

GETTING STARTED WITH YOUR NEWSLETTER ~ SET UP CHECKLIST ~

GETTING STARTED: CREATING AND PROFITING FROM YOUR NEWSLETTER - GOALS CHECKLIST

Congratulations! Getting to the point where you're ready to launch your Newsletter, grow your list and profit is an event to be celebrated. It has taken a lot of planning and hard work to get to this point and you deserve a pat on the back. Use this handy checklist to make sure you've covered all your bases.

- ☐ You have created measurable goals for your Newsletter including but not limited to:
(Check all that apply)
 - ☐ Build your email list
 - ☐ Provide value to your prospects and customers
 - ☐ Improve your relationships with your prospects and customers
 - ☐ Announce special offers and promotions
 - ☐ Announce events
 - ☐ Share news
 - ☐ Sell more products/services
 - ☐ Drive more traffic to your website
 - ☐ Share photos and videos
 - ☐ Get feedback from clients and prospects
 - ☐ Other _____

- ☐ You've identified and researched your target audience.
 - ☐ You know who they are and what problems they have
 - ☐ You know what your readers want to know
 - ☐ You know what your audience finds most useful
 - ☐ You know what information will motivate the readers to action

Newsletter Starter Kit ~ Timesaving Templates

- ☐ You've created a short term content plan for your Newsletter that includes but is not limited to: (Check all that apply)
 - ☐ Conversational style welcome note
 - ☐ Informative feature article
 - ☐ Helpful tips, tools, product review
 - ☐ Promotion/special offer (keep it simple with one call-to-action each issue)
 - ☐ About/Bio
 - ☐ Contact Information/Social Links
 - ☐ A link allowing the reader to unsubscribe
 - ☐ Other _____

- ☐ You've created a long term plan for your Newsletter that provides content and value to your subscribers on a regular basis.
 - ☐ You've integrated your Newsletter into your existing marketing tactics and strategies
 - ☐ You've determined your Newsletter publishing frequency
 - ☐ You've created an editorial calendar to work from
 - ☐ You have an 'Newsletter Ideas' file
 - ☐ Your content will be 80% informational, 20% promotional

- ☐ You've opened an account with an Email Marketing Software provider to distribute your Newsletter and started the creation process.
 - ☐ You've created your Newsletter template
 - ☐ You've created an opt-in form (Newsletter sign-up form) and added it to your website
 - ☐ You've uploaded your business logo and/or banner
 - ☐ You've uploaded a photo of yourself
 - ☐ You've created the categories you want to launch your Newsletter and each section supports your goals
 - ☐ You've uploaded images that support your content
 - ☐ You've chosen clearly readable fonts and colours that match your branding (to ensure consistency get your Hex Codes or RGB Numbers for an exact colour match)
 - ☐ You've proofread and edited the content to ensure it accurately represents who you are and what you want to accomplish with your newsletter.

- ☐ You've spread the word about your Newsletter.
 - ☐ You've invited all of your current customers, clients, prospects and connections (online and in person) to subscribe.
 - ☐ You've connected with all existing followers on social media and invited them to become subscribers.
 - ☐ You've promoted your Newsletter in your email signature, on your website and in other social networks that you're a part of.
- ☐ Analytics - you've created a plan to consistently examine your Newsletter results to ensure you're on target to meet your goals. You're tracking:
 - ☐ The original total number of subscribers.
 - ☐ The current total number of subscribers.
 - ☐ The number of new subscribers.
 - ☐ Growth of list (increase in number and percentage).
 - ☐ The number of Newsletters sent vs. the number of emails opened each issue (referred to as 'open rate' in the form of a percentage).
 - ☐ Open rates vs subject lines (what subjects receive the most interest).
 - ☐ Click-through rate (CTR) - what links receive the most clicks.
 - ☐ Sales attributed to clicks - how many sales are made as a result of the clicks.
 - ☐ Other_____

Some email delivery systems provide these analytics. You may also want to keep your own records in a spreadsheet (see "Statistics Tracking Template").

**It should also be noted that you can outsource the implementation process and the ongoing management of your Newsletter to a virtual support professional who provides email marketing services. There are a number of online marketing and technical support experts and professionals such as Virtual Assistants that provide custom Newsletter creation, distribution and ongoing management to help you achieve your goals. Consider hiring a Virtual Assistant to manage your Newsletter.*