

YOUR EMAIL STRATEGY CHECKLIST

Set Up Your Newsletter

- Add the sign up box to your website
- Welcome Message

Create a Regular Newsletter Plan

- Schedule what will you write and when you will write it

Lead Magnet

- Decide what type of Lead Magnet is best for you and your biz
- Create the offering
- Create the sign up box + set up the email delivery of it
- Share about it consistently on social media

Launch Plan

- Identify what you have coming up that would be best served by the Launch method
- Create a launch schedule and pencil it in