

10 Steps to Creating Professional and Memorable Newsletters

- 1. Establish your newsletter's benefits
- 2. Choose a repeatable formula for your newsletter
- 3. Find or design a template matching your formula
- 4. Use consistent branding
- 5. Chose or write relevant content
- 6. Use your images
- 7. Stay legally compliant
- 8. Knock the ball out of the park with subject line & preview text
- 9. Run final checks
- 10. Press send or schedule

BONUS ADVANCED STEPS

- 11. Learn from reporting and adjust
- 12. Plan segmentation strategy and insert smart content

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