

**WEEK 11**

VIDEO MODULE 3 – MONTHLY NEWSLETTER

WORKSHEET

Summary:

To wrap up our week of email marketing, today we are going to put together a template for your monthly newsletter.

A newsletter is a great way to stay in touch with everyone you deal with, and to stay top of mind in case people have been “meaning to get in touch” with you.

It happens with every single newsletter that we send out – that people reach out, because just my name popping into their inbox triggered them to follow up on something they’d been meaning to do, and this was just the right time for it!

This results in new clients starting, existing clients returning phonecalls, and previous clients coming back to do business again.

It really is that powerful – and it doesn’t have to be rocket science!

I’ve developed a basic structure for my newsletters:

* Logo
* Company News
* Value for the Reader
* Promotion/Call To Action
* Social Media Icons (linked to accounts)
* Footer, containing the usual mandatory unsubscribe options

To see one of our past newsletters as an example, [click here.](https://mailchi.mp/53225f4deedc/fortissimo-marketing-march-news-258913?e=%5bUNIQID%5d)

Action Items:

1. Identify 1 – 3 newsworthy topics, 1 value-adding tip and decide on 1 promotional topic.

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1. Design your own template, and add your content.
2. Deploy to your mailing list!