



Newsletter Strategy & Template

Sending a monthly newsletter to your contacts will help you:

- Stay in touch
- Stay top of mind
- Build trust
- Develop a lifelong relationship
- Share important information

The first thing you want to do is choose how you will send your newsletter.

→ Choose a free or low cost email provider that will allow you to manage your list, use templates, track open rates, etc. Two great options to check out are [Mailchimp](#) and [Constant Contact](#).

→ We DON'T recommend using your Gmail, Outlook or other email server for mailing list broadcasts as those servers don't allow recipients to unsubscribe. Instead they have to email you and ask to be removed, which can lead to an unhappy customer and awkward exchange that's best to avoid.

Once you've chosen your email server and imported your contact list (follow the tutorials the server provides to learn how to do this), you'll want to set up a newsletter template.

→ We recommend including sections for these types of content:

1. **Header** - Should include your name and perhaps your photo or the dealership logo
2. **Personal note from you** - be sure to include your signature at the end
3. **Specials at the dealership** - what's happening this month
4. **Customer feedback** - short testimonials from people you've served in the past
5. **Something fun to brighten their day** -
 - A link to an auto related story, local news, or just something you love!
 - An inspirational image or quote
 - A recipe
 - A joke (keep it clean!)

When setting up your template, choose a color scheme that's simple and if possible, reflects the dealership brand.

Remember - the simpler the better. All white is just fine ;)


Plan time each month to create your newsletter content.

Think about what's relevant and timely. Choose a subject that will catch their attention. DON'T call it "November Newsletter" ;) This will be a worthwhile investment of time, I promise!

Set up your newsletter, have someone proofread it, and send!

Don't skip the proofreading step! Remember - this newsletter is a reflection of YOU at your BEST. You want to make sure it is typo and error free!

Sample Newsletter Template:



News from Ali Reda

March 2017

It's almost spring!!!

What the heck was February all about? I hope that those couple of weeks of warm weather don't define the entire season.

I truly enjoy the Spring months. Everything is new again -- green buds on the trees, flowers starting to bloom, bluer skies -- all of it. And, I've noticed that most people are happier during the Spring. It's just warm enough to go outside without hats, gloves and winter coats, but not hot enough to make us all sweat.

It's a great time to take the kids to the park and practice their sports skills or take a ride on the swings. Spending time with each other as we gladly celebrate the season.

I hope that Spring finds us again soon, and that you take the time to celebrate new things -- and perhaps a new car.

Peace,
Ali

[**Check Out Our March Specials!**](#)



LAST CHANCE

Buy a ticket to win a Camaro!

Drawing April 28

Les Stanford Chevrolet Cadillac of Dearborn is pleased to announce our continued support of the annual Dearborn Firefighters Burn Drive. Les Stanford has been the lead sponsor of the Burn Drive raffle for more than 20 years.

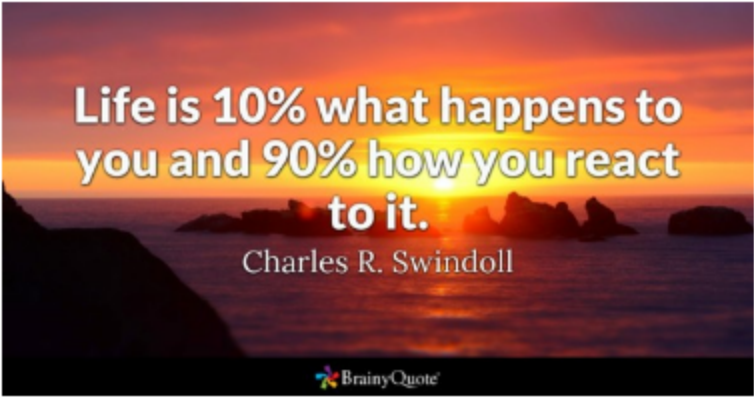
This year, the raffle winner will take home a 2016 SS Camaro or \$40,000 cash!

Tickets, priced at \$50 each and directly benefiting the Dearborn Firefighters Burn Drive for 2016, are available at Les Stanford Chevrolet.

The drawing will take place at 9pm on Friday, April 28, 2016 at the Ford Community & Performing Arts Center in Dearborn.

The Dearborn Firefighters Burn Drive was established almost 30 years ago to help children who have suffered the ravages of a burn injury. All money raised benefits these children.

For more information about the drive, visit dearbornff.org.



Life is 10% what happens to
you and 90% how you react
to it.

Charles R. Swindoll



"I recently purchased a new Cadillac from Ali Reda at Les Stanford and I am extremely satisfied.

Ali went above and beyond to get me the vehicle I wanted at a great price. He made sure I was able to take advantage of several rebates that I was unaware of prior to inquiring about a new car.

Ali made sure to make the whole transaction hassle-free, finalized all the details, and all I had to do was walk in and sign and pick up my new, gleaming Cadillac

I have already referred several friends in the market for new vehicles and I have no doubt they will be well taken care of with Ali

I usually don't even care to take the time to write reviews, but I was so impressed with Ali's service that I felt compelled to spread the word. Les Stanford is a beautiful dealership with the best selection around, that coupled with the fact that they have the best salesperson around makes going there an easy choice."

Dr Ron

[Check Out Our March Specials!](#)

