

## GETTING STARTED WITH YOUR NEWSLETTER

### ~ SET UP CHECKLIST ~

#### GETTING STARTED: TO DO LIST

Getting started with your newsletter might seem like a daunting task, but if taken step by step, it is well worth the time and effort. Initially the creation process is the most time consuming. However, once you decide on a format, a publication schedule and you have a template in place it's just a matter of creating new content for each issue.

Here's a checklist that will help you put the pieces together that will become your unique newsletter. You (or your assistant) will need to have this information handy. It can be entered into the chart "**GETTING STARTED: REQUIRED INFORMATION RECORD**".

#### Technical considerations:

- ☐ **Email Marketing Software.** Decide what email delivery system you will use to send your newsletter and set up an account. The two I use most and recommend are either [Constant Contact](#) or a shopping cart such as [DirectPay](#). Do your research to determine what best suits your needs. Constant Contact is a good place to start if you prefer working with templates. If you know that you will be selling products from your website and creating e-products such as e-courses in the near future, then go with a shopping cart that has ecommerce capabilities you can activate when needed.
- ☐ **Files.** Get the electronic files of the headshot you would like to use and your company logo. You may have to ask your photographer and graphic designer to send these images to you.
- ☐ **Mailing lists.** Compile your lists. Start working on getting your lists of contacts organized (or send them to your assistant to do so). For importing purposes simply set up a spreadsheet in excel with 3 headings; First Name, Last Name and Email and sort your contacts accordingly ready to be uploaded into the email delivery system you have chosen.

## Practical considerations:

- ☐ **Content.** Decide on the type of content to include. For example, Welcome Message, Article, Tip etc.
- ☐ **Name.** The name of your newsletter. An important consideration when choosing a name is to imply what benefits your readers will get from your newsletter. Google “newsletter titles” for ideas and inspiration.
- ☐ **Schedule.** Develop a publishing schedule. Decide on frequency (monthly is good to start), day of week and time of day.

## Creative considerations: This is the fun part!

- ☐ **Samples.** Gather samples of online newsletters that you like various aspects of.
- ☐ **Colour theme.** Remember to carry your branding through to your newsletter design.
- ☐ **Layout.** Decide on the overall design.

## Remember:



- ✓ **Permission Based Marketing Is Essential.** Invite people to sign up for your newsletter or ask them if it's okay if you add them to your list. Within the welcome note advise your readers what they can expect from you each issue and what's in it for them as a subscriber. Clearly indicate how to unsubscribe from your mailing list.
- ✓ **Be consistent.** Make a commitment to send out your newsletter on a regular basis. A lapse in mailings may reflect poorly on your reliability or the state of your business.
- ✓ **Avoid Unnecessary Punctuation.** Reworking words like 'free' and 'money' (i.e. f\*ree) could trigger spam filters rather than prevent them and appear deceptive or look unprofessional.
- ✓ **Abide by the 80/20 Rule.** Your newsletter should be 80% informational, 20% sales-y. Once you have informed your readers, let them know what you have to offer that may help them. Launch new products and services through your newsletter and include 'special offers' exclusive to your subscribers only.