

Email Newsletter Plan

#1 What is your **goal**?

Why do you want to build and serve your community through writing your newsletter?

#2 Which email marketing **platform** will you use?

Consider cost, support, and functions.

#3 How will you **collect email addresses**?

Where will you put sign-up forms?

#4 What **content** will you include in your emails?

Just your blog post(s) or other content?

#5 How **frequent** will your emails be?

Commit and make yourself accountable!