MODULE 10: EMAIL, CRM AND FOLLOW-UP

Newsletter plan

Lesson: Newsletters people open · about 15 minutes

Define your newsletter and draft your first issue.

Your business (name, service, main city):

1. **Describe your primary reader in two sentences and write the one-sentence promise for your sign-up page.**

2. **Choose your frequency and send day, and list the months when you will send more or less.**

3. **Plan twelve issue topics, one for each month, following your local event calendar.**

4. **Draft your next issue using the one-idea template, including the subject line, preview text and call to action.**

5. **Write the three numbers you will track for each issue and where you will record them.**

Check: can you now

- Define the reader and the promise of your newsletter and set a frequency you can keep
- Write a newsletter issue using a one-idea template with a single call to action
- Measure a newsletter by clicks, replies and inquiries rather than open rates alone

One change you will make this week