

Checklist: Are You Ready to Send that Email Newsletter?



- Build a subscriber list.
- Research successful newsletters in you industry.
- Determine how your newsletter can provide value to readers.
- Come up with a design and layout that fits your brand.
- Come up with a primary, highly visible call-to-action.
- Come up with a compelling subject line.
- Collect content to share.
- Have someone review your newsletter copy.
- Make sure all the links in your newsletter work.
- View a test email on your desktop and phone.
- Add alt text to your images.
- Add social sharing and follow buttons.
- Make sure you're legally compliant.
- Decide what variable to A/B test.