

Email Marketing Planner

What are the last 3 subject lines you've used? What were the results?

Do you add formatting and images to your messages? Why or why not?

List 3-5 headlines you could include in you next email.

- 1.
- 2.
- 3.
- 4.
- 5.

Do you include your logo in your emails? Is it linked to your blog URL?

How could you hide an "Easter Egg" in an upcoming email?

What blog post could you add a printable checklist or PDF worksheet to?

List 3-5 quiz ideas you could feature on your blog to drive traffic.

- 1.
- 2.
- 3.
- 4.
- 5.

What special coupon could you give to your blog readers?

How could you host a contest on your blog? What would the prize be?
