

APA | Webinar

Supercharge Your Presence Building Your First Email Newsletter

Presenter: Daniel Wendler, PsyD

March 25, 2020 | 12:00 PM – 1:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Welcome

Discussion Topics

How to decide if an email newsletter is the right fit for you and what to write about

How to choose the right platform for your newsletter and develop a winning design

How to grow your subscriber list and maximize your impact

How an email newsletter could help make a positive impact to the COVID-19 virus

DISCLAIMER

- The views expressed in this presentation are those of the presenter and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

LOGISTICS

- You are on mute
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Dr. Wendler by using the "Questions" field located in the webinar control panel.



PRESENTER: Daniel Wendler, PsyD



- Founder of MarketingForTherapists.org
- Author of *Clicking With Clients: Online Marketing for Private Practice Therapists*
- Postdoctoral fellow at Deep Eddy Psychotherapy in Austin, Texas

Roadmap

Why start a newsletter?

What should your newsletter be about?

How do you design a newsletter?

How do you grow an audience?

Why start a newsletter?

Do newsletters still work?

- Do people still read newsletters?
- Isn't social media the future?
- Won't you bother people?

Do newsletters still work?

- Do people still read newsletters?
 - **21.33% of newsletters are opened**
(Mailchimp.com)
- Isn't social media the future?
 - **"Organic reach" on Facebook is just 5.5%**
(blog.hootsuite.com/facebook-statistics/)
- Won't you bother people?
 - **Permission marketing is the key**

Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who **actually want to get them.**

- Seth Godin

The power of newsletters

- Direct, protected access to your audience
- A personal connection
- A lasting connection

Why write a newsletter as a psychologist?

- Share your expertise
- Multiply your impact
- Supercharge your career

What should your newsletter be about?

Every newsletter needs a purpose

Why do psychologists write newsletters?

- Share ideas and knowledge
- Promote their organization
- Generate an income
- Build a following

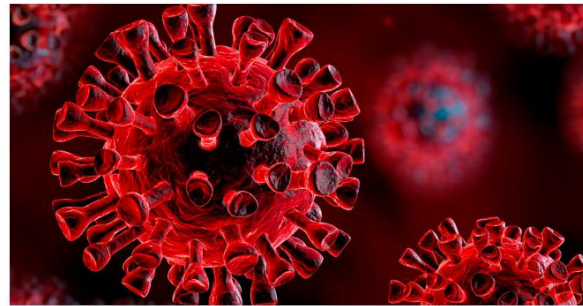
Sharing information

 AMERICAN PSYCHOLOGICAL ASSOCIATION

Six Things Psychologists Are Talking About ...

MARCH 10, 2020

CORONAVIRUS



1. Psychologist Leads Innovative Approach to Tackle the Psychological Toll of COVID-19

The 15 American passengers who were released from the *Diamond Princess* cruise ship during the COVID-19 outbreak have been taken to the University of Nebraska Medical Center, where they are being treated and quarantined. A clinical psychologist and behavioral health consultant is on the front line as part of a team that aims to prevent psychological deterioration for patients who are physically cut off from family and friends and whose only visitors are health-care workers wearing head-to-toe protective gear.

REMOTE THERAPY



2. As COVID-19 Spreads, Psychologists Consider Telehealth Options

Practitioners and patients are discussing how to replace office visits with phone or videoconferencing options in case of an outbreak or quarantine. In this continuing-education article, APA offers guidance on how to make the most of telepsychology and steer clear of pitfalls.

Promoting an organization

Stanford | Psychology
SCHOOL OF HUMANITIES & SCIENCES

Announcements



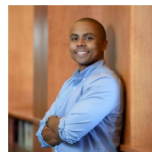
[Jeanne L. Tsai Awarded Stanford Bass University Fellow in Undergraduate Education](#)

Jeanne L. Tsai, professor of psychology in the School of Humanities and Sciences, was appointed the Yumi and Yasunori Kaneko Family University Fellow in Undergraduate Education. She joins nine other faculty members who have been named or reappointed Bass University Fellows for 2019-20 in recognition of their exceptional contributions to undergraduate education.



Hyo Gweon named David Huntington Dean's Faculty Scholar

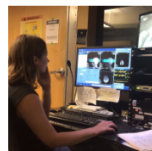
The School of Humanities & Sciences has recently named Hyo Gweon the David Huntington Dean's Faculty Scholar. She is known for her work as the principal investigator at the [Stanford Social Learning Lab](#).



Steven Roberts named a John Philip Coghlan Fellow

Professor Steven Roberts has been named a John Philip Coghlan Fellow by the School of Humanities & Sciences. As director of the [Social Concepts Lab](#), his work in group-based boundaries and hierarchies earns him this honor.

In The News



[Stanford psychologists explore brain development in facial recognition and reading](#)

As children transition from adolescence to adulthood, their brains can grow electrical insulation that supports reading and facial recognition, according to research from the lab of Stanford Psychology Professor Kalanit Grill-Spector.

Branding/income

5-Bullet Friday

Hi All!

Here is your weekly dose of "5-Bullet Friday," a list of what I'm enjoying or pondering.

What I'm reading —

[Taming the Mammoth: Why You Should Stop Caring What Other People Think](#). This is one of the most empowering articles I've read in the last year. It's hilarious and amazing.

Most popular post on Facebook —

[At University of Oregon, no more free speech for professors on race, religion, sexual orientation...](#)

What I'm playing —

[Monopoly DEAL card game](#). This was a gift, and each game generally takes just 10-20 minutes. Many games were played with my brother over wine and cookies this Christmas.

What I'm watching —

[Westworld](#). A Western-themed futuristic theme park, populated with artificial intelligence, allows high-paying guests to live out their fantasies with no consequences or retaliation from the android hosts...until now.

Quote I'm pondering more than ever —

"Those who are easily shocked should be shocked more often."
- Mae West

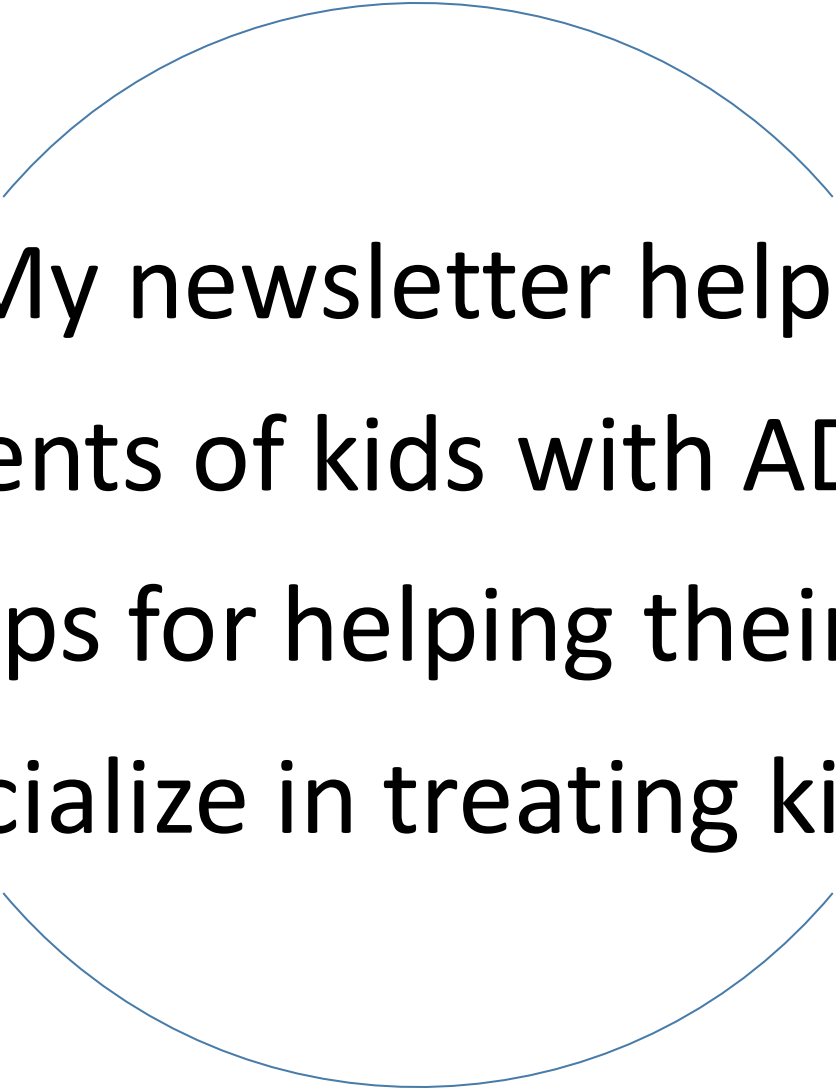
Every newsletter needs to give value

Why do people read newsletters?

- A sense of connection and belonging
- A moment of fun
- Useful information and recommendations

My newsletter helps
[Audience]
receive **[Value]**
because I **[Qualification]**

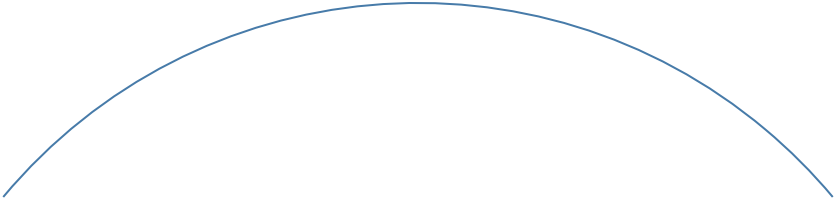




My newsletter helps
parents of kids with ADHD
get tips for helping their kids,
because I specialize in treating kids with ADHD

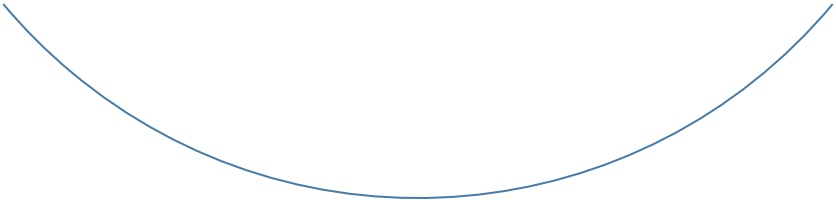
My newsletter helps
graduate students
enjoy a fun comic about grad school life
because I'm a grad student myself and make comics
to help myself cope with stress





My newsletter helps
people who like my work

Stay connected with me & my latest projects
because I create content that has attracted fans.



My newsletter helps
[Audience]
receive **[Value]**
because I **[Qualification]**



Three choices for newsletter content

- 1) Create something original
- 2) Compile content you posted elsewhere
- 3) Curate high-quality links

Best practices for content

- 90% giving, 10% taking
- Less is more
- Make it personal
- Experiment & get feedback

Newsletters during a crisis

Newsletters during a crisis

- Do you have something to give?
- Do you have critical information to share?
- Can you be a real source of encouragement?
- If not... you may not want to say anything

We are still serving your favorite subs

FREE FOOTLONG WHEN YOU BUY TWO*

Enjoy this Family Takeout Special

ORDER TAKEOUT



Dear Daniel Wendler,

In these rapidly changing times, our creative community is top of mind. We wanted to let you know about a few changes we've made to help support our independent creators and entrepreneurs in light of evolving challenges.

Additional Royalty Support – To reduce the financial impact of COVID-19 on the creative community, we are temporarily paying an additional 5% royalty on all sales of your ACX audiobooks through Audible, Amazon, and iTunes for sales during the months of April, May, and June. If you distribute your title exclusively through ACX, your total royalties will temporarily increase to 45% during this period (22.5% for those choosing Royalty Share), and for non-exclusively distributed titles, your total royalties will temporarily increase to 30% on sales during this period.

Employee Safety – All of our associates are working remotely at this critical time. You may experience delays in response times as we make this transition, but we are striving to maintain an outstanding creative experience.

Additional Educational Resources – ACX has always been committed to providing accessible user education through our [ACX University](#) and [Blog](#) programming, and as new writers and performers turn to audiobooks as a way to reinforce their earnings, we're doubling down on connecting you to experts and resources to make your creative journey easier and more successful.

Fatherly

Dear Readers,

The future is a foreign country. Sometimes the present is as well. The rapid spread of COVID-19 has forced us to rethink the familiar while questioning whether those we love are truly safe. In this moment, that work is necessary.

The legendary cowboy novelist Larry McMurty once summed up the great plains by saying there's "plenty of nothing to be looked at." We live our lives among landmarks, pacing over life's predictable features, the flatiron of a Monday morning and the badlands of a Thursday afternoon. A few cancellations, a work from home notice, and a couple million transmissions later, that landscape has been glaciated flat. There's an awful lot of nothing to be looked at.

We're just looking at -- and to -- each other.

The coronavirus is terrifying. It is a world-flattener, a grandparent killer, a dagger in the Dow, and a known unknown. It is not in your control or mine and nothing you read on the internet will change that. You, however, are in your control. Nothing you read on the internet can change that either. You are in control of the things you do, say, and -- if you work at it -- think. You are in control of the questions you ask. You are in control of the answers you accept.

How do I care for myself? Stay clean, close, and calm.

How do I care for my kids? Keep them occupied. Take care of yourself.

How do I care for my parents? Make the risk posed clear. Talk to them. Talk to them again.

How do I care for my community? Consider risk as a shared liability.

That sounds simple and is admittedly reductive. In practice, however, it is difficult. But these are the behaviors — the communications, really — demanded by the moment and by the information currently available. Now is the time to be tactical and empathetic, calculating and caring. Well-chosen words bind logic to feeling. Calm words are transmitted from person to person. The best words offer relief, if not a cure.

Even when there's nothing else, there's that. There's us.

How do you design a newsletter?

Choosing an email service

TinyLetter

 **substack**

 **mailchimp**

 **sendinblue**

Constant Contact® 

 **AWeber**

Low-tech options

TinyLetter

Totally free

Up to 5,000 subscribers

 **substack**

You can earn money!

Unlimited subscribers

Free (to start) email services



mailchimp

2,000 subscribers
\$30/mo to upgrade



sendinblue

300 emails per day
\$22/mo to upgrade



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Advanced email services



\$16/mo for 500
\$26/mo for 2500



\$20/mo for 500
\$45/mo for 2500

If you're not sure



Newsletter formatting basics

- Start with your subject
- Bullet points and headings
- Simple and short

Newsletter formatting basics

- Make it mobile-friendly
- Ask for feedback & check for errors
- ReallyGoodEmails.com for inspiration

Growing your audience

Growing your audience: Best practices

- Get their permission first
- Make it obvious what's in it for them
- Stay consistent
- Be aware of ethical and legal issues

Growing your audience: On your website

- Invite signups after each blog post
- Allow for opt-in on your contact form
- Invite signups with a popup
- Provide an immediate reward

Growing your audience

We'd love to keep in touch. ✕

Stay up to date with our newsletter!

No Spam. We Promise.

SUBSCRIBE

No thanks, I'm not interested



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Growing your audience: Everywhere else

- Be a guest expert
- Encourage forwards & shares
- Consider advertising
- Tap into your network

Three Ideas for Getting Started

- 1) Sign up for a few newsletters
- 2) Start with friends & family
- 3) Do the Seth Godin challenge



QUESTIONS & ANSWERS

Final Thoughts

- Webinar recording will be emailed to you in 2 weeks
- Take our survey immediately after the webinar has concluded
- More Supercharge webinars coming later in 2020!

APA | Webinar

Supercharge Your Presence

THANK YOU

For more webinars, visit apa.org/members



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