

Newsletter Overview

1. Keep to your schedule

No matter how often you choose to release your newsletter (weekly, bi-weekly, or monthly), always keep with that schedule. Make an attempt to have the newsletter ready for distribution three days before it's set to go out, that way if you have anything last minute you want to add or change, you have the time

2. Keep the tone light

This is something where your loyal students can read about something they have a passion for connected to a establishment they've grown to love. This is certainly not the place negativity. If you have some students late on payments, or threaten overdue fees, save that for a personal email or phone call.

3. Check it twice

Did you use "then" when you meant "than," use "they're" when you really meant "there?" Always double and triple check your work to make sure your spelling or grammar are on point. You can even have a friend or family member read it over too. If the newsletter is filled with grammatical errors, people are less likely to continue reading, which will entice them to hit that unsubscribe button.

4. Plan ahead

There will be times where you struggle to find some content to fill your newsletter, so here are a few ideas of what you can add in the future.

Message from the owner

Give a brief, welcoming message to your loyal customers. Shouldn't be too long, approximately 150 – 200 words.

Dancing Tips

Give your students or potential customers some tips on the performing arts, could be exercises or quick stretches.

Afro-Caribbean culture and dancing facts

Your business is all about celebrating the culture of Afro-Caribbean, why not share some interesting facts about it and the dancing. Could the origins, the popular dances and even famous dancers/singers.

Testimonials

Received some positive feedback on your business? Post them on the newsletter for others to see.

Student highlight

One of your students rising above the others? Give them a spotlight in the newsletter, write about where they shine, where they've improved and what they're great at.

Motivational quotes

Have a dancer or icon you look up to? Then post one of their inspirational quotes to fill up that empty space.

Flashback story

Give some stories of your time training as a dancer, going on tour, or the troubles of running the studio for the best 25 years.

Highlights since the previous newsletter

Has anything exciting happened since your last newsletter? A sudden upswing of new students or win an award? Add it to the newsletter.

Reminder of important dates

Remind people of the important dates of the month. Could a recurring or special class, a new opening or anything.

Special offers

You can offer special deals on your classes, adding coupons or links on your newsletter.

Competitions?

If you and/or your students ever enter a dancing competition, put it in the newsletter

Upcoming changes

Expanding your business or adding a new class to the schedule? Add it to the newsletter.

New employee

If you've brought in a new instructor or choreographer, give them a highlight. Talk about their past experience, where their passion comes from and what they hope to achieve working at Cultural Arts Studio.