



Bonus!

NEWSLETTER WORKSHEET

See Action 5 in the book *I'd Rather Be in the Studio!* to help you plan a newsletter.

Send date: _____

Preparing Your Draft

- Decide what the focus should be—don't try to say everything in a single issue
- Write draft
- Review/edit draft
- Send text to proofreader
- Develop a few options for a subject line
- Select feature image(s) of your art
- Include complete credit line of artwork
©Your name, *Title of artwork*, medium, dimensions (note inches or centimeters), and Price. Photographer credit if needed.
- Identify a *single* compelling call to action, including how to buy your art or sign up for your offer

Preparing to Send

- Create a strong subject line
- Lay out text and images in your email program
- Include links to recent blog posts, if relevant
- Send test to yourself and one other person to check spelling and punctuation, design, font sizes, spacing, and working links
- Send!

After Sending

- Link to newsletter on your website (if you have a place for it)
- Share on social media
- Record open rate and click-through rate (this will change over time)
- Update your email list to remove any contacts that have bounced or unsubscribed