

Set up your email newsletter

It's time! If setting up your email newsletter has been on your list for awhile, now is the time to get it done. I promise it isn't as complicated as it might seem. The main thing is to find a platform that works for YOU. You can do this!

- Pick your email marketing platform. You could use Flodesk, Mailerlite, Covertkit, Mailchimp or others! Take a look and see which one you can actually use.
- Create a free account and commit to a platform for now. Remember you can change it in the future, it doesn't have to be forever, we're just getting started.
- Start looking at landing page templates on the platform. This is similar to a one page website that subscribers can add their name and email too. We'll share examples!
- Make sure there is a space for their name and email address and don't collect information you don't need. Send this to someone to test it out or share in the group.
- Add your brand colours and make sure you are clear what they will be signing up for. How often is it? What will the emails include? Why would they want to?
- Create a graphic for your Instagram stories that has space for the link to your page. You can add the link to your stories to encourage people to sign up.
- Start sharing that landing page with your audience and thinking about what your first email will be!