

YOUTHPRENEURS-LEARNING BY DOING

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Entrepreneurship Curricula

Before making your decision, complete this checklist to help identify the key criteria and features which are going to be important to you.

Criteria	Yes	No
Do you have more than 500 email contacts already?		
Do you want to be able to add emails to your contact lists automatically		
Do you need your contact lists managed automatically e.g. by removing duplicates or ring-fencing and protecting people who unsubscribe?		
Do you want to be able to include a sign-up form on your website that links directly to your email provider?		
Do you need example email templates to get going?		
Do you want to send more than 5 updates every month?		
Do you have budget to invest in your e-newsletter?		
Do you want to see detailed, automated results after every campaign?		

Use these questions to help decide if you need to expend the time and effort to create one:

Question	Yes	No
Will your contacts care if you send them an update on what's happening with your business?		
Are there seasonal or other key changes in what you offer that would be of interest to others?		
Are your customers and target clients online and does this help you?		
Do you have an email contact list for your business that you could use to generate more opportunities?		
Would you like the ability to test your email messages and track which works best for you?		

If you answered YES to any of these questions and the statement is important to you, consider creating a regular e-update or newsletter to share your relevant content with your clients.