



UMBREX

NEWSLETTER CHECKLIST

- Find your target audience**
Potential clients, those who influence them, & occasional readers
- Narrow your newsletter's objective**
Decide on your focus & goals before you get started.
- Give it a catchy and relevant name**
Aim for something short, relevant to the topic, & memorable
- Decide what to do yourself and what to outsource**
You may want to utilize outside writers or designers
- Create a design for your newsletter**
This doesn't have to be elaborate — sometimes simple is better
- Decide on your tech platform**
Various email marketing platforms can manage your list
- Focus on the type of content you'll include**
News on your topic, completed projects, or your expertise
- Decide on the frequency you will publish**
Consistency is key — establish a schedule & stick to it
- Add recipients to create your mailing list**
Decide how people will be added & create subscriber list
- Prepare your first few issues in advance**
Hold your issues until you have enough content to keep it going
- Send your first issue**
Launch your inaugural issue & tell readers what to expect
- Check your analytics for what's working**
Open rates & clicks will help you create engaging content

