

# How to Name Your Newsletter for *Success*

Your newsletter name sets the stage for this powerful marketing program. Choose well for maximum impact. Yes, you can change it later but it's better to choose well from the beginning.

## How to Maximize Impact

The newsletter sells readers on your service and knowledge. Doesn't it make sense to name the publication after you? You may feature your first or last name: which one doesn't matter as long as the publication is obviously from an actual person, not a company.

People want to do business with real people. It is rare that people are loyal to companies. When that looks to be the case, you will usually find that the more important factor is a bond with a specific individual at the company. With good content and by featuring your own name (instead of a made-up name), you take a big step toward creating a personal connection with your prospects and clients.

You can and should reference your agency's name. That, along with full contact information, goes in the Links & Lines panel, not as the title of your newsletter.

Ideally your newsletter's name will have two parts.

1. The first part is the name of the publication itself. That should be brief and include your name (first or last). Without a concise name, it is nearly impossible to refer to it. Think of talking to a prospect and asking, "*Did you receive '\_\_\_\_\_'* in the mail?" That blank is your newsletter name. Short and sweet, easy to refer to.
2. The second part of your publication's name is the tag line. It should telegraph what you provide and/or for whom - your lines of insurance or types of products or who your target audience is by a geographic location, niche or specialty. You want people to see it is for them and choose to read further. (If you service more than one niche, I

suggest we create two or more versions of the same publications.)

## More guidelines

Here are more basics about naming your newsletter.

1. I am fond of alliterations in a newsletter name – repeating similar sounds. It is definitely not required for a successful publication name but it is my personal preference.
2. The newsletter's name should roll off the tongue easily.
3. Make sure the name is not already taken. (Google search your idea.)
4. If you have a target audience, telegraph that.
5. Don't exaggerate your benefits ("The Best Ever Insurance Advice!")
6. Don't choose a sound-alike name to another company or publication
7. Don't paint yourself into a corner. Do you plan on adding another line or niche later?
8. Check the initials of the name. Do they add up to "PIG" or "SOB" or something else offensive?

## Examples to Pattern Your Newsletter Name After

Here are examples of newsletter names. Hopefully these get the ideas flowing for you.

### Ray's Retire-Right Report

Prudent Planning for Peace of Mind,  
Investment Coaching and Retirement Planning



### News from Ned

Auto, Home, Business and Life Insurance  
for Idaho's Farming Communities



**Gail's Gazette**

Consumer and Commercial Insurance Information  
... and a little fun too!



**Thompson's Topics**

Honest Retirement Planning Information  
Delivered with a Smile!



**Paul's Prosperity Points**

Investment Coaching and Retirement Planning



**Dean's Wit & Wisdom**

Honest Insurance Information  
Delivered with a Smile!



**Bill's Pills of Wit, Wisdom & the Weird**

A Chuckle and Financial Piece of Mind through More  
Informed Decisions on All Money Matters



**Life Matters by Laurel:**

Taking Care of Tomorrow with Creative and  
Prudent Financial Services



**Gary's Guide to Insurance Insights**

Your Agency of Choice for Home, Auto &  
Commercial Insurance and Financial Services



**Carolee's Call**

Insight and Insurance for the  
Families and Businesses of Ohio



**Pat's Point of View**

Health & Life Insurance Solutions  
for Employers, Families and Seniors



**The Tom Whitehall Report**

Showing Seniors How to  
Increase Income and Reduce Taxation



**Jim's Journal**

Bringing Honest Insurance Information  
to Palm Beach Communities



**Full Coverage by Kerry**

Auto and Home Insurance Tips and News  
Delivered with a Smile!



**Holly's Herald**

Protecting Your Financial Future with Savings,  
Insurance and Medical Plans



**Matt's Messenger**

Home and Auto Insurance Tips & News  
Delivered with a Smile



**The Sedgewick Sentinel**

Retirement, Life and Health Insurance Planning for  
Restaurant Owners and Their Employees

And finally, when you think you've come up  
with a few good names, ask people you like and trust  
which one they like best. Which one communicates  
clearly to your intended audience?

To give your newsletter marketing program a  
boost toward success, name it after you and telegraph  
what you can do for them so they begin connecting  
with you as their premier source of insurance advice!

-----  
Victoria Eden shows insurance agents how to get more clients easier.  
She is known as the "Insurance Marketing Queen" and is the author of  
several agent marketing books and insurance consumer education  
books as well as two monthly print newsletters. She can be reached by  
email at [Victoria@MoreClientsEasier.com](mailto:Victoria@MoreClientsEasier.com).

© 2008 - 2016 Victoria Eden. All rights reserved.  
Revised December 2016.