



How to Build an Online Audience Exercise: Email Newsletter Layout Template

Formatting Tips:

Use a single-column layout so that your content is readable on small mobile devices. Layout your newsletter with the following sections on top of each other.

Email Subject Line Title: (7 words or less): _____

Header Image section:

Insert a full-width header image at the top of your email hat uses similar graphics to your website or blog. Display an image that is the same as your brand or logo.

Feature Article Section

Article Title: Use the same title as in your email subject line above

Article Text: Display 300 words or less from your article in concise, easy-to-read paragraphs. Link the rest of your article (500 – 700 words total) to your website or blog page in order to drive traffic to your site to finish reading the content. You want people to click-through your email and go to your website or blog.

Featured Deal or Product Section

Display a small picture of the item that you want to sell along with a one-paragraph description. Mention three benefits to the customer as bulleted statements:

- Benefit statement #1
- Benefit statement #2
- Benefit statement #3

Insert a hyperlink here to the page where people can immediately purchase your item.
Example: [Click here](#) to purchase today

*Place a
picture of
the product
you are
selling
here*

Endorsement Section:

Display a 2 – 3 sentence endorsement from a well-known leader or fan that helps build your credibility with email readers. If you don't have testimonials, omit this section but start pursuing them immediately.

Endorser's Name

Endorser's Job Title

Upcoming Events Section:

List the Event Date: Friday, October 25th

List the Event Name: ABC Conference

List the Event City and State: New York, NY

List the Event Website Link: <http://www.eventdetails.com>

(Repeat as needed for multiple events in the next 3 – 6 months)

Contact Information Section:

List your email address

Website address / Social media page links

Office mailing address / Office phone number