

THE ROAD TO A PERFECT EMAIL NEWSLETTER STARTS HERE



Newsletter Pro

Our team is so excited to start your email newsletter campaign and help you achieve your marketing goals. We're almost ready to begin the process, but we still need a few additional things from you to ensure your first edition is everything you envisioned. Please provide the following items to us **before** your first interview with your writer. You can check them off as you go to ensure you've sent everything we need, and we'll do the same on our end to make sure we're both on the same page.

- A high-resolution logo for your business.** We prefer EPS or a large, clear PNG, but we can work with a JPEG if that's all you have!
- A branding guide** that includes information about your brand's color palette, typography, voice and tone, imagery, and logo usage.
- A photo of yourself** or whoever will be the voice of your newsletter.
- A photo of your actual signature** to accompany your signature article. We can always generate one for you if you prefer.
- Your email list.** This is a comprehensive list of the names and email addresses of everyone you want to send your newsletter to. We will provide you with a spreadsheet to fill out after your onboarding call. Over time, we'll check for unsubscribes, blocked emails, and other issues that impact sender credibility. We'll remove any addresses that can't successfully receive your email newsletter.
- Your sender email address.** This is the email address from which your newsletter will be sent. Make sure someone on your team has access to this email's inbox for validation purposes.
- Previously written work.** Did you have a newsletter previously? Did the individual who will be the voice of your newsletter ever write a book? Send it our way. Seeing prior examples of your company's written work will help your writer better capture your brand's voice.

If you have any questions about any of these items or don't have one of them, please let your newsletter team know during your onboarding call!