

MARKETING *for makers* (and designers, crafters, and artists too) *e-course*

Worksheet #2: E-NEWSLETTER TEMPLATE

Use this worksheet to help you map out your next e-newsletter:

Planned send date:

1. Catchy subject line. Brainstorm ideas for good subject lines. (Note: This may be easier to do after you've figured out the core content.)

2. Create useful content. Write a rough draft of the content you'd like to cover in this e-newsletter.

3. Create a call to action. What is the one thing you want someone to do after reading this email?