

# Tips for Writing and Designing Your Newsletter

Let's Go

# Never Stop Testing

## Some Key Early Choices

## Before Hitting Send

The Ultimate Newsletter Checklist

<http://crowdtoolz.com/the-ultimate-newsletter-checklist/>

Newsletter Title: \_\_\_\_\_ Date: \_\_\_\_\_

☐ 1. Know your readers, set your goals

☐ 2. Use A/B testing

☐ 3. Selecting the best time to send

☐ 4. Pick one primary CTA

☐ 5. Include social sharing icons

☐ 6. Draft your content

# Learn from others: Don't End Up in the Spam Folder

A list of things to avoid in each area(quick version)

- **Subject Line:** Overuse of punctuation, special characters, and phrases like “free,” “act now,” or “open immediately.”
- **Formatting:** ALL CAPS, crazy colors, and extra exclamation points!!!!

# Learn from others: Don't End Up in the Spam Folder

A list of things to avoid in each area(quick version)

- **Content:** Anything about getting money, paying less money, or money-back guarantees.
- **Code:** Sloppy code, extra tags, code pulled in from Microsoft Word.
- **Images:** Too many images or one single image and no text to balance it.

~Introduction~ to spam emails and filters

# What is Spam?

Spam laws

"Spam negatively impacts deliverability rates, and we want to make sure emails reach their recipients."

# Spam Filters

- Campaign metadata
- Your IP address
- Coding in your campaign
- Content and formatting

"Spam filters want to know that you're acquainted with the person receiving the email. We recommend using merge tags to personalize the To: field of your campaign."

# Email Firewalls

› *How do firewalls know what spam is?  
Your own recipients teach it.*

## Omnivore by Mailchimp

› Omnivore can predict bounces and lack of permission within a user's list and send a warning to help them develop better practices before it's too late.



# Abuse Reports & Accidental abuse reports

Report spam & unsubscribe

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This message will be marked as spam. Would you also like to stop receiving similar messages from Quora Digest? If so, you'll be taken to [this](#) link to unsubscribe. [Learn more.](#)

Report spam & unsubscribe

Report spam

# Tips and Best Practices

- Choose your opt-in method wisely
- Don't use purchased, rented, or scraped lists
- Don't assume you have permission

# Tips and Best Practices

- Set expectations when people join your list
- Don't wait too long before contacting your subscribers
- Treat your email campaigns as an extension of your brand

Not only are purchased or scraped lists notorious for providing bad addresses that lead to high bounce rates and denylisting, they don't actually help you grow your business.

End ^\_^