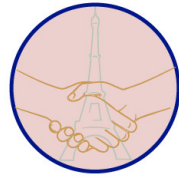




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## Ten Steps to Launch Your Business Newsletter

- Write approximately 200-word copy based upon your latest blog post
- Write a brief welcome statement (1-2 sentences)
- Choose an image (professional headshot, perhaps)
- If you are using an email template, update it with your new content
- Send yourself a test email
- Make sure all links work properly (you did include links, didn't you?)
- Identify & fix any formatting issues by viewing test email on desktop and mobile phone
- Schedule social media posts pointing to your website/blog
- Decide on the publication date for your next issue (are you using my Newsletter Template yet?)
- Update your calendar for writing your next issue!



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## Did You Know... ?

Newsletters and blog posts go hand in hand.

Creating both will help attract more visitors to your website and grow your contact list.

Doing so consistently is key.

For optimal efficiency, create your blog post first, and then continue with the ten steps above to create your newsletter.

*Don't forget to celebrate!*

Be sure to reply to your fan mail and blog comments as soon as possible.

*If you still don't relish the idea of writing your newsletter on your own, get on my calendar to discuss how MyVirtualGal can prepare a newsletter for you!*