



Tips to Writing Your **Article for Your Newspaper, Newsletter, etc.**

This is not the only way to write an article for your newsletter/website but for those struggling with how to begin they will find the following tips attached to be very useful.

KEEP IN MIND YOUR ARTICLE SHOULD DO 2 THINGS:

1. **Get the attention of a select and small population of people.**
 - a. DO NOT try and appeal to a large group of people. It will not work. Attempting to attract many dilutes your appeal and will result in meager returns at best.
 - b. DO NOT talk too much about yourself. They do not care about you as much as what you have to offer that can have a benefit for them.

2. **Give the reader practical information they can use IMMEDIATELY.**
 - a. DO NOT get too technical or scientific. They will stop reading.
 - b. DO NOT *over* explain concepts but rather present tips and tools they can use immediately.

If you are successful in achieving the above it will result in the reader trusting your organization and remembering your name when they or a friend ever require your services in the future.

“10,000 newsletters distributed into your community can bring in potentially **200 new patients. This translates into approximately **\$200,000** in increased revenue for your practice. Can you get a better return on your investment?”**

-James Ko, MPT, President

Statement based on a 2% response rate and \$1,000 average new patient revenue.

(More tips on next page)

TIPS – to writing a newsletter or website article

- Personalize the article so that it is coming straight from you to your reader. Use words like “I”, “we”, “you”. Do NOT write in third person.
- The length of the article should be one full page per article at the most. Don’t make it too long.
- Do use a catchy first phrase or sentence.
- Do clearly state who best the article is intended for.
- Do clearly state the potential benefits to the reader. Do NOT be too technical or scientific.
- Do mention possible precautions, contraindications, or things they should be “wary” of etc.
- Do mention uniqueness and special features.
- Do give them info they can apply immediately
- Do give them a reason to contact you