



LEGACY NEWSLETTERS

Content to keep you Connected

Why Newsletters are Important

Branding

Newsletters reinforce your brand identity and position you as an expert in the business brokerage industry. Consistently sharing valuable content strengthens credibility and keeps your brokerage top of mind for potential clients.

Staying Connected

A newsletter keeps your audience engaged and informed, even if they're not actively looking to buy or sell a business. By maintaining regular contact, you increase the chances of being their first choice when they decide to make a move.

Providing Value

Offering valuable insights, market trends, and helpful resources demonstrates your expertise and builds trust with your audience. By positioning yourself as a knowledgeable resource, you make it easier for potential clients to turn to you when the time is right.

Generating Leads

Newsletters can attract new leads and re-engage past clients who may be considering buying or selling a business. By sharing success stories and new listings, you create ongoing opportunities to convert readers into clients.

Creating an Effective Newsletter

Content is King

Your newsletter should include a mix of valuable content that educates, informs, and engages your audience. Consider incorporating the following elements:

Market Updates: Share insights on current market conditions, industry trends, and economic factors impacting businesses.

Business Insights: Offer advice on buying or selling a business, managing finances, marketing strategies, and other relevant topics.

Success Stories: Showcase your successful deals and client testimonials to build credibility and trust.

New Listings: Promote your latest business listings and highlight their key features and benefits.

Design and Format

A well-designed newsletter enhances readability and engagement. Keep these best practices in mind:

Visually Appealing: Use a clean and professional design that is easy to read and navigate.

Mobile-Friendly: Ensure your newsletter is optimized for viewing on mobile devices, as many users read emails on their phones.

Clear Call to Action (CTA): Include clear CTAs, such as “Contact us for a free consultation” or “View our latest listings.” These help guide readers toward taking the next step.

Frequency and Consistency

Find a balance: Don’t overwhelm your audience with too many emails, but stay consistent with your publishing schedule.

A monthly or bi-monthly newsletter is a good starting point.

Newsletter Systems and Tools

To create and manage your newsletter effectively, consider using the following tools:

- Email Marketing Platforms
- Mailchimp
- Constant Contact
- ConvertKit
- ActiveCampaign
- Content Management Systems (CMS)
- WordPress
- Wix
- Squarespace

CRM Integration

Integrate your newsletter with your CRM to segment your audience and personalize your content. This allows you to send targeted emails based on specific buyer interests and behaviors.

Transitioning Buyers to Your Newsletter

When adding buyers to your newsletter list, be transparent and obtain their consent. You can include a checkbox on your initial inquiry form or send a separate email invitation to subscribe.

Example Email:

Subject: Stay Informed with [Your Brokerage] Newsletter

Hi [Buyer Name],

Thank you again for your interest in [Business Name]. While you're considering your options, I wanted to invite you to subscribe to our newsletter.

In our newsletter, you'll find valuable insights on the business market, tips for buying and selling businesses, and updates on our latest listings.

To subscribe, simply click the link below: [Link to subscribe]

We look forward to keeping you informed!

Best regards,
[Your Name]

By leveraging the power of newsletters, you can continue to nurture relationships with potential buyers, provide valuable content, and ultimately increase your chances of converting them into clients.