

Newsletter Worksheet



Key Questions:

Print:

Online:

Print:

Target audience: _____

Print Number: _____

Printer: _____

Color/BW: _____

Online:

Program: _____

Database Uploaded: _____

in Database: _____

General Questions:

Cost: _____

Budget: _____

Day of month to go out: _____

Who is getting this newsletter: _____

Additional Posting Options:

Website:

Social Media:

E-Blast:

Blog:

Formatting:

Font: _____

Size: _____

Colors: _____

Content:

Topic 1:

Topic 2:

Topic 3:

MLS Market Stats:

Community Event:

Name of Event: _____

Featured Property:

Property Address: _____

Who will help you coordinate the design and perform monthly management:

Test:

Open Rates: _____

Click Thru Rates: _____

Average _____%

Good _____%

Great _____%

Notes:
