



# Future-Proof Your Business and Grow Sales by Millions

## With Content Marketing!

**T**he single most important area of marketing you should be focusing on is content. We've all heard that content is king, and that is true, but so many people mess up content on a variety of levels. Yet, when it's done correctly, you can amplify the success of every other campaign you're doing — but in the best-case scenario, you can actually see massive increases in both sales and profits with a significantly lower customer acquisition cost. What many are missing is how content is about to become even more significant because of the rise of crypto and the enormous impact this revolution will have on the entire world. None of us can even imagine the myriad effects yet, but one major area to be impacted is the increased importance of content for all businesses and entrepreneurs if they want to stay in business. No, seriously, that's how important it will be for the vast majority of businesses in the coming years.

If you think you're not good at content creation or you've tried content marketing before and it didn't work, then remember this: There are right and wrong ways to create content. Unfortunately, most people do it all wrong. I've been fighting against these wrong ways for over 11 years now. Trust me, I've heard all the excuses and been told all the reasons your business is different. Here is the truth: Your business isn't different. Pick any competitor of yours, and if you tossed me into their business — with the ability to run their marketing

— we'd be No.1 in your market before you realized what had even happened. That's not arrogance; it's just not that difficult because it is fairly formulaic regardless of what your industry is.

Let's look at some major mistakes I see all the time (and have even made at Newsletter Pro) and also discuss some best practices.



**Rule No. 1: Don't use boring content.** This may feel basic to many, but I see it all the time. No one wants to read, watch, or listen to boring content. I have a million choices for entertainment, so why would I waste time hearing or reading someone ramble for even a few minutes ... *Next!* That's why

it's imperative that you entertain them, make them laugh, and be personable. Tell stories, help them solve a problem — just don't be boring.

**Rule No. 2: Stop talking about your business.** I don't care about that case you won for a million dollars a few years ago. What about *my* car accident case? My back hurts and I'm running out of money to pay my medical bills. I don't care about someone else's



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money; show me my money! A good rule of thumb for content creation is you must put out four pieces of good content for every one piece of promotional content. You can, of course, mention what you do as well as how they can find you or get some lead magnet you're offering. You can even plant seeds about helping them with XYZ, but please stop making every piece of content about why they should buy your stuff and give you money. Just help them and the money will follow.

**Rule No. 3: Content creation isn't direct response marketing; stop treating it as such.** We all want ROI, I get that. I want it as well, but content marketing isn't a direct response marketing ad. In fact, too many people want to treat it as such. Content marketing is much more like going to the gym. The first day you go, you don't come home the next day all ripped. You may even go for a few weeks before you really see any changes at all, and it will take numerous weeks after you see results before others start noticing the changes. That is content marketing. You must make the investment and see it through when no one is paying attention. Continue to create and push out great content while you build traction. If you want to see an instant ROI, maybe go run some Google and Facebook ads, because this isn't the right marketing strategy for you. If you want to have a machine that produces money day and night for you, even from work you did years ago because that brand-new customer found your video from four years ago and decided to sign up, you should put in the hard work upfront. Push through the low engagement and inability to track or even get a direct ROI.



**Rule No. 4: Focus on one topic, or two topics at most, per piece of content.** If you have two topics, make sure it is clear how everything relates and works together. A focused, singular topic that is clear, entertaining, and provides value on one level or another is most important. If you have an in-depth subject that needs a bunch of info to explain, make multiple videos to cover each single topic. Think of it like this: If I asked you to the movies to see the latest true-crime thriller but told you it was eight hours long, you'd decline the invite. If I invited you to hang out on a Saturday and watch this new true-crime thriller and season one just dropped with eight one-hour

episodes, there is a good chance we'll binge watch the whole season. Be Netflix and break your content into small, easily consumable chunks.



**Rule No. 5: You're not publishing too much content; you're publishing too little content.** Yeah, I know your customers don't want weekly emails or monthly newsletters or a podcast. But maybe they just don't want to hear how you're about gum disease because you're in dentistry. See Rule No. 1 again.

**Rule No. 6: You simply can't do it all yourself. There is so much to be done that you should outsource some of the content creation — but you'll likely need to outsource nearly all of it.** Unless content creation is your true passion or you want to be the personality for your business (which I personally enjoy, so I totally get that), you should let the professionals handle it. Simply put, unless you love this stuff, you need an easy button or it simply won't get done. This is one of the reasons we interview clients and ghostwrite their newsletter content. When I first started Newsletter Pro, I thought customers could easily write one article per month. It took only one customer to realize that wasn't the case. Unless we wrote the articles for them, but in their voice, this business wouldn't work. Eleven years later, here we are but literally only because we ghostwrite the content and are really good at it.

I'll talk a lot about content marketing over the coming months. The primary reason is the window of opportunity opening right now that entrepreneurs can jump on so they'll get ahead of the competition in a way that may not be half as feasible in the next couple of years. Additionally, we'll take the 11 years of experience we have in creating content for others and expand beyond just digital and physical newsletter content. We'll help those who understand how important this is for the future of their companies as well as their pocketbooks. We want to ensure this gets done consistently and correctly so businesses have the best possible outcome ... but more on that in the coming weeks and months.

-Shaun

"The grass withers, the flower fades, but the word of our God will stand forever." -Isaiah 40:8 ESV

# 5 Business Trends to Capitalize on This Year



A famous film director, Frank Capra, once said, "Don't follow trends, start trends." That philosophy might work in Hollywood, but it's a terrible idea in the business world! Sure, you should try new things and get creative, but examining what works for other companies and stealing those strategies for yourself shouldn't be frowned upon. It's simply smart business.

If a strategy works for a company *like* yours, odds are it will benefit you, too. Think about it: A business solution only becomes "trendy" once it has brought dozens of companies success. Why would you just dismiss something with that much potential?

With this in mind, we've rounded up five 2022 business trends that companies like yours can and should try this year. Don't sleep on these things because of naysayers like Capra!



## Trend No. 1: Going Remote

It's no secret that many of our employees here at Newsletter Pro work remotely — and they love it! During the pandemic, hundreds of businesses discovered the benefits of offering remote-first job opportunities,

including flexibility, increased productivity, a more diverse hiring pool, and lower overhead. Don't knock this trend until you try it with at least a few employees.

## Trend No. 2: Hiring Freelancers

This goes hand in hand with remote work. Instead of hiring new full-time employees, businesses are capitalizing on the expertise and flexibility of freelancers to handle unique or one-off projects. Consider contracting a freelancer for things like website creation, social media management, and IT that are essential to your company but not in your area of expertise.

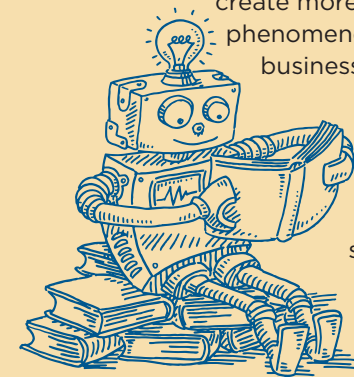
## Trend No. 3: Putting Employees' Needs First

We've said it before and we'll say it again: Your employees are your company — and if they're happy, your bottom line

will benefit. Employee retention has been one of the biggest challenges of 2022 for business owners, and the trending way to fight it is by putting employees' needs first. Pushing work-life balance and offering incentives like quality health insurance and 401(k)s might seem like a drain on business resources, but you'll save money by having less turnover and not needing to train as many new people.

## Trend No. 4: Building Community Online

Brands that thrive are the ones that turn their customers into communities. Think about Dutch Bros. Coffee's "Dutch Mafia" or Peleton's "Stationary Biker Gangs." Clients won't leave you if it means leaving their "tribe" behind, whether that's an exclusive Facebook group or a membership portal. WPBeginner's founder, Syed Balkhi, explained this perfectly when he spoke to Small Business Trends in January: "Small businesses are agile and connect with their audiences better than big businesses can. I'm excited to see the formation of avid online communities around small businesses. Such businesses and communities can collaborate better to create more personalized offerings. This phenomenon also makes way for small-business-driven social change."



## Trend No. 5: Automating Vital Marketing

Automating your marketing will save you valuable time, make your campaigns more efficient, and help you scale your business.

Lead nurturing emails are the low-hanging fruit here, but you can also automate your social media posts and even your invoices. Check out tools like Keap, HubSpot, Hootsuite, Eloqua, ManyChat, and Drip.

You don't need to go all-in on these five trends simultaneously, but pick out at least one or two and experiment with them this year. The results might surprise you!



# Don't Ignore This Technique

## Keep Employees With the Stay Interview

Interviews — they're a necessary part of conducting business. In fact, you rely on interviews to carefully select potential candidates for open positions or to learn about the reason(s) someone is leaving your company. But what if there were a way to solve potential problems without finally learning about these issues during an exit interview?

The stay interview is the solution every business leader needs.

### More Than a One-on-One

On its surface, a "stay" interview is similar to a one-on-one or "check-in" with your employees, but these interviews vary in numerous ways. For starters, one-on-ones should be conducted on a weekly or monthly basis; stay interviews work a little differently. While they contain valuable information, scheduling these meetings on a quarterly, biannual, or annual basis allows you to gain valuable information with minimal disruptions. Furthermore, one-on-ones typically encompass employee feedback. In a stay interview, it's your company receiving the feedback.

### Focus on Improvement

Positive scores are great! But don't dodge the sticky, difficult questions. Ask employees what they enjoy about their job and coming to work, then also ask what they don't like, areas they see for improvement, and factors that could motivate them to leave. You may not save every employee because of a stay interview, but you could find opportunities for intervention, potentially preventing other departures.

### Respond Appropriately

This is two-fold. First, you should actually act on what you learn from a stay interview. Simply nodding your head and offering platitudes won't work — that could even motivate people to leave! Try to weave action into the conversation and discuss ways the employee would like their concerns remedied. Secondly, don't be defensive. Employees have to trust that what they say will be met with an open mind or without repercussions. If you begin to dismiss their ideas by getting defensive, you will gain nothing from a stay interview.

Like with any good interview technique, it takes practice to refine your skills, but the greatest disservice you can do to your employees and your company is to not deploy a stay interview. Use this technique and figuring out what employees *really* want will no longer be a mystery.

# Email Is NOT Old News

## 5 Reasons to Include It in Your Marketing

**What is the No. 1 way your business communicates with clients online?**

1. **Do you send them messages on Google Chat?**
2. **Do you tweet them on Twitter?**
3. **Do you ping them on Facebook?**

We're willing to bet you do none of those things. Instead, the answer that popped into your mind was probably "email."

Of course it was! No matter how trendy live chat and social media are right now, they haven't dethroned email as the easiest, most professional way to get in touch online. An email has a gravitas that a text message or tweet just don't, which is why so many brands still use email marketing to reach prospects, nurture leads, stay top of mind with clients, and generate repeat customers.

Still not convinced that email is powerful? Here are five more reasons it stands up to the competition. When you market with email ...

1. **You're not enslaved to an algorithm.** Social media platforms like Instagram, Facebook, and TikTok are governed by algorithms, just like Google. This means to ensure your post or website reaches the most eyes, you'll need to play by the site's rules, and those rules are constantly changing — stacking the odds against you! That's why so many blog posts out there have titles like, "How to Survive (and Outsmart) the Instagram Algorithm" that make marketing sound like "The Hunger Games."

With email, you don't have to jump through hoops like posting times and using video versus photo or waste time re-learning what works every six months. As long as you avoid the spam filter, every email you send will reach your recipients' inboxes. It's a guaranteed line of communication you just can't get on social media.

2. **You reach the widest base of users online.** As different as baby boomers and Generation Z might be, there *are* things they have in common, and one of those things is email. Gen Z kids need email addresses for their college classes, and grandmas need them to shop on Amazon. A whopping 3.9 billion people use email worldwide; so, no

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# Feeling Stunted? Unlock Your Growth Here



Small businesses often borrow money because they have to "lend" it to their customers — that's a lesson many entrepreneurs, including Stacey Abrams and Lara Hodgson, have had to learn the hard way. And while the "hard way" might imply failure, the lesson actually arrived after a successful contract with a major retailer that ultimately crippled their business.

If Abrams sounds familiar to you, that's because she's also a politician who served in the Georgia House of Representatives for a decade (2007-2017), ran for governor of Georgia, and was lauded by former President Barack Obama for her "resilient, visionary leadership." But Abrams wasn't always in politics. She started a business after meeting her future business partner, Hodgson.

At a leadership workshop, Hodgson and Abrams quickly bonded over an admiration for each others' intelligence and work ethic. They knew they'd work great together and created Nourish, a company that created a patented spill-proof bottle to help busy parents feed their babies on the go.

Demand for the product grew quickly. When they worked out a major deal with a global retailer, it seemed like success was finally falling into place. According to Abrams on the "What I Know" podcast, everything felt within their grasp — as if Fortune magazine was going to start calling for a feature.

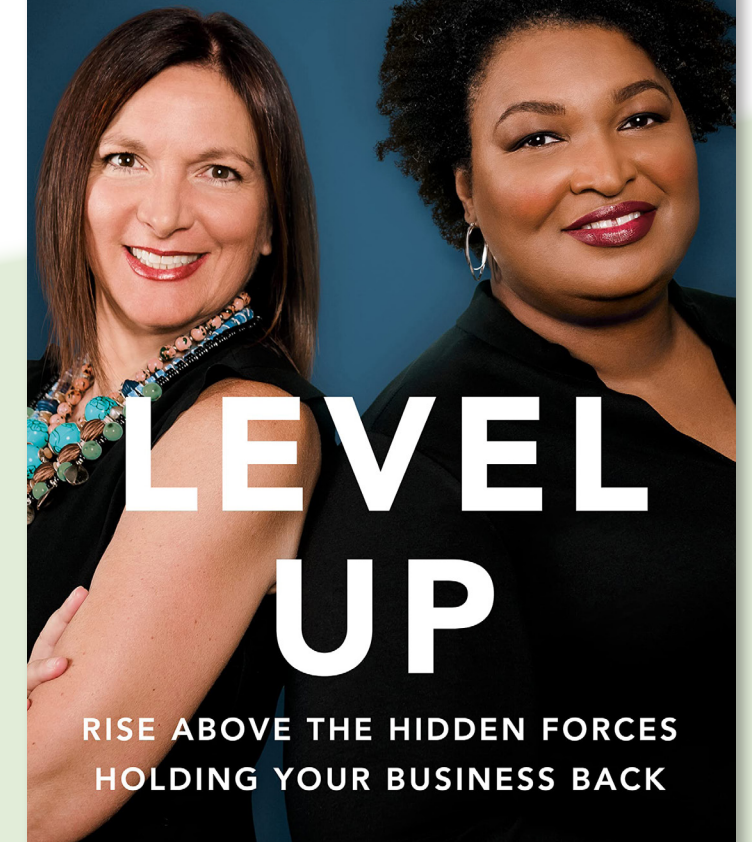
Then, they learned about net 30.

Net 30 refers the contract terms granting the customer 30 days to pay after delivery of the product. However, 30 days can often turn into 60 days, 90 days, or even longer during good and bad economic times. Because small businesses have bills to pay (employee pay, utilities, raw materials, etc.), they often have to take out loans to tide over their business until they receive payment from customers.

This crippled Nourish and eventually led to the company closing, but it wasn't enough to discourage Abrams and Hodgson. At first, they thought their bad luck was the result of a bad contract. However, they learned from other industry experts and entrepreneurs that, in fact, this was a common obstacle that has always existed for small-business owners. The partners asked: Why? How can we change that?

In response to net 30, they rebranded Nourish into Now, a financial consulting firm. After working with finance experts, the partners — with no previous experience in

**STACEY ABRAMS & LARA HODGSON**  
WITH HEATHER CABOT



finance — created an innovative, "credit card-inspired" invoicing solution for small businesses to receive payment promptly, rather than in 30 days or later.

Their new book, "Level Up: Rise Above the Hidden Forces Holding Your Business Back," describes not only their journey, piece by piece, but also why and how small businesses can achieve their dream of success — despite financial obstacles that so often prevent small businesses from growing. We highly recommend giving it a try!

"Judge not, and you will not be judged; condemn not, and you will not be condemned; forgive, and you will be forgiven" —**Luke 6:37 ESV**



matter what your target demographic is, email will reach them. According to Statista, the age group that uses email least includes folks 65 and up ... and they still use it at a rate of 84.1%. People aged 25–44 are particularly email savvy, with an engagement rate of 93.6%.

- 3. You generate massive ROI.** Yes, *massive*. As Forbes put it last year, “There is one marketing method that has maintained its claim to fame. Email marketing still promises to deliver the highest ROI of all marketing channels — \$42 back for every dollar you spend.” That’s a 4,200% ROI.
- 4. You can leverage automation.** You know what makes getting a massive return on investment even easier? Enlisting robots to press “send.” Email automation is incredibly easy, and you can use it for everything from post-purchase follow-ups to month-by-month lead nurturing campaigns. Your current customer relationship management software (CRM) probably comes with built-in email automation, but if not, consider switching to or adding another option like ActiveCampaign, Ontraport, Autopilot, Keap, SharpSpring, or HubSpot.
- 5. You can segment and personalize.** One thing our customers love about print newsletters is that we can segment them and/or their inserts by address. Want to ensure only local readers are invited to your fundraising 5K or send one offer to prospects and a different one to existing customers? Done! You have similar flexibility with emails. You can segment addresses depending on where they are in your sales pipeline and personalize each email with the reader’s name in the subject line. This level of control ensures you get the most from your marketing budget.

Constant Contact calls email “a marketing workhorse” for a reason. It’s a versatile, practical tool, and even though it has been around since 1971, we haven’t come up with anything comprehensively better.

Here at Newsletter Pro, we help our clients leverage the power of email marketing with a digital version of our most popular product: the newsletter!

Our Digital Newsletter Package helps business owners like you maximize their conversions, retention, and referrals. Each digital newsletter is written, designed, and delivered by our team of pros. The full package includes a weekly email newsletter sent directly to your curated list of readers *and* weekly custom content you can use on your blog and your social channels. The newsletter is designed specifically for you with a custom link and blog each week.

With our Digital Newsletter Package, you can engage with your audience across all of your channels regularly and easily — all it takes from you is one hour of work per quarter (four hours per year). Just think of our team as the best email marketing automation software out there.

**Want to learn more? Visit [NewsletterPro.com/](https://www.newsletterpro.com/) Products and click “Digital Newsletters.”**



## TikTok: The New Frontier for Personal Finance

You read that headline right: Not only is TikTok the go-to place for dance videos and cooking hacks (mmm, feta pasta), but it’s also a growing outlet for finance tips. According to Business Insider, millennials are about 50% more likely to talk about money than their parents, and along with Gen Z, they’re seeking out those conversations everywhere — TikTok included.

Financial advisor Humphrey Yang (@humpreytalks) was one of the first professionals to jump from YouTube to TikTok and ride the wave to success. Today, he has *3.1 million followers* on the app! His videos make complex topics like budgeting, investing, taxes, and credit-building simple.

“I didn’t think that that many people would be interested in personal finance,” he told TMRW. “They all are willing or wanting to learn about it, and the growth has been really great.”

Another TikToker giving tips to the masses is entrepreneur Tori Dunlap, founder of Her First \$100K (@herfirst100k). Dunlap speaks specifically to women who weren’t taught the financial basics growing up, like creating an emergency fund and opening a Roth IRA. She has over 2 million followers on TikTok and also hosts the podcast “Financial Feminist.”

Dr. Brad Klontz (@drbradklontz), a financial psychologist, also leapt into the TikTok-verse to set people straight about money. According to “Today,” his teenage nephews inspired him to join the platform by showing him how much *bad* financial advice was out there.

As he put it to TMRW, “It was all about [how] you should buy this stock and day trading and I made this much money and standing in front of my Lambo, you know, all this kind of stuff — garbage.”

Klontz uses his account to debunk stereotypes and explain what it’s really like to be wealthy in a way that the average viewer can easily understand.

If you work in the finance space, this might be your sign to download TikTok and start filming.



Resource of  
the Month

## Work Smarter With Smartsheet Project Management Tool to Help Your Team

Smartsheet doesn’t just target small businesses; it targets industries.

Smartsheet is also carefully designed to mimic spreadsheets. Using graphics, graphs, organizers, and other spreadsheet tools, Smartsheet integrates the knowledge of tracking with a purposeful, data-driven platform designed to keep your team on track.

Furthermore, Smartsheet tools include automation opportunities that limit how much tedious work your team has to do and a conversation application that allows your team to communicate in real time. Smartsheet is also compatible with Slack, Microsoft Teams, Outlook, Excel, and Adobe.

Sounds like a great tool, right? But why would you want to *pay* for a project management software when your team finishes projects already? The proof is in the features.

Without project management software, projects tend to become exhaustive, run over timelines, and negate useful conversation — and everyone just becomes frustrated and confused.

Smartsheet and other project management tools allow users to follow a clearly identified timeline, find files associated with the project with ease, and communicate effectively. It’s a one-stop location for everything related to your project or products, allowing your team to operate with total transparency. Plus, Smartsheet can cost as little as \$25 per month. Name another comprehensive tool *that* affordable.

With Smartsheet, your team can apply their knowledge of spreadsheets to an easy-to-use platform designed to keep them engaged and organized. Project management has never been so easy.

*To learn more about Smartsheet, visit [Smartsheet.com](https://www.smartsheet.com).*

## Quotes to Grow On

“The best marketers are always creating relationships. Relationships with customers, brands, and other marketers.”

–Kurt Uhler

“Don’t sit down and wait for opportunities to come up. Get up and make them.”

–Madam C.J. Walker

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on Social!



# Have You Met nate?

## The AI Shopping Tool Everyone Is Talking About

What if you could buy anything, anywhere online anonymously, from a single app? And no, we're not talking about Amazon — we're talking about **nate**, an artificial intelligence shopping tool.

Like most AI, nate has a rather human-like name. But the most unique aspect of nate isn't the fact that it's spelled in lowercase. nate is the first AI online shopping tool that centralizes purchasing onto a single platform, enabling users to buy products from any e-commerce site with a simple click. Although it doesn't talk back to you like Alexa or Siri, nate is certainly smart enough to check out on nearly any online shopping site on your behalf.

That really matters in 2022. If you're ever worried about a website saving your personal information, you won't have to worry with nate on your side. The app will buy any product without you having to create new accounts on new shopping sites while still including your

shipping address so your purchase ships directly to you.

Investors have shown a lot of enthusiasm for nate. After nate's Series A round of funding led by Renegade Partners — with participation from Forerunner Ventures and existing investors Canaan Partners and Coatue — nate's total equity has been raised to \$51 million.

There are many reasons to have high hopes for nate. For one, it'd be the "first time in history" that shoppers would have a "seamless, universal, and private" way of buying anything online, as mentioned by Business Insider. Second, nate might be able to leverage the service to become more deeply involved in the consumer's journey. While the app acts as a universal shopping solution, the company plans to also include an embedded social side, where friends' purchases can inspire each other. nate plans to touch the consumer journey from inspiration all the way to purchase, and it has begun to enable their own pay-later solution. There's plenty more to come to the platform's payment products as well.

But, what's the real secret sauce? CEO Albert Saniger told Business Insider that their human-first mindset doesn't hurt. "We're well capitalized, and I couldn't be happier with our choice to work with Roseanne Wincek and the Renegade team. Their people-first mindset and approach to human capital is refreshing and indicative of the type of venture capital the new generation of founders like myself really value."

The "human-first mindset" enters in two important areas: privacy and fees. Unlike similar products, nate never compromises consumer privacy or charges merchants a single cent for its service.

So far, investments are paying off: nate's user base has been doubling almost every six weeks, and there's plenty more space for growth. The global e-commerce market size is valued at \$4 trillion, with almost \$1 trillion located in the United States. nate users will have the ability to purchase from all 2.1 million online stores in the U.S., which represents the long tail of the non-Amazon economy and 60% of U.S. e-commerce. Basically, that's at least a \$500 billion addressable market for nate.

Sending gifts through nate is a particularly attractive feature — after you've paid for a gift, you can give the recipient a nate gift link, where they can input any shipping address they prefer. In the near future, nate plans to give creators and influencers cash back for any purchases followers make from their lists (a collection of saved products from anywhere on the internet). There's also an in-app wallet where list-makers can save and use their rewards.

From jumping into the booming creator economy to leveraging their platform to benefit customers and merchants alike, nate has captured a lot of attention in 2022! And it makes total sense: nate's admirable, innovative strides are definitely worth keeping an eye on.

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