

Newsletter Planning Checklist

Step 1: Define Your Purpose

- What do you want to achieve with this newsletter? (e.g., inform, promote, engage)

Step 2: Know Your Audience

- Who are you writing for? (e.g., customers, subscribers)
- What are their interests?

Step 3: Choose a Format

- Decide the structure (e.g., intro, main content, CTA).
- Keep it simple and easy to read.

Step 4: Write a Strong Subject Line

- Make it catchy and to the point.

Step 5: Create Valuable Content

- Provide helpful information, tips, or updates.
- Keep it relevant to your audience.

Step 6: Add a Call-to-Action (CTA)

- What do you want your readers to do next? (e.g., click a link, sign up)

Step 7: Keep the Design Simple

- Use clear fonts and short paragraphs.
- Make sure it's easy to read on mobile devices.

Step 8: Review Before Sending

- Check for typos, broken links, or design issues.
- Test the newsletter by sending it to yourself first.

Step 9: Track Performance

- Monitor open rates and click-through rates to see what works.

This checklist will help you stay organized and create effective newsletters!