

## NEWSLETTERS, CTA EMAILS & REAL MAIL

### Make a Plan

I will send an email newsletter to keep my list warm < frequency >.

My next newsletter will be sent on < date >.

I will store ideas for future newsletters and emails in this location:

The CTA promotional emails I plan on sending in the next 4-6 months are:

| Event to Promote | Message Content | Date to Send |
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I plan use real mail in the following ways over the next 4-6 months:

I need to design and print the following real mail pieces (mention any deadlines):

*You need to market to many people at once through your newsletter and social media accounts, but don't forget that the best results are from personal interaction rather than bulk mailings. Return to Your People Plan and make sure you're honoring your People Days.*