



A **Newsletter** is sent to your list all at once, containing announcements, updates and value added content, and often time-sensitive information. Perishable info.

An **Autoresponder** is a sequential email series that gets sent to someone from they moment they subscribe. It's automated. Evergreen info.

Three possible calls to action for your broadcast email

1	
2	
3	

What Should You Write About in Your Emails?

Outline key points for a broadcast email for a seasonal sale, product, event, news item, or promotion. Note the specifics of the main topic of the email (eg, if it's a product promotion), who it is targeting, and how you are meeting a solution.

First, know your audience: Who is receiving this email? What is their top interest?

Topic	
Target	
Problem	
Solution	
Product/Service information	
Sell/Inform	
Current Business Needs	
Time-Sensitive Information	