

January 28, 2023

## Your 5-step guide to creating a great newsletter



Here a newsletter, there a newsletter, everywhere a newsletter. But are you doing them correctly? Content. Design. Metrics. Repeat. That's the key. CMI's Jodi Harris takes a deep dive into why "the right newsletter" matters to your community.

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### What they're saying

*"The CFO has other metrics of business success they worry about beyond marketing. A good marketing leader understands the dynamics of the business and can tell the story of how valuable marketing is within that context."*

— Forrester Principal Analyst Tina Moffett on making the case for your marketing budget and storytelling to the C-suite in today's ever-changing landscape

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### MUST READ:

#### Made to Stick: Why Some Ideas Survive and Others Die

By Chip & Dan Heath



Why do urban legends and conspiracy theories get more play than groundbreaking innovations? Chip and Dan Heath tackle the question in "Made to Stick," which delves into making your ideas stickier. By applying principles like the Velcro Theory of Memory and creating curiosity gaps, the Heaths will transform the way you communicate.

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