

4.3.2. Example: newsletter

Netherlands' employers' organisations MKB Nederland sends a regular update to all its members. <https://mailchi.mp/mkbdenhaag/coronacrisis-update-mkb-den-haag-22-april?e=825e9551b1>.

1. Modern readers are browsers, especially when they are looking for problem solutions. They will only read long pieces if the content is relevant from the beginning to the end and if they have time. It helps the reader if you start with a header and an intro that give him the opportunity to judge if the article as a whole is relevant to him. Give him the opportunity to stop after the intro.
2. Readers love summaries and checklists. They hate long texts when looking for a solutions. Avoid pages full of text. Use pictures as well as empty spaces.
3. Make your website accessible and easy to navigate by using clicks (hyperlinks). E.g. make a little contents table consisting of hyperlinks. Formulating each theme as a question helps readers. *How to retain members?* is a better title than *Membership*.
4. Likewise a frequent-asked-questions-page can be helpful for your readers to find what they want as well as for you to say what you want.

