

## EMAIL NEWSLETTER CHECKLIST – HOW TO AVOID THE TOP 3 MISTAKES!

### ✓ Decide on the topic for your “newsletter”.

- What is it about? Be as specific as you can  
*e.g. recent news in the women’s adventure space*
- Why would anyone want to read it?  
*e.g. because the topic’s hard to find → it’s all in one place*

### ✓ Decide how regular it’s going to be (then commit).

- This sets the expectations of your subscriber. It’s better to know in advance if what you’re signing up to is daily or monthly.

### ✓ Think of a name that sums it up well.

- Just calling it “my email newsletter” is too generic and has no personality. Try to encapsulate what it does and why it’s different in a few words.  
*e.g. The Skimm*

### ✓ Add at least one clear place on your website to subscribe

- Top of the page / in the header is good.
- Sidebar works too
- Or something that appears on the page after a while

# TRAVELLING LINES

BE YOURSELF - KNOW YOURSELF - CHALLENGE EXPECTATIONS

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### ✓ Ensure you have used the top 3 checks to describe it succinctly.

- A lot of text can be ok if you have a dedicated subscribe page, but you probably won't have a lot of room. Think elevator pitch.

*e.g. Stay up to speed with everything women in adventure, brought to you weekly by the Intrepid Magazine team.*

### ✓ I did not use the word newsletter

### ✓ I did not use the word update unless I really meant it

- This is fine if updates will be irregular and it's clear what you're being updated on – not just anything you fancy.

This checklist is linked to the blog post:

**The 3 Biggest Email Newsletter Mistakes I See Everywhere** available at

<https://travellinglines.com/email-newsletter-mistakes>