

Building Credibility With a Professional Newsletter & Blog

Janet Switzer



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Years ago, newsletters were the standard optin offer at websites. And while they've actually lost much of their effectiveness as free bonus to get people to optin to an email list, they are still viable as a credibility-building tool when produced correctly and used as an effective marketing campaign.

In this tutorial, you'll learn to develop and use newsletters to build your customer database, sell more products and services, and eventually recruit other practitioners for your certified or licensed network.

The reality is that your customers and prospects don't want to be constantly "sold" or pitched to buy something, so newsletters are an easy "give"—before you ask them to purchase. I have a very special guest expert who will be joining me in revealing how to implement a free, electronic newsletter campaign, but first I want to share what newsletters have done for my business—and help you see the opportunity for your own.

Years ago, when I released my bestselling book *Instant Income: Strategies That Bring in the Cash for Small Businesses, Innovative Employees, and Occasional Emtrepreneurs*, I launched a newsletter called the Instant Income® Revenue Report—my regular emailed newsletter that details business-building strategies.

It detailed simple strategies that support cash-flow—from how to get on page one of Google in less than 40 minutes . . . to how to get new customers in a specific niche . . . to how to craft a two-step offer . . . to how to build your email list, and much more. Every newsletter contained a short tutorial about one topic along with one or two offers for various products my company made available.

To be honest, I wasn't sure how well a newsletter would work, but it was something that I had wanted to try for a few years. Well, I finally started writing it and—I soon discovered that not only did product sales skyrocket, my list grew rapidly because of all the pass-along activity from subscribers. People would receive a newsletter, hit the forward button, and send it to friends, colleagues, even their entire mastermind group in some cases.

Because I also posted the newsletter topics as individual articles on the Instant Income blog, the effort also helped us get top positioning in Google for small-business topic searches. You, too, can successfully use newsletters to build your credibility and leading-expert status in your industry.

Writing Your Newsletter . . . Made Easier

If you know that writing a newsletter is a great way to bring likely buyers to your business, but you hate to write or don't know what to write about...what can you do? Here are some strategies for making it easier on you.

- **Write single-topic newsletters with one main article and one smaller topic.** To build credibility, you'll largely need to write about unique methods you've developed or strategies that work or industry news that's a gamechanger and requires new thinking by your readers. This kind of in-depth tutorial or analysis is best done by writing a single robust article, possibly followed by a much smaller article (about a product or service you have available).
- **Get someone else to write your articles for you.** If you hate to write or don't believe you write well enough to be read by your potential customers or licensees, hire a freelance writer or journalist on a site like Fiverr.com. For about \$20 to \$30 per article, a writer can research industry trends related to your field (or review other materials you have produced) and write a 500-word article. Don't worry that newsletters need to feature "current news." They don't. Ask your writer to produce 20-30 short articles at a time on useful topics that will remain interesting and popular over the long-term—rather than working every week for you.
- **Write the articles yourself in batches.** Since I'm a former journalist and enjoy writing my own content, this is the strategy I've used. I'm careful to check with my web team prior to writing so I make sure that I write articles that are both meaningful to my readers and useful as link bait, too (see next section on blogging). Then I write 6-8 newsletters at a time, at least one to be posted each week.
- **Create video newsletters if you find those easier and less time-consuming to produce.** For many people, writing even a few paragraphs seems to take hours. If this describes you and you're comfortable speaking into a camera, you can produce short YouTube-style videos about a current trend in your industry or other information your potential customers need to know.

Simply record the video, write a few sentences about it in an email to your customer and prospect list, then include a clickable link in the email where recipients can go online to your website or YouTube channel to view the video. One major benefit of this technique is that Google really likes video, so if you locate the video at your website, it will help boost your rankings in the search results against other competitors.

- **Use artificial intelligence (AI) to write your articles.** While AI seems the easiest route to producing a newsletter, be aware that you won't necessarily get the outcome you want unless you write a *prompt* that insures you get the details, analysis, and professional opinion you want to convey to your reader. In my experience, even an AI-produced material needs editing to make sure it says what I want.

Prompt engineering is a skill that most people need to learn in order to get an article written the way they want on the first pass. Take ChatGPT, for instance (which is OpenAI's user interface for asking any question and producing just about any written material imaginable). By typing well-structured *prompts* into the message window, you can steer the AI towards generating the content you need to help with your immediate goal. For instance, if you need AI

to write an article about a recent government regulation that affects all practitioners in your field, tell ChatGPT to research the new regulation, determine from authoritative sources at least 4-5 ways it will impact practitioners, then suggest ways practitioners can mitigate this impact.

Specific input ensures that the AI-generated response is not only relevant but also tailored to your needs. In fact, most courses on prompt engineering recommend a three-part query that includes *role* (the type of person you are asking ChatGPT to be in creating the material you need), *task* (exact instructions that tell ChatGPT what you want it to produce), and *format* (whether you want the final output as a story, list, letter, email or something else). Here's an example:

Today you are an investigative journalist in the small business category writing for a major business journal about the new small-business tax relief package announced by the United States Congress. Produce an article for a digital newsletter that includes four major benefits to small businesses of the legislation and how best they can incorporate these new benefits into their small business. Limit the article to 650 words maximum and write the four benefits as bulleted short paragraphs. Start with a brief introduction that describes the new tax relief package, followed by the four most useful benefits in bullet-format, followed by a conclusion that encourages small businesses to incorporate the tax-relief parameters into their business.

Turn Your Newsletter into Blog Articles for Extra Exposure

Blogging about your subject-matter expertise has become one of the most effective ways to build authority, attract new opportunities, and engage with a global audience. Recent trends show that readers increasingly seek trusted voices who offer not just information, but actionable insights, personal perspectives, and authentic storytelling.

Blogs are now integrated with multimedia—video, podcasts, infographics, and AI-enhanced content—that expand reach and keep readers engaged across multiple platforms. Search engines also continue to reward high-quality, original content, meaning a well-maintained blog can significantly boost visibility and credibility online. Beyond visibility, blogging establishes thought leadership, builds trust with potential clients or collaborators, and creates a lasting archive of your knowledge—turning your expertise into a tangible asset that compounds in value over time.

Best of all, you can write blog posts and easily repurpose them into single-article digital newsletters—and vice versa—to maximize your impact with minimal extra effort.

Link Bait: The Most Important Reason Why Blogging Is Still a Powerful Marketing Strategy

When you turn your latest newsletter article into a blog post, and upload it to your blog, the title of that blog post gets indexed (or listed) by Google right away—usually within 5-10 minutes, in fact. So one way to turn your blog—and by extension, your newsletter—into a true marketing tool and magnet for prospective customers searching online, is to put likely search phrases in the titles of your blog posts.

For instance, if you sell electric cars, one way to get immediate traffic to your blog (and therefore, your website) is to write an article entitled, “10 Ways to Choose an Electric Car.” You can write another blog post called, “Buying an Electric Car at Discount Prices.”

We call this strategy “creating link bait”—producing blog articles, web copy, and other website features specifically to get attention from Internet browsers or to encourage other website owners and bloggers to link to your website.

Choose Your Article Topics by Researching Search Phrases That Your Potential Buyers Are Already Typing into Google

If you know already that you’ll be tuning your emailed newsletter into blog articles, I recommend that you choose your article topics based upon popular search phrases.

One of the most effective ways to learn how visitors are currently finding your website is by using Google Search Console. Start by setting up a free account and connecting your site. Once inside, look for the Performance Report—this will show you exactly which search terms people are typing into Google before clicking through to your pages. You’ll also see how often your site appears in search results (impressions) and the percentage of people who click (click-through rate).

If you want even deeper insights, you can add tools like SEMrush, Ahrefs, or Ubersuggest to see competitor keywords, trending topics, and related phrases your audience is searching for.

Next, take the search terms that are already bringing people to your site and write more blog posts or newsletters using those phrases in your titles and content. This reinforces your visibility for the terms you’re already ranking on.

And if your site doesn’t yet have enough traffic for Search Console to give meaningful results, use Google Keyword Planner (also free) to research phrases your ideal customers are typing in to find businesses like yours. Then, create fresh articles, blog posts, or newsletters around those keywords to steadily attract new readers.

Google Loves Blogs: How to Discover the Search Terms That Are Already Bringing Visitors to Your Website

Not only does Google consider websites with blogs more authoritative, the continually updated and increased content that a blog brings to your website also gives you extra points with Google when it comes time to rank you against other websites in the search results. Here are ways to maximize that benefit:

Step 1: Connect Your Site to Google Search Console

Sign up for a free account at search.google.com/search-console, then add and verify your website.

Step 2: Open the Performance Report

From your dashboard, click on “Performance” in the left-hand menu. This shows you which search terms (queries) people are using to find your site, along with impressions, clicks, and click-through rate.

Step 3: Review and Expand on Keywords

Identify the search phrases that already bring you traffic, then write more blog posts and newsletters using those exact terms in your titles and content. This reinforces your visibility for keywords where you already rank.

Step 4: Use Additional Tools for Insights

Consider adding tools like SEMrush, Ahrefs, or Ubersuggest for more detailed competitor and keyword analysis. These platforms reveal what’s working in your industry and suggest new topics your readers are actively searching for.

Step 5: Research Keywords If You’re Just Starting Out

If your site is too new for Search Console to collect enough data, use Google Keyword Planner to discover search terms your ideal customers are typing in. Create fresh content around those terms to steadily build visibility and attract new readers.

How to Choose Blog Topics That Will Drive Traffic to Your Website

Once you know how people are currently finding your website, the next step is to expand your reach by creating new content around topics that will bring in even more visitors. Choosing the right blog topics is part research, part creativity, and part strategy. Below are simple steps to help you consistently select topics that will drive traffic and position you as a trusted expert.

Step 1: Identify Your Ideal Reader

Before brainstorming blog topics, clarify who you want to reach. Is it potential clients, industry peers, or a broader audience interested in your subject? The clearer you are about your ideal reader, the easier it will be to choose topics that matter to them. Ask yourself:

- What questions do they often ask me?
- What challenges are they trying to solve?
- What mistakes do I see them making?

When you know your reader’s pain points and goals, you can tailor your blog content to meet their needs.

Step 2: Use Keyword Research to Guide You

Tools like **Google Keyword Planner**, **SEMrush**, **Ahrefs**, or **Ubersuggest** can show you exactly what people are searching for in your industry. Look for keyword phrases with a healthy balance of search volume (enough people are looking for them) and competition (not so many other sites dominate the results). For example, if you're in small business consulting, "how to create a cash flow forecast" may be easier to rank for than the very broad phrase "small business."

Make a list of keyword opportunities that align with your expertise, then turn those into blog topics.

Step 3: Listen to Your Audience

Sometimes the best blog ideas come straight from your existing audience. Pay attention to:

- Questions asked during consultations or sales calls
- FAQs from customers or clients
- Comments and discussions in online forums or social media groups
- Emails you regularly receive from subscribers

If one person is asking, dozens more are wondering the same thing. Each question can become a blog post that draws in readers searching for those answers.

Step 4: Study Competitors and Industry Leaders

Review what your competitors or thought leaders in your field are blogging about. This isn't about copying—it's about spotting gaps. Maybe a competitor covered a topic at a very surface level; you can go deeper and provide more value. Or maybe they ignored an angle that would resonate with your audience. Use competitor blogs as inspiration to create something even more useful.

Step 5: Focus on Evergreen Topics

Evergreen content is content that remains relevant over time, rather than quickly going out of date. Examples include "how-to guides," "step-by-step tutorials," or "common mistakes to avoid." These posts continue to attract readers months or even years after being published. While it's fine to cover news or trends occasionally, evergreen topics should form the backbone of your blog because they generate consistent traffic.

Step 6: Add Variety with Trending or Seasonal Topics

Alongside evergreen posts, include content tied to current events, industry shifts, or seasonal needs. For example, a productivity coach might write "5 Habits to Kick Off the New Year Strong" every January. These posts can give you traffic spikes at specific times, while your evergreen content provides steady traffic year-round.

Step 7: Create a Blog Topic Calendar

Once you've brainstormed a list of potential topics, map them out in a simple content calendar. Plan for a mix of:

- **How-to articles** (practical, instructional posts)
- **List posts** (e.g., "10 Tools Every Freelancer Needs")
- **Case studies or examples** (stories that show results)
- **Opinion or perspective posts** (your take on industry shifts)

A calendar helps you stay consistent and ensures your content covers a wide range of keywords and reader interests.

Step 8: Test, Measure, and Adjust

After publishing, check your analytics to see which posts gain the most traction. Sometimes a topic you thought would be minor becomes a top traffic driver. Other times, you'll find that posts underperform and need tweaking. Let data—not just intuition—guide your ongoing blog topic choices.

Final Thought

Choosing blog topics that drive traffic is about balancing what your audience wants with what search engines can reward. When you combine keyword research, audience insights, competitor analysis, and a thoughtful content calendar, you'll never run out of traffic-driving ideas. Over time, your blog becomes not just a marketing tool, but a reliable source of new opportunities and long-term authority in your field.

Sample 3-Month Blog Topic Calendar

Month 1 – Establishing Authority with Evergreen Content

Week 1: *"10 Common Mistakes [Your Audience] Makes When Starting Out—and How to Avoid Them"*

- Evergreen "mistakes to avoid" post.
- Strong keywords and audience pain point.

Week 2: *"How to [Solve a Key Problem] in 5 Simple Steps"*

- How-to tutorial.
- Practical and shareable.

Week 3: *"The Ultimate Beginner's Guide to [Your Expertise Area]"*

- Comprehensive, cornerstone content.
- Designed to rank well over time.

Week 4: *"Case Study: How One Client Achieved [Specific Result] Using [Your Method/Approach]"*

- Storytelling + proof of expertise.

Month 2 – Adding Variety and Searchable Keywords

Week 1: *"Top 7 Tools Every [Your Audience] Should Be Using in 2025"*

- Evergreen + trending, since tools update frequently.

Week 2: *"The Step-by-Step Checklist for [Achieving Desired Goal]"*

- Highly actionable, list-style format.

Week 3: *"Industry Insights: What's Changing in [Your Field] and How to Prepare"*

- Trend piece positions you as a thought leader.

Week 4: *"Ask the Expert: Answers to the 5 Questions I Get Asked Most"*

- Directly taps into FAQs.

Month 3 – Expanding Reach with Seasonal and Shareable Content

Week 1: *"5 Fresh Strategies to Kick Off Q2 Strong"* (or another time-tied theme)

- Seasonal post that creates urgency.

Week 2: *"Beginner vs. Advanced: Which [Approach/Strategy] Is Right for You?"*

- Helps different audience levels self-identify.

Week 3: *"The Hidden Costs of Ignoring [Problem Your Audience Faces]"*

- Persuasive post that leads naturally into your solution.

Week 4: *"How to Create Your Breakthrough [Result/Outcome] This Year"*

- Inspires + connects to long-term goals.

Using Your 3-Month Blog Calendar for Maximum Impact

- **Adjust timing:** You can post weekly, biweekly, or even monthly depending on your bandwidth.
- **Cross-promote:** Repurpose each blog post into a single-article email newsletter, LinkedIn post, or social snippet.
- **Mix evergreen + timely:** The combination keeps your blog relevant today while also building long-term search traffic.

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Email: success@replicateprogram.com