

## Newsletter Positioning Brief

<b>DATE:</b>	<b>NEWSLETTER NAME:</b>	<b>FROM:</b>
<b>LAUNCH DATE:</b>	<b>PREPARED BY</b>	<b>TARGET:</b>

Americans overwhelmingly live in their email inboxes. Email is a critical channel for news delivery with 3 major business opportunities:

- 1) Command the most expensive ad placement
- 2) Convert readers to paying subscribers
- 3) Drive website traffic

The key to success in email is a smart answer to each question in this brief:

### **A. Big Picture: What is the purpose of this newsletter?**

*Why are we doing this? Define your beat, what do you write about and cover?*

### **B. Target Audience: Who reads your stories?**

*Paint a picture of who we're talking to. What do they care about? Include demographics, motivations, inspirations, turn-offs, media behaviors, etc.*

**C. Consumer Insight: What do they think/feel today?**

*When will they read the newsletter and in what context?*

**D. Key Takeaway: What does our audience need from us they cannot get elsewhere?**

*What is the single most important takeaway from their experience with this communication?*

**E. What are the Mandatories?**

*List no more than 3 mandatories (if applicable).*

**Voice & Tone**

*What is the personality of the newsletter?*

## **Obsessions**

*What type of content do we want to consistently include?*

## **Layout/Length**

*What are the main section headers? What is the target length for each section?*

## **G. Core Analytics**

*What will we measure? At what intervals?*