

The Ultimate Newsletter Checklist

<http://crowdtoolz.com/the-ultimate-newsletter-checklist/>



Newsletter Title: _____ Date: _____

- 1. Know your readers, set your goals
.....
- 2. Use A/B testing
.....
- 3. Selecting the best time to send
.....
- 4. Pick one primary CTA
.....
- 5. Include social sharing icons
.....
- 6. Draft your content
.....
- 7. Add screenshots of video with a play button
.....
- 8. Prioritize mobile design
.....
- 9. Create your subject line
.....
- 10. Use best practices for images
.....
- 11. Before you hit send, think again...
.....
- 12. Measure, debrief, and analyze

My readers are: _____

My goals were: ____ Open rate; ____ Click Rate; ____ Signups; ____ Revenue;

My results are: ____ Open rate; ____ Click Rate; ____ Signups; ____ Revenue;

What went wrong? _____

What went well? _____

How can we improve? _____
