Newsletter checklist

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|  | **YES** | **NO** |
| Is it called something other than ‘newsletter’? |  |  |
| Do you have a signup area on your home page? |  |  |
| Is it also on every other page of your website? |  |  |
| Is it positioned top right? |  |  |
| Do you have a signup pop-up as well/instead? |  |  |
| Do you offer an ‘ethical bribe’ to incentivise signups? |  |  |
| Does it include boxes for subscribers to fill in? |  |  |
| Does it collect only first name and email address? |  |  |
| Does the button say something other than ‘subscribe’? |  |  |
| Does the small print include anti-spam reassurance? |  |  |
| Do you use a bulk email provider? |  |  |
| Do you write compelling subject lines? |  |  |
| Does your content add value, not just an advert? |  |  |
| Do your emails include an unsubscribe link? |  |  |
| Do you monitor bounce, open and click rates? |  |  |