

How to Get Started

You just downloaded your **Ultimate Email Toolkit**. This bundle contains five must-have resources to have your email program running successfully and delivering results. Whether you're looking to improve on an existing email program or are just getting started, these five tools will have you driving success in no time.

Let's get started.



Email Goals Worksheet

Like most aspects of business planning, setting clear goals from the start for your email program will inform everything that follows. In this worksheet, we'll help you define your goals and prioritize them against each other. Additionally, you'll be able to see which goals are long-term and near-term and how they coincide with your company's broad strategic interests.



Newsletter Strategy Matrix

One of the most important aspects of an email program is an email newsletter. But what topic should you start with or which new newsletter should you add to your existing program? In this interactive worksheet, you'll be able to take inventory of your current content, look for areas of opportunity, and start your next hit newsletter.



Email Calendar and Tracker

Once you have your general email strategy in place, it's time to turn to execution. It's easy to become siloed about your company's various newsletters and email initiatives. This email planner will help you take a holistic view of your company's messages to ensure all aspects are working together to deliver the best results.



Email Preflight Checklist

Even the most experienced email senders can make mistakes. This simple checklist helps ensure you're not making any common mistakes before sending out your emails.



Email Revenue & Lifetime Value Worksheet

Dedicating time and resources into growing your email program will eventually require that it makes financial sense to your company. The easiest way to show your company the value of email is to track the Lifetime Value (LTV) of your emails. By completing this simple worksheet, you'll be able to calculate the revenue your company drives from each new email subscriber.