

## Jeff Blackman modernizes with fresh email newsletter design

### Challenges

Business Growth Specialist Jeff Blackman has been using text-based emails to communicate with clients and customers for years. But times were changing and he needed to change with them. After hearing from several subscribers that his email content was top-of-the-line, but the emails themselves were boring to look at, he decided he needed to make a change. “I kept hearing, ‘the content is great, but it’s not pretty,’ “ Blackman said. “As a result of that I knew I had to find a way to create a more visually appealing email newsletter.” He wanted the look of his website to coordinate with his email newsletter to keep his brand consistent across both platforms and Net Atlantic was able to design a template that accomplished this goal.

### Solution

Blackman worked with Net Atlantic’s design team to create an email template that would allow his content to shine. “People really look forward to my monthly *Results Report* email newsletter,” Blackman said. “It allows me to stay in contact with clients. And it lets people see both a personal as well as professional side of me.” As a writer and speaker, Blackman is constantly in a position to create and write stories and his redesigned *Results Report* is the perfect medium for disseminating information to them. “It feeds my business. People receive it and hire me, so it’s also a marketing mechanism,” Blackman said.

### Results

The response to Blackman’s redesigned *Results Report* has been overwhelmingly positive. “People dug it, it was interesting, unique, something different, something they hadn’t seen before,” Blackman said. In addition to the modern HTML email template

### OVERVIEW

Products/Services Used  
Professional Level ListManager Suite  
Custom Email Design Services

### Client Profile

Jeff Blackman has been a business growth specialist, author and speaker for 30 years. Blackman has worked in radio and television broadcasting and written newspaper columns and books. “I help CEOs and entrepreneurs and senior leadership teams and sales people sleep really well at night,” Blackman said. Blackman is trained as a lawyer, but after realizing he likely wouldn’t get the chance to litigate very often, he decided to pursue a more creative career path. By working at an advertising firm during the day and going to law school at night, Blackman was able to discover his passion and focused on a career involving communications. Blackman started small, working out of a room in his home just after he got married, and now counts ACE Hardware, Enterprise Rent-A-Car and New York Life Insurance among his clients. Blackman is a member of the National Speakers Association (NSA) and in 2008, was one of five elected inductees into the NSA’s Speaker Hall of Fame, receiving the Council of Peers Award for Excellence designation.

that Blackman is using, he's also taken advantage of Net Atlantic's photo library. Blackman explained how the simplicity and ease of use of the platform made it faster for him to upload and use photos than ever before. "It has given me the ability to stay in ongoing communication with lots of folks," Blackman said. "It gives me a way to capture eyeballs. It's a wonderful complement to what I do."



**JEFF BLACKMAN**  
Business Growth Specialist

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And he wouldn't have been able to do it without the team at Net Atlantic. His first contact at the company was with CEO and founder Andrew Lutts. "He was accessible and answered all my questions," Blackman said. Over the years, Blackman has dealt with many Net Atlantic employees and all of his interactions have been positive, noting that everyone is very patient and flexible. "Whenever I had anything that was a problem, they would solve it quickly and efficiently. They've given me a simple solution with a low learning curve that allows me in minimal time to continually acquire new clients and maintain client contact," Blackman said.

## Business Need

Blackman has been using his monthly *Results Report* email newsletter to communicate with clients and customers for more than 10 years. About five years ago, he started receiving comments that his text-based message could use a little sprucing up.

## Solution and Benefits

At the time, Blackman was using another email service provider that actually recommended Net Atlantic to him. Blackman connected with Net Atlantic's design team and began using the custom email template that one of the company's designers created. It was based on the look of his website, so the two would be complementary. Blackman loved Net Atlantic's simple, easy-to-use approach and excellent customer service.

## Quote

"The greatest benefit is that it gives me a mechanism to have ongoing contact with my clients and subscribers, family and friends and influencers. Subscribers really look forward to receiving the *Results Report*; it is professional looking, branded and action oriented."

– **Jeff Blackman, President**

## For more information

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