

The Basics of Newsletter Formatting for Your Business

Newsletters are powerful tools that can garner a big following for your company. But while a newsletter might seem straightforward on the surface, there is a lot more to it than just sending emails to people without intent. Every aspect of the newsletter, from the text to the photos and the order it all comes in, profoundly impacts its ability to produce conversions.

Before we dive into specific newsletter formats, let's talk about the core elements of a newsletter that you must have to drive business.

What is the Purpose of a Newsletter?

The goal of a newsletter is simple: keep people invested in what you have to offer. For instance, if you are a news company, a newsletter can give people a sneak peek of interesting stories you are posting that week, enticing them to visit your website. If you are a retailer, a newsletter can show off your newest products.

Either way, the point is to keep the people already following you invested in your company. This means you need to know your target audience well enough to determine what they want to see. Of course, this also means there are no concrete rules about what a newsletter needs to look like or what kind of content it has. However, there are some elements that all newsletters should adhere to.

Important Newsletter Elements

Even though the actual content of your email newsletter will vary depending on your company and your goals, every newsletter should follow these basic principles of design:

- **The Copy Must Be Interesting:** Newsletters are mostly about words, not pictures. If the text is not interesting to read, it won't keep anyone's attention, which defeats the purpose of the newsletter.
- **The Content Should Be Limited:** Newsletters are supposed to be small excerpts of your company's offerings at any given time. They don't need to be crammed full of content. They should have a select few topics, serve as leads to the rest of your business.
- **Maintain Consistent Formatting:** While you can add new things every once in a while, people like consistency with newsletters. They want to know where they can find certain information in each one of your newsletters.
- **Break Up the Content:** Use headings and subheadings to break up the content fairly frequently. Big walls of text are difficult for readers to stay invested in, and they will probably lose interest. Small snippets hold attention.

These are elements that most newsletters should have, but there are also certain things that you *don't* want newsletters to have. Namely, "stop" words.

Avoiding "Stop" Words in Newsletters

What are stop words? Well, it's complicated, but here's the simple version: email services try to determine which emails are legitimate and which are spam. Part of this process includes checking which words come up in the email. If the saturation of "stop" words is too high, the email service may send

your email to the spam folder before a recipient ever sees it. Naturally, you want to avoid that with your newsletter.

Here are some of the words you need to try and omit from your newsletter, though this list is not exhaustive:

1. Guarantee
2. 100% Satisfaction
3. Click
4. Alert
5. Order
6. Exclusive
7. Friend
8. Services
9. Bargain
10. Congratulations!
11. Investment
12. Free
13. Opportunity

Notice that these are all very “sales pitch” terms that you’d often find in a spam email. If these show up too often in your newsletters, they could be incorrectly tagged as spam and never make it before the eyes of your audience.

Now that you know what to include and what not to include, let’s look at some email template design inspiration.

[Best Email Newsletter Examples](#)

There are many ways to design a newsletter, and we can’t show them all. But we can show some very well-designed options, starting with the template below:

Oscar Monthly

oscar

Oscar Monthly: December 2017

Get ready to take on 2018 with insurance and health care advice - and see what our team has been working on to gear up for the new year.

Enjoy,
Ashley



I'm here for the free stuff: Preventive care 101

Health care is expensive, but there's good news: most plans provide free preventive care and benefits.

[Read more](#)



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This newsletter is simple, but effective: it's quite minimalistic and doesn't have that many elements, but that makes the charming images stand out even more. The different sections are segmented well, easily dividing topics and letting readers know where each begins. Brief excerpts and clear headings give you enough information to know what each topic is about while also providing a clear way to read more about it if you so desire.

Also note the consistent color palette used throughout this template: a good color scheme that makes your newsletter pleasing to the eye is critical.



Tuesday, May 25, 2021

1

UNCLE SAM WANTS UFO

There was a time, not too long ago, when politicians who were interested in UFOs kept that information to themselves for fear of being characterized as a little nuts. Since that time, we've learned that being a little nuts is no hindrance to one's career in public life, and we're also starting to identify a lot broader interest in unidentified flying objects. In short, we've gone from UFOmg to UFOmo. "This used to be a career-ending kind of thing," said John Podesta, who generally kept his interest in UFOs to himself when he was President Bill Clinton's chief of staff. "You didn't want to get caught talking about it because you'd be accused of walking out of an 'X-Files' episode." (That's hardly a criticism now that the whole of American politics is an X-Files episode; albeit one that's markedly less believable than the fictionalized show.) *WaPo*: [How UFO sightings went from joke to national security worry in Washington](#). Could there be a *there* there somewhere out there? UFOshizzle my nizzle.

+ The possibility of UFOs isn't the only reason to keep that tin foil hat handy. [The QAnon Crowd is Convinced UFOs are a Diversion From Voter Fraud](#). "They want you talking about aliens because they don't want you talking about Maricopa. They want you talking about UFO's because they don't want you talking about stagflation, the collapse of the dollar, the crisis on the border, and Biden's mental health." (These folks are more alienated than the aliens.)



This time let's focus on the text itself. The heading is unique and garners interest, prompting readers to continue. The copy is interesting and witty without diving into the campy, immature, or ridiculous. Perhaps, most importantly, the newsletter provides links to multiple sources and perspectives on the content being discussed. This is a great way to write a newsletter that focuses on real news.



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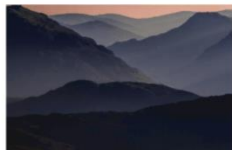
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Minimalist design can still be creative and colorful. This newsletter uses striking colors to catch the eye and engages the reader by asking them questions that help tie them into both the greater community and the brand. Furthermore, the content is perfectly bite-sized: readers will be more likely to open and read the newsletter if they know they can skim everything in a minute or so. After all, less time investment means no skin off their teeth if they're uninterested.

Summary

There is no universal best template for an email newsletter. It depends on what your purpose is: a restaurant newsletter might need to show off more pictures, while a newsletter telling stories will focus more on text. However, all newsletters need to focus on grabbing the reader's attention with catchy headlines, interesting snippets, and well-segmented sections that allow the reader to identify different areas of content.

Aside from those mainstays and avoiding spam trigger words that might get your newsletter erroneously flagged, you have a lot of leeway with your design. Just make sure you don't crowd the page with blocks of text, or overwhelm the reader with too many vibrant, conflicting colors.