email finishes with a clear call to action. It is also important to only include one call to action in each email. Don’t do the old “join my Spotify, Facebook, Twitter, Instagram, etc, etc” thing. Pick one each time and promote that.

Checklist

Engaging subject line	
Personalised Introduction	
Not too long	
No more than two fonts	
Has a call to action	