



## EMAIL MARKETING PREPARATION

*Here are a few things you'll want to decide on*

1. How many subscribers do I want to have?
2. What is my budget, if any?
3. Will I have a website? Just a landing page? Just Facebook Groups?
4. Which Social Media Platform(s) will I focus on first?
5. Who will be my email service provider?
6. How many emails will I be sending out per week/month/year?
7. Do research on where your Ideal Customer hangs out
8. Will I do paid advertising? Will I rely on organic?
9. What types of Freebies will I offer?
10. Which products/services will I provide?