

ANATOMY OF A NEWSLETTER

checklist

HEADLINE

1

Crafting a compelling headline is crucial to customer conversion. Try to write a few options below:

Headline:

Sub-headline:

BODY TEXT

2

You've probably heard the phrase content is king before. Well, it couldn't be more true in an email newsletter. Write your main points as a list below:

<input type="radio"/>	<hr/>	<input type="radio"/>	<hr/>
<input type="radio"/>	<hr/>	<input type="radio"/>	<hr/>

ACTION

3

Including a clear call to action will help convert your readers into customers. The layout and design of your newsletter should identify the call to action and make it easily accessible to your target audience. Check your call to action below:

- | | | |
|------------------------------------|---|---|
| <input type="radio"/> Register Now | <input type="radio"/> Learn More | <input type="radio"/> Add to Cart |
| <input type="radio"/> RSVP | <input type="radio"/> Click Here to Watch | <input type="radio"/> Start Your Free Trial |
| <input type="radio"/> Buy Now | <input type="radio"/> Sign Up Today | <input type="radio"/> Download Here |
| <input type="radio"/> Join Us | <input type="radio"/> Subscribe | <input type="radio"/> Other |

FOOTER

4

Your newsletter footer should include a few basics – list your company's footer info below:

Phone #	Social Media @
<hr/>	<hr/>
Address:	Website:
<hr/>	<hr/>