



E-NEWSLETTER CHECKLIST

1. Target Audience:

internal ___ (employees ___ members ___ others ___ (specify) _____)

external ___ (customers ___ prospects ___ others ___ (specify) _____)

2. Editorial Objective: main purpose of e-newsletter _____

3. Length: 250-500 words: ___ 500-1000 words: ___ Other: _____

4. Frequency: quarterly ___ 6x/year ___ monthly ___ annually ___

other (specify) _____

5. Services Required:

Concept development - planning overall (i) editorial ___ (ii) design template ___

Ongoing project management _____

Editorial: planning ___ research ___ interviewing ___
writing ___ editing _____

Photography/graphics/illustrations: ___ (specify) _____

Production: design/layout _____

6. Content Required:

news ___ articles ___ tips ___ products/services ___ resources ___

upcoming events ___ profiles (eg. clients, employees) ___ case studies ___

other ___ (specify) _____

7. Any story leads, copy, graphics/photos supplied? (specify) _____
