



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) _____
