

Do's and Don'ts of Email Newsletters

Do's

- Do you have a goal for your newsletter?
- Have you put together a content calendar?
- Is it following the formula: Picture, paragraph, call-to-action?
- Is there 90% educational content v. 10% promotional content?
- Is the tone conversational?
- Is there a clever subject line with no more than 9 words/55 characters?
- Is it less than 20 lines or 200 words?
- Are the images clear and relate to the subject?
- Is there alt-text on all images?
- Is there one, single call-to-action?

Don'ts

- Are you using a newsletter purely for promotional purposes?
- Are you sending the newsletter multiple times a week?
- Only once per quarter? Bi-annually? Annually?
- Is the subject line generic?
- Do you have too many topics?
- Do you have too many goals for your newsletter?
- Do you have too many audiences you're addressing?
- Do you have multiple call-to-action links?
- Is the tone too serious or unapproachable?

